

Efektivitas peran public relations dalam pengelolaan situasi kritis

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20409366&lokasi=lokal>

Abstrak

This paper tries to describe how to understand the crisis, to handle the crisis, and to determine the effectiveness of the role of the corporation's communication especially Public Relations (PR) in the crisis management. It agrees that each crisis has typical characteristics. The organization of the company must prepare itself in order to be able to handle the crisis effectively.