

Manajemen krisis lazada.co.id : Studi kasus "beli Iphone dapat sabun" = Crisis management of lazada.co.id : case study "buying Iphone get soap"

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Abstrak

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Ketidaksesuaian produk yang dikirimkan kepada pelanggan dalam ranah bisnis online shopping tidak bisa dipandang dengan sebelah mata. Keluhan pelanggan akan ketidaksesuaian produk iPhone yang diterima berkembang menjadi sebuah isu penipuan yang lebih dikenal dengan istilah kasus iPhone-Sabun.

Perkembangan isu berpotensi menjadi krisis kepercayaan yang akan dihadapi Lazada. Manajemen krisis memegang peran penting untuk mengatasi isu, pemberitaan negatif, dan mengantisipasi agar isu tidak berkembang menjadi sesuatu yang fatal bagi perusahaan. Dalam kasus ini, melakukan klarifikasi terhadap hal-hal yang tidak sesuai dengan perusahaan merupakan langkah yang tepat untuk dilakukan sejak awal isu berkembang. Selain fokus pada manajemen krisis, perusahaan disarankan untuk menjaga resistensi mitra perusahaan dengan menetapkan posisi sebagai intermediary antara penjual dan pembeli dan merancang regulasi yang lebih ketat sehingga kasus serupa tidak akan terjadi lagi di masa depan.

<hr><i>ABSTRACT</i>

The issue of mistakes in shipping products to the consumers of online shopping cannot be underestimated. One case of complaint from a customer regarding an iPhone he ordered and the shipment he received not being the correct item has developed into an issue of fraud well-known as the so-called case of "Buying iPhone Get Soap" (named so due to the item being shipped is a soap bar). This issue development has potentially becoming a crisis of consumer trust that will be faced by Lazada, the online shop company related to the issue. Crisis management has become an important role player to alleviate such issues and negative publicity experienced by the company, preventing them from developing further into fatal blows to the corporation. In this case, the first important step that they must do as soon as the issue is happening is for them to make a clarification to the public regarding it. Other than focusing on management of crises, it is highly recommended for the company to keep their partnership resistance by establishing a position as an intermediary between sellers and buyers as well as creating tighter regulations in order to prevent such cases from occurring again in the future.</i>