

## Strategi manajemen isu PT Sarimelati Kencana (Pizza Hut) dalam isu penggunaan bahan kedaluwarsa = Issues management strategy of PT Sarimelati Kencana (Pizza Hut) in handling the issue of using expired ingredients

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Abstrak

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Setiap perusahaan memiliki isu tersendiri, baik positif maupun negatif. Isu mempengaruhi citra perusahaan. Isu yang negatif apabila tidak segera diredam dapat berkembang menjadi suatu krisis. Pada awal September 2016, PT Sarimelati Kencana, yang mengelola Pizza Hut, Pizza Hut Delivery, dan The Kitchen by Pizza Hut, diterpa isu penggunaan bahan kedaluwarsa. Isu muncul melalui investigasi yang dilakukan oleh Tempo dan BBC Indonesia, yang kemudian mempublikasikan hasil investigasinya lewat majalah dan artikel online. Seketika setelah itu, media massa lainnya pun turut ramai membicarakan isu tersebut. Melalui makalah ini akan dibahas kronologi kemunculan isu serta strategi manajemen isu yang digunakan oleh PT Sarimelati Kencana. Ditemukan bahwa perusahaan lebih banyak menggunakan strategi media relations dalam manajemen isu terkait. Dari mulai press release hingga kunjungan media. Melalui strategi media relations diharapkan terjalin hubungan yang baik dengan rekan media sehingga tidak ada lagi pemberitaan yang dapat menurunkan citra perusahaan.

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**ABSTRACT**

Every companies have its own issues, whether it is positive or negative issues. Issues can affect the company's image. If a negative issue is not being immediately stopped, it could become a crisis. In the early September 2016, PT Sarimelati Kencana, which runs Pizza Hut, Pizza Hut Delivery, and The Kitchen by Pizza Hut, was exposed to the issue of using expired ingredients. The issue arose from an investigation initiated by Tempo and BBC Indonesia, which then published the results of the investigation through magazine and online article. Momentarily after that, other mass media were talking about the issue. This paper will discuss in chronologically the emergence of the issue and the strategies to manage the issue used by PT Sarimelati Kencana. It was found that the company used more media relations strategy in dealing with the issue. As the media relations strategy is used, the company hopes to build a better relationship with the media, so there will be no more negative news that could lower the company's image.