CRISIS COMMUNICATIONS MANAGEMENT IN APARTMENT RESIDENCE: HOW THE PUBLIC RELATIONS OFFICERS HANDLE CONFLICT BETWEEN MANAGEMENT AND TENANT

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Abstract

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The five main strategies are rejection, avoiding responsibility, reducing attacks, corrective actions, and self-recognition. The research method used is a qualitative case study. Researchers conducted in-depth interviews with four informant, namely to the public relations officer of Jakarta Apartments, legal experts, apartment residents, and communication experts. Researchers will retrieve data from the four speakers related to the problem between Jakarta management and one of tenant. From the results of research based on the results of interviews that researchers have described, researchers see that the strategy undertaken by the manager of the Jakarta apartment is more dominant on how to reduce attacks from the public when the crisis peaks. The manager applies this strategy through social media with digital listening which answers every customer complaint and corrects any incorrect things related to Jakarta. The management also implemented a self-recognition strategy by apologizing due to the crisis that had occurred. Based on the statement of the communication expert, this is very rare. Usually for a company, the word sorry is rarely said when experiencing a crisis. The shortcomings of the strategy adopted are the way the crisis is overcome itself that should apply consumer relations and approach consumers. This is not done by the manager of Jakarta Apartments case of SP3 letters that have not been revoked from Mr X as residents, according to the manager it is not the authority of the manager but the police. Make corrections to each complaint from customers and also in terms of service. The rest, the management focuses on strategies to reduce attacks from residents and also the public who already have a negative perception of the manager of the Jakarta Apartments.

Keywords:

image recovery strategy, apartment, crisis management

INTRODUCTION

At this time, integrated-level housing has become rampant, especially for urban people who want to have a practical dwelling and are able to support the activities of each individual in their activities. However, from all the facilities in it, it turns out that the apartment has a fairly smooth record of each establishment. Even though it is supported by the cooperation of an organized developer, there are still problems involving the losses of various parties, both companies and consumers.

All the reasons above in the end underlies the author to discuss the service of one of the apartments in Jakarta, namely the Jakarta Apartment. Every service and product company always strives for quality and service to their customers in order to create a good image for the company. As for what happens when the image of a product or service is already damaged, the company will try to restore the image of the product so that it will be better in the eyes of the wider community.

One case that drew attention regarding the name Jakarta was a dispute with a tenant Mr X . He feels disappointed with each apartment manager's policy which is considered not supporting the apartment residents and feels cheated. Not only that, Mr X also wrote in his personal blog about his ugliness and anxiety at the Jakarta Apartment. This problem finally had a long tail and reached legal channels. Although it was declared that it had been completed at the end of 2017, in reality there was no clarity and common ground on this problem.

Based on the above problems, the researcher was able to find a discussion. The discussion is how to improve the already bad image in the eyes of the community. What can be used as a solution to attract hearts and have trust in the eyes of the wider community.

There are several steps that companies can take to restore their already bad image in the eyes of the community. One of them can be done by companies to attract people's hearts. This phenomenon is related to how to improve the image of a bad company, recover and improve in the eyes of the community. This is discussed in the Image Restoration Theory which was coined by William Benoit in 1995 (Kriyantono, 2014).

Benoit shares five basic typologies in the image restoration theory that he coined. Image Restoration Theory is one of the various theories involved in image, issue and crisis management. Benoit has also carried out various studies on the application of this theory in various contexts such as companies, governments, political figures and so on.

Image Restoration Theory departs from two basic assumptions. The first assumption is communication, which is the activity used to achieve a goal. Second is the main purpose of communication, namely maintaining a positive image and reputation. These two assumptions underlie the communication strategies used in dealing with crises, including when an organization or company improves or restores its positive image (Kriyantono, 2014).

The discussion in image recovery theory is not about explaining the stages of crisis development, but rather focuses on the strategy in overcoming the crisis. This theory presents a strategy to restore an image or a strategy to overcome a crisis in order to achieve success in maintaining or improving the image and reputation. This is so that the organization or company does not get a negative image and bad reputation.

In the case of the Jakarta apartment, it is undeniable that both consciously and unconsciously, the image of the apartment has become tarnished and disturbed due to this problem. Both observers and ordinary people, of course, directly or indirectly, they will be cynical about the case experienced by the Jakarta apartment. Moreover, the problems that occur are in fact related to the digital realm. Mr X   wrote in his personal blog about things that offended and vilified the Jakarta apartment which were not necessarily and proven to be true.

However, as a legal company, Jakarta has the right to make decisions and take legal action as long as it is considered detrimental. Besides that, if it is examined from the point of view of the ordinary public, if there is a company that is fighting only one individual. Meanwhile, this person is none other than a resident or owner of the unit in the apartment itself. Of course this is considered not well or tarnishing not only the apartment but also the management of the apartment in question.

As much as possible, try to solve it properly and in a friendly manner. There are many reasons to consider. Starting from the consideration that this is indeed an internal problem or conflict. Efforts should be made to this problem so that it does not spread widely. In fact, it will be detrimental to both parties, and also involves good name, both for the company and for the occupants themselves.

The problem with the Jakarta Apartments actually started with Mr X 's tweet on his personal blog on March 8, 2015. Mr X wrote his disappointment in the words "Jakarta Apartment and All Its Problems". The details of the chronology of the Mr X case with the Jakarta apartment are as follows. Starting on March 5, 2015, Mr X wrote of his disappointment in the above article. Eight months later, Mr X was reported by a lawyer from Jakarta named Danang Surya Winata with a defamation report in accordance with article 27 paragraph 3 of the ITE Law and articles 310-311 of the Criminal Code.

Two years later, on April 26, 2017, to be precise, Mr X received a summons from the Cyber Crime Polda Metrojaya to be examined as a witness in the case of defamation of article 27 paragraph (3) jo article 45 paragraph 3 of the ITE Law and or articles 310 & 311 of the Criminal Code, which was reported by Danang Surya Winata as the attorney of PT. Duta Paramindo Sejahtera.

On 9 June 2017 Mr X received a summons from the police to be investigated as a suspect. Responding to the summons, Mr X sent a letter to the informing party so that he would like to meet and do medical treatment according to the investigators' directions. A month later, on July 2, 2017, to be precise, because the letter that Mr X sent received no response and was not responded to, Mr X then tried to call Danang with the intention of mediating, but in the end it was rejected. On July 17, 2017 Mr X returned to Polda Metrojaya to take fingerprints and photos of the suspect.

The climax was that on August 7 2017 the file was declared complete by the prosecutor's office, Mr X was declared to be transferred from Polda Metro Jaya to the Central Jakarta State Prosecutor's Office. The thing that made him a suspect was the writing in the form of criticism against the management and management of the Jakarta Apartment, namely PT Duta Paramindo Sejahtera.

LITERATURE REVIEW
Image Restoration Theory

In an effort to provide solutions to the problems faced by the company, the researcher will put forward the theoretical basics of dealing with the problem. The goal is to measure the truth or its relation to a problem. The author finally decided to take the theory of image restoration or better known as the Image Restoration Theory proposed by William L. Benoit (1995). As in this theory, it is said that every subject, be it companies, figures, or in terms of politics, always has a tendency to have a good image in the eyes of the wider community.

Image Restoration Theory is one of the various theories involved in image, issue and crisis management. Kriyantono (2014: 227) states in his book that Benoit was thought to have initiated this theory in 1995. He has also carried out various studies regarding the application of this theory in various contexts such as companies, governments, political figures and so on.

Image restoration theory can be applied or applied in various contexts, both individuals and groups or organizations, namely in discussing the response of individuals or organizations when their positive image and reputation is threatened or experiencing a crisis. This theory is also called the image repair theory because it discusses how to repair, restore, or restore the bad image and reputation of an organization or company.

Always in a good image has an impact on their name or brand that is well known in society. If indeed their name has already deteriorated in the eyes of the community, then there are five basic concepts to overcome this problem. According to Benoit (2005, in Kriyantono, 2014), image restoration theory describes five communication strategies (typologies) in restoring images built based on a rhetorical approach.

Denial strategy. This strategy is a denial that the organization or company has made a mistake and a statement that the organization or company was not involved as the cause of the crisis.

The strategy of avoiding responsibility (evasion of responsibility). An organization or company tries to limit its responsibility to a crisis. How this is done: a) provocation, namely responding to the actions of other parties. b) states that the crisis occurred due to lack of information or the inability of the organization to control the situation. c) good intention (good intention), stating that the organization has tried to cope well but maybe the results are not optimal. d) crisis caused by accident or disaster.

Reducing the offensiveness. In general, the organization or company does not deny that it has taken the actions that caused the crisis. In this strategy, the organization seeks to reduce negative impacts and try to improve the decline in positive image experienced as a result of the crisis.

Corrective action (corrective action). Through this strategy, the organization sought to repair the damage and promised to prevent a recurrence of the crisis. Covering the consequences of a crisis (mortification), the organization or company expresses its willingness to take responsibility for the consequences of the crisis and expresses regret and apologies. The last one is bearing the consequences of the crisis (mortification). The organization or company expresses a willingness to take responsibility for the consequences of the crisis and expresses regret and apologies.

Image

Image is something that is abstract because it relates to beliefs, ideas and impressions obtained from a particular object, whether it is felt directly, through the five senses or getting information from a source. As explained by Roesady, image is a set of beliefs, ideas, and one's impression of a certain object (Ruslan, 2010: 80). Image can be in the form of positive responses in the form of support, participation, active roles and other positive actions and negative responses in the form of rejection, hostility, hatred or other negative forms.

The image itself will be attached to each individual or institution, positive or negative responses depend on the formation process and the meaning of the target object for image formation. Also, everyone has the right to interpret personal and institutional images. Types of Image according to Frank Jefkins in his book Public Relations, there are several images, namely the first, Mirror Image.

A depiction of an image that is believed and deemed correct by a company or a leader in a company has the opinion that outsiders have seen that the company has a good response, even though it is not always good to see outside the company. This occurs because there are differences in desires that are different from the reality that occurs in the wider public regarding the agency. Second, Current Image. Images that are closely related to word of mouth or information obtained from other people.

Image is now related to a person's experience of an organization / agency / company, which is then shared with others. This will not be a problem when what is told is positive things about the agency, but it will become a serious problem when the experience told is something negative about the agency, which is hostility, suspicion, prejudice, resulting in misunderstandings. (misunderstanding) which resulted in distrust of an agency.

Third, Wish Image. The image that is expected from the agency and is well received and interpreted by the public. The image of desire is an image that is directly proportional to the expectation and outcome, the agency has positive expectations and the public receives this impression positively. The fourth is the Corporate Image. An effort from the company regarding the company's future goals in the eyes of the public, about how the company's image gets a positive image, is better known and accepted by the public. Public relations has a role to strive and be responsible for advancing the company's image, which is one of the main goals of the company.

Fifth, Multiple Image. Is a complementary image of the company image. This can include logos, identity attributes, brand names, uniforms, professional workers who are identified in a variety of images that are integrated with the company's image. Sixth, Performance Image. This image is more aimed at the subject of the company which is related to the performance or self-appearance of each member of the organization so that it can carry the image of the organization. This can also reflect company ethics, starting from greeting, behaving, and interacting with customers.

Company image is seen as one of the important factors that can affect marketing effectiveness. Therefore, it is very appropriate if the image is seen as one of the most important assets owned by a company or organization.

According to Zinkhan, there are several reasons that underlie the importance of a company building and managing a corporate image, namely, it can stimulate sales, can build a good name for the company, build an identity for its employees, influence investors and financial institutions, promote good relations with a community, with the government, with community leaders and with opinion leaders getting a position in the competition.

Image is a mental representation of the meaning of an object that is formed in consumer memory. Image is usually associated with a combination of the effects of a product / company association, or a consumer's perception of a tangible and intangible company association.

Every company has an image that is consciously or not attached to the company. Not a few goods or services that the company produces have a strong image in the minds of consumers. Kotler put forward his theory which explains that company image is the consumer's response to the overall offer that the company provides and is defined as a number of beliefs, ideas, and public impressions of an organization. The image of an organization represents the values of a person and community groups that have a relationship with the organization.

According to Jefkins in the book Public Relations, the definition of image in the context of public relations, image is defined as "the right impression, image, or impression (in accordance with reality) on the figure of the existence of various personnel policies or services from an organization or company". Image can be said to be a public perception of the existence of experiences, beliefs, feelings, and knowledge of the community itself about the company, so that aspects of the facilities owned by the company, and services delivered by employees to consumers can influence consumer perceptions of the image.

The meaning of image itself is abstract (intangible), not real, cannot be described physically and cannot be measured systematically, because images only exist in the mind. However, its form can be felt from the results of good or bad assessments, such as acceptance and responses, both positive and negative, that come from the public and the wider community in general. Image can be identified, measured and changed. Research on corporate image has proven that images can be measured and changed, even though image change is relatively slow. Furthermore, Ardianto and Soemirat (2010) explain how the cognitive effects of communication greatly affect the process of forming a person's image.

Reputation

Basya (2006:6) Reputasi adalah suatu nilai yang diberikan kepada individu, institusi atau negara. Reputasi tidak bisa diperoleh dalam waktu singkat karena harus dibangun bertahun-tahun untuk menghasilkan sesuatu yang bisa dinilai oleh publik. Reputasi juga baru bertahan dan sustainable apabila konsistennya perkataan dan perbuatan.

Reputation begins with organizational identity as the starting point or the first point reflected in. The first is the company name (logo) or physical appearance (infrastructure), interior, employee uniforms, means of transportation, the environment. communication materials / media such as brochures, leaflets, advertisements, annual reports, media coverage, ing home magazines, newsletters, presentation materials, audio-visuals and others.

Non-physical ones include company history, values, and philosophy. Interaction patterns include, in dealing with society, customer and community experiences in personal relationships

with company leaders and employees. Service patterns, work styles and communication both internal and interaction with outsiders.

There are many things that influence the formation of a company's reputation, including financial capability, product and service quality, focus on customers, excellence and sensitivity of human resources, reliability, innovation, environmental responsibility, social responsibility, enforcement of good corporate governance (GCG).

In today's fast-paced communication era, reputation becomes a determining factor in efforts to improve and maintain the company's existence. For that, reputation must be managed properly by creating appropriate and strategic communications. The company's reputation, according to the meaning, is an overall picture of the company's past actions and the prospects that the company has in the future through all the policies that have been taken when compared to its competitors.

Dowling defines a company's reputation as "the result of an evaluation (assessment) that describes the company's image according to society. "Therefore, reputation is an assessment of an organization or product in which there is a trust factor (trust) from the public. In the public decision-making process, reputation is a component that is highly valued and considered.

So it can be concluded that the company's reputation is the consumer's perception of the company's ability to provide the best service, or an assessment of past conditions and future prospects regarding the quality of the company or product. A company's reputation for quality is not limited to the products or services produced but is often linked to the reputation of the company as a whole. Basically, the company's reputation is an award that is received by the company because of the advantages that exist in the company, namely the capabilities that the company has so that the company will continue to be able to develop itself to continue to be able to create new things to meet consumer needs.

RESEARCH METHODS
Research Subject

Researchers conducted interviews or post-news image restoration strategies regarding the dispute between Jakarta and Stand Up A tenant Mr X . What are the obstacles, how can this image be restored, Especially looking for the best way to cope with similar things in the future.

The subjects in this study were the managers of the Jakarta Apertemen. Researchers interviewed several informants related to research topics regarding the restoration of the Jakarta image after a dispute with a tenant Mr X . The first informant was a representative from the apartment manager, namely the public relations officer of Jakarta, namely Mrs.Lusida Sinaga. The second informant is the person who really understands this case, namely Mr. Ferry Manurung S.H.

Third, that is, one of the residents in one of the apartments who really knows and feels the situation in the apartment himself, namely Danny Novrian. Fourth, is the Public Relations Expert from the National Agency for Special Certification (BNSP) for Public Relations Indonesia, namely Mrs. Irmulan Sati. The things that were asked included what were the obstacles that caused problems and took the information needed from the side of the Jakarta Apartment manager.

Research Design

This research design uses a research design with a qualitative approach. The qualitative approach is considered more relevant because it aims to explore and understand the experiences experienced by the subjects of this study. According to Taylor (in Yulianty, 2012: 70), qualitative research is a research procedure that produces descriptive data in the form of speech or writing and the behavior of the people being observed.

Sugiyono (2014: 1) states that:

"The qualitative research method is a research method used to examine the condition of a natural object, (as opposed to an experiment) where the researcher is the key instrument, the data collection technique is carried out, in a triangulation (combined), inductive data analysis, and the results of qualitative research. emphasizes more on meaning than generalization.

According to Moleong (2013: 6), from a study of these definitions it can be synthesized that qualitative research is research that intends to understand the phenomena experienced by research subjects. For example behavior, perception, motivation, action, by means of descriptions in the form of words and language, in a special natural context and by utilizing various scientific methods.

Based on the opinion of Merriam, this research is included in a case study research. Case study is a social science research method. In general, case studies are a more suitable strategy when the subject matter of a research is related to how or why, if the researcher has little opportunity to control the events to be investigated, and when the focus of the research lies on contemporary (present) phenomena in the study. real life context (Yin, 2002: 1).

In addition, case study research can be divided into three types, namely exploratory, descriptive, and explanatory. In use, case study researchers need to focus on aspects of their design and implementation in order to be better able to deal with certain traditional criticisms of the method / type of choice.

This research is a single case study because it discusses one fundamental event, namely the problem between Jakarta and Stand Up A tenant Mr X . The case study that the researcher applies is an exploratory case study. Exploratory research is research that aims to test a theory or hypothesis in order to strengthen or even reject existing research theories or hypotheses. Exploratory research is basic in nature and aims to obtain information, information, data on things that are not yet known.

Because this research is basic in nature, this research is called exploration. Exploratory research is carried out if the researcher has not obtained initial data so that he does not have a complete picture of what will be studied. Exploratory research does not require a specific hypothesis or theory. The researcher only prepares a few questions as a guide for obtaining primary data in the form of information, information, as the initial data needed.

Data Types

The type of data used in this study consists of primary data and secondary data. Primary data are data obtained directly from the object of research by individual groups and organizations. Meanwhile, secondary data is supporting data in ready-made form (available) through publications and information issued in various organizations or companies (Ruslan, 2010: 29-30).

Primary data is data that is taken directly at the location or from the source, or data that is still original and still requires further analysis. The method used by researchers in data collection is by conducting interviews and documentation. Different and contrary to secondary data which is also as information in research.

Secondary data is a way of collecting data by studying the data that is already available. Then collected in advance by other parties such as books, internet literature, and scientific articles that can be studied as reference material and theoretical foundation in problem solving. Researchers used several literature studies, namely from various sources of books, theses, and data from internet media to complete the required data.

Data Collection Technique

The main data sources in qualitative research are words and actions, so data will be difficult to obtain in the form of numbers or absolute measurements. For this reason, the most appropriate way to gather information is through listening, seeing, and asking questions for things that require deeper clarity.

In this study, researchers will use data collection methods of several primary data sources in the form of interviews and documentation and secondary data sources in the form of literature studies.

Deep Interview

One very important source of case study information is interviews. This kind of conclusion may be surprising, given the familiar association between interviewing and survey methodology. However, interviews are indeed an essential source of information for case studies.

Interviews can take several forms. Most commonly, an open-ended case study interview, in which researchers can ask key respondents about the facts of an event in addition to their opinion about the event at hand. In some situations, researchers can even ask respondents to present their own opinions on certain events and can use these propositions as the basis for further research.

The greater the respondent's assistance in using the methods described above, the greater their role as "informants". Key informants are often very important to successful case studies. They can not only provide information about something for the researcher but can also provide advice on other sources of evidence that support and create access to the resources concerned.

Of course the researcher needs to be careful from over-dependence on a key informant, especially because of the possible influence of interpersonal relationships. A rational way of dealing with this error is to rely once again on other sources of evidence to support the information of these informants and to trace the conflicting evidence as carefully as possible.

The second type of interview is a focused interview, in which the respondent is interviewed within a short period of one hour. For example in such a case, the interview may remain open-ended and assume a conversational manner. However, the interviewer does not need to follow a specific set of questions derived from the case study protocol.

For example, the main purpose of such an interview may simply be to support certain facts that the researcher thinks are established (but not to inquire about other, broader, open-ended topics). In this situation, the specific questions should be structured carefully so that the researcher appears odd to the topic and allows the respondent to provide fresh comments on the subject. On the other hand, if the leading questions are asked, the objective of the supporting interview will not be served.

This type of support is similar to the support used by good journalists, who will usually fix events at a meeting. For example, by checking each of the important participants. If one participant fails to comment, even though others tend to support other people's versions of what happened, a good reporter will point to this result by stating that someone has been asked but is reluctant to comment.

The third type of interview requires more structured questions along with the survey. Such surveys can be designed as part of a case study. This situation will be relevant, for example, if you are currently working on a social environmental case study and have surveyed the residents or shopkeepers who were part of your case study. This type of survey will include both sampling procedures and instruments like those used in general surveys, and will then be analyzed in the same way.

Documentation

With the exception of research on people who are not familiar with literacy, documentary information is of course relevant for each case study topic. This type of information can take many forms and should be the object of explicit data collection plans. For case studies, the most important use of documents is to support and supplement evidence from other sources. First, the document helps verify the spelling and correct titles or names of the organizations mentioned in the interview.

Second, the document can add other specific details to support information from other sources; if the documentary evidence contradicts rather than supports it, the researcher has reason to investigate the topic further. Third, inference can be made from documents for example, by observing the carbon copy pattern of a particular document, a researcher can begin to be able to ask new questions about the communication and network of an organization.

However, these inferences should be treated only as signposts for future research and not as definitive findings, because these inferences may one day lead to the wrong direction. Given

their overall value, documents play a very important role in the collection of case study data. Systematic tracking of relevant documents is therefore very important for data collection plans. For example, during field visits, it is necessary to allocate time, for the use of local libraries and other reference centers.

Access needs to be regulated in this case in order to check the files of the organization to be studied, including a review of documents that have been put in the trash. The scheduling of recovery activities is usually a flexible one, and other additional data collection activities are also carried out according to the tastes of the researcher. It may therefore be difficult to apologize for neglecting a thorough review of documentary evidence.

At the same time, many people are critical of the dependence of case studies on documents. This is because case study researchers mistake certain types of documents such as proposals for projects or programs as if they must contain unquestionable truth. In reality, there is still a need to review existing documents to understand that they were written for several specific purposes and audiences.

In this regard, the case study researcher is an observer for the benefit of others, and the documentary evidence reflects a communication between groups seeking to achieve several goals. By trying diligently to identify these conditions, researchers will avoid being misdirected by documentary evidence and will be more critical in interpreting such content.

Data Analysis Technique

In qualitative research, data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials so that they can be easily understood, and the findings can be shared with others (Sugiyono, 2016: 88). Data analysis techniques in this study used data analysis techniques from Miles and Huberman (in Sugiyono, 2007: 91-99), namely the Data Collection (Data Collection).

Collecting data in the field. Data collection in qualitative research was carried out by observation and documentation. Observations were made on three aspects, namely, situation, activity and personal. Observations are made by continuously observing objects and documenting the results of observations in writing, photos.

Then to find out the meaning of the results of observations and documentation, interviews were conducted with the speakers. Interviews were recorded and then transcribed according to real conditions. Data Reduction In this stage, summarizes important information obtained from the field, then performs data grouping according to the topic of the problem.

Thus the reduced data will provide a clearer picture and make it easier for researchers to carry out further data collection. Data Display In this stage, the data or information that has been selected is processed and presented in the form of narrative text. Conclusion Drawing / Verification (Withdrawing Conclusions / Verification). In this stage, the researcher interpreted the data according to the problems and objectives of the study, so that the researcher could draw conclusions from the data that had been presented.

First the researcher will collect data from Mr X 's personal blog, news from the internet, and interviews conducted with PT. Duta Paramindo Sejahtera as the developer of the Jakarta Apartment. Researchers focus on data collection related to the implementation of case studies at PT. Duta Paramindo Sejahtera.

After the data is collected and described, the researcher will reduce the data, namely the grouping and reducing data that is unnecessary or irrelevant to the theme raised so that the resulting data can be more specific. After the data is classified, the researcher continues the analysis using the concept of a case study which includes the questions of what (what), how (how), why (why), who (who), where (where), how many (how many), and how much.

In qualitative research, obtained from various sources, using various data collection techniques. The data that has been successfully obtained and collected by the researcher, then the data will be analyzed and presented in a narrative form according to the topic being discussed.

In addition, it is also to provide a more complete and clear picture in the discussion. Miles and Huberman (in Sugiyono, 2014: 91), suggest that activities in qualitative data analysis are carried out interactively and continue to completion so that the data is saturated. According to Sugiyono (2014: 89), data analysis is the process of systematically finding and compiling data obtained from interviews, field notes, and documentation.

Data Reduction

Researchers who carry out research in the field for a long time will get large amounts of data. The large amount of data needs to be recorded carefully and in detail and then the data is analyzed through data reduction. Data reduction is a process of selecting, focusing on simplifying the abstracting and transforming of crude data that emerge from records in the field. Data reduction is also a sensitive thinking process that requires intelligence and high breadth and depth of insight.

According to Sugiyono (2014: 92), reducing data means summarizing, choosing the main things, focusing on important things, looking for themes and patterns, thus reducing data will provide a clearer picture, and make it easier for researchers to carry out further data collection, and search if necessary.

According to Sugiyono (2014: 93), in reducing data, each researcher will be guided by the goals to be achieved. The main objective of qualitative research is findings. Therefore, if during the research the researcher finds anything that is considered foreign or unknown and does not yet have a pattern, that is precisely what the researcher must use in carrying out data reduction.

Presentation of Data

Presentation of data is a set of structured information that gives the possibility of drawing conclusions and takingaction by looking at data presentations, so you will be able to understand what is happening, plan your next work based on what is understood.

In qualitative research, data analysis can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like. According to Miles & Huberman (in Sugiyono, 2014: 95), what is most often used to present data in qualitative research is narrative text. If we have presented the data, it will be easier to understand what happened, plan the next work based on what has been understood.

Draw a Conclusion

The third step in data analysis according to Miles and Huberman is drawing conclusions and verification. Begin by looking for the meaning of things, looking for regularities, patterns, explanations, possible configurations, causal paths and propositions. The conclusion that the researchers did is the core of the research which is expected to be able to answer the problem formulation from the start.

However, in qualitative research the conclusions that have been drawn may not answer the problem formulation. According to Sugiyono (2014: 99), conclusions in qualitative research may be able to answer problem formulations formulated from the start, but maybe not, because the formulation of problems in qualitative research is still temporary and will develop after the research is in the field.

According to Sugiyono (2014: 99), the conclusions in qualitative research are new findings that have never existed before. Findings can be in the form of a description or description of an object that was previously unclear or vague so that after being researched it can become clear, it can be a casual or interactive relationship, a hypothesis or a theory.

General Description

PT. Duta Paramindo Sejahtera is a company as well as a developer of the Jakarta apartment product. Jakarta Apartment is located at Jalan A. Yani Kav 49 Cempaka Putih, Central Jakarta. As a developer of integrated superblock residential products in the center of Jakarta, PT. Duta

Paramindo Sejahtera started his career in the construction contractor sector since 2010. He has a Trading Business License Number: 41 / 24.IPB.1 / 31.71 / -1.824.27 / e / 2016.

Since its inception, PT. Duta Paramindo Sejahtera is always committed to realizing a comfortable level of residence with complete facilities in accordance with the company's slogan, "One Stop Living Environment". PT. Duta Paramindo Sejahtera strives to realize consumers' dreams of having a comfortable residence in a strategic location at the meeting between Central Jakarta, East Jakarta and North Jakarta.

The vision and mission of the company is "The best view apartment with a new concept of entertainment and lifestyle at the lower area". Currently, Jakarta has nine main towers, namely, Bougenville, Faggio, Scarlett, Crysant, Nerin, Orchid, Penelope, Pino and the last one is Magnolia.

The development of various kinds of facilities for tenants (residents) in the two existing towers (Tower Faggio and Tower Pino) is prioritized. Not only that, now in the Jakarta complex there is also a food court, exhibition hall, jogging track, jungle pond, ATM center, playground, and swimming pool as the embodiment of the company's slogan, "One Stop Living Environment".

PT. Duta Paramindo Sejahtera, which is the developer of the Jakarta apartment complex products, not only produces apartment products, but also shop houses and shopping centers located in the same location as the Jakarta apartment, namely on Jalan A. Yani Kav 49 Cempaka Putih. Green Pramuka Square is the name of a shopping center or mall established by a developer which is located in the middle of the apartment. Apartment residents have direct access to the mall area.

The mall is not only intended for apartment residents, but can also be enjoyed by anyone who wants to visit the Jakarta complex. PT. Duta Paramindo Sejahtera built the land that was formerly a golf course and an artificial lake into an integrated superblock residence for the surrounding community and those from outside Jakarta.

Since the inception of Jakarta, PT. Duta Paramindo Sejahtera has a goal for the environment in the form of a green concept by creating an environment with a green city where there are many trees planted in the Jakarta complex.

The Jakarta Apartment is a ready-to-live apartment on an area of ?? 12.9 ha equipped with a shopping center in Central Jakarta, which consists of 9 ready-to-live towers and will continue to grow as the area develops. Carrying the concept of "One Stop Living Environment" makes our products very popular in many circles, all needs are in the Jakarta area.

Jakarta is in a strategic area, right on the side of Jalan Jenderal Ahmad Yani, Central Jakarta so that easy access to the Kuningan office area, SCBD, and right between regional meetings, between East Jakarta, Central Jakarta and North Jakarta, besides that there are many apartments around schools, well-known universities as educational facilities in nearby locations.

RESULTS AND DISCUSSION
Denying Strategy

The management of the Jakarta Apartment carried out this strategy when Mr X , who at that time was a suspect, asked about the SP3 letter that had not been revoked. However, the manager is of the opinion that this is not the responsibility of the manager, but it is the police's authority. According to public relations, it should have been Mr X who had to approach the police regarding the SP3 letter.

The rest of the apartment also denies the views of residents who think that the manager is closed. Regarding the security barricades carried out by the security forces when apartment residents flocked to the management office, it was all solely for security so that unwanted things did not happen. This is not without reason, the manager also needs to prioritize the safety of the surrounding environment so that unwanted clashes do not occur.

Attack Reduction Strategy

This strategy according to the researcher is the dominant of all the strategies implemented. The management carries out this strategy through social media. Managers see that this problem

has indeed covered the external realm and is widespread. So, it is very necessary to take advantage of social media such as Facebook, Instagram, Twitter and others.

Doing digital listening by answering every existing customer complaint. Holding gatherings to build relationships with the community and the media. It is also considered capable of introducing the public about Jakarta. As well as providing educational materials to the public about the ins and outs of Jakarta.

Corrective Action Strategy

The management admits that they are still lacking and need improvement, especially in terms of service. The management is also working on this. That is the need for digital listening to be carried out, this will be an evaluation material for managers by hearing input and complaints from consumers / apartment residents.

Area meetings are also regularly held by the manager to evaluate employee performance. This meeting is a reference for the company to find out whether any technical errors have occurred that could harm the company and its customers, namely apartment residents. Like the case of excessive sales in talking with prospective buyers, the manager should reprimand and correct.

Strategies for Covering the Crisis

This strategy is a strategy that rarely occurs and is carried out by a company when it is experiencing a crisis. However, in the Jakarta kasun, the manager is implementing this strategy. According to communication experts, companies rarely say sorry when they are facing a crisis. Most of every company is focused on how they can improve their image only.

The management admitted that there was indeed an error in sales which was considered to be too much (over estimate). When talking to prospective buyers, they sometimes overdo it, managers judge maybe because they are targeted so they use various important ways to get a lot of customers. However, on the other hand they do not pay attention to speaking ethics and the standards that have been set so that it seems excessive.

CONCLUSIONS

Based on the findings, it can be concluded that the problems that arise between the management of Jakarta and Mr X originated from the company's internal communication errors. Sales are considered too excessive in communicating products to prospective buyers. This problem can be resolved by the management with operational standards and regulations that apply within the company, namely the area meeting. This is a form of corrective action undertaken by the manager in facing the crisis that occurred.

The meeting was attended by all elements of the company to discuss the main issues that occurred. The meeting also aims to make managers able to draw a common thread and look for the causes of problems. The management places more emphasis on strategies to reduce attacks from apartment residents and the public by digital listening through social media. In addition, the management of Jakarta admitted that there was indeed an internal error as a form of admission of guilt (mortification) caused by sales who were considered too excessive in promotion.

The efforts taken by the management are deemed appropriate. Namely by apologizing when a crisis occurs. Based on the explanation of communication experts, seeing the phenomenon that has occurred in Indonesia, until now, the word sorry is very rarely said by an organization or company. However, every company needs to have an accurate strategy in solving problems related to corporate image. Doing consumer relations well so that there are no negative issues spreading in the community widely, which threaten the company's image. This is what Green Pramua City managers feel has not been carried out properly.

Regarding the SP3 letter against Mr X , the management stated its denial. According to the manager, it is not their authority but the authority of the police. It is necessary to hold a localization of consumer complaints so that we are able to explain what really happened. This is

also related to the previous point, namely to reduce and prevent negative issues from spreading in society widely. All of this can be a lesson to be careful when speaking on social media. If the utterance is considered to be attacking another person or company, it will definitely have a long tail.

Mediation is felt to be the right thing in this case. Win-win solution by focusing on the right solution so that neither party is harmed. However, this problem arises through indelible digital media. Even though Mr X   was asked to delete the writings on his personal blog, this could not stem the negative perceptions that exist in society. The best step for a company to restore its image is to open as many communication channels as possible and to make a good approach with consumers and potential customers so that the company's image is restored.

From this research, it is hoped that this research can increase knowledge of communication science studies, especially those that discuss strategies in restoring the image of a company caused by a crisis. In addition, hopefully this research is also useful for future researchers who are interested and interested in researching corporate image restoration strategies in more depth. again by using a different research topic and had never been done before. The researcher also hopes that further research can use more in-depth image restoration methods or theories

Furthermore, the researcher also hopes that the limitation of the reference book year that can be used can be added to another 10 years. The goal is that future researchers can use more books which are of course relevant and suitable to the research topic. If it is only limited to a maximum of five years, then the book references obtained will be very few, especially if the research topics taken are topics that are rarely encountered, rare, and uncommon.

Researchers hope that the results of this study can provide input or suggestions for other companies that are experiencing similar cases, especially regarding the image and reputation of a company. Knowing the best ways and steps to restore the company's reputation. Hopefully this research can become a reference in restoring the image of a company damaged by a crisis. Researchers also hope that the research and theory used in the research that has been made can be applied and help in restoring the image of a company.

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