

ABSTRACT

The growth of the aviation industry also raises new problems, so companies need the right strategy to survive in this industry. One is Garuda Indonesia as the official airline in Indonesia.

Garuda Indonesia is likely to face some problems so that crises can affect corporate reputation and image of Garuda Indonesia. reporting allegations of corruption and a Garuda pilot strike problems experienced by Garuda Indonesia. Financial fraud and lack of good working relationships between workers and firms can lead to a major crisis. This crisis can't control a serious condition in the company's operations.

In this case the role of PR is required to maintain the image and reputation. Therefore, in this study to discuss PR strategies Garuda Indonesia in addressing the crisis of the negative issues that hit Garuda Indonesia.

Key words: PR strategy, Garuda Indonesia, the crisis.