

ABSTRACT

This study aims to determine the crisis management of PT. Angkasa Pura I in the rejection of the residents related to the realization of the construction of new airport in Kulon Progo area (New Yogyakarta International Airport).

This research is interesting done by the author because in the development progress of the new airport, PT. Angkasa Pura I is experiencing a crisis because of the rejection of people who do not agree with this development. The existence of the rejection is certainly considered a crisis that disrupt the process of realization of new airport development. Therefore the role of public relations is needed in this issue. The writer in this research use qualitative approach and descriptive research type to know crisis management of PT. Angkasa Pura I in preventing the crisis continues to roll.

The results showed that crisis management conducted by PT. Angkasa Pura I in the face of community's refusal to mitigate the potential risks and problems in the International Airport development plan. One is through community empowerment, public consultation, then repeated public consultation, media relations, opinion leaders, and programs that can help affected communities affected by development, such as CSR programs, training, over professions, and conducting talk show programs on television .

Keywords: Crisis, Management, Public Relations, NYIA, Realization