**ABSTRACT**

***Septyan Fauzan / 68150600 / 2019 / Strategy for the Restoration of Green Pramuka City Apartment Image After Conflict News With Its Residents / Advisor : Dr, Imam Nuraryo S.Sos., MA (Comms)***

*This study aims to describe how the strategy of denial, the strategy of avoiding responsibility, the strategy to reduce attacks, the strategy of corrective action, and the strategy to bear the consequences of the crisis carried out by the manager of the Green Pramuka City Apartments in an effort to restore its post-feud image with one of its residents.*

*This research uses the theory of image recovery from William L. Benoit which is very closely related especially to the strategy of a company in overcoming the crisis. In the theory of image recovery there are five main strategies in restoring damaged images caused by a crisis. 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 Green Pramuka City Apartments, legal experts, apartment residents, and communication experts. Researchers will retrieve data from the four speakers related to the problem between Green Pramuka City management and stand up comedian Muhadkly Acho.*

*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 Green Pramuka City 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 Green Pramuka City. 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 Green Pramuka City Apartments.*

*The conclusion is, the manager of Green Pramuka City has carried out a denial strategy in the case of SP3 letters that have not been revoked from Acho as residents, according to the manager it is not the authority of the manager but the police.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 Green Pramuka City Apartments.*

***Keywords: image recovery strategy, apartment, crisis management***