

## ABSTRAK

Penelitian dengan judul Strategi Manajemen Isu *Public Relations* PT Kereta Api Indonesia (Persero) Kantor Pusat dalam Menangani Isu Pemberitaan Negatif Pelecehan Seksual di Kereta pada Media Massa ini bertujuan untuk mengetahui aktivitas manajemen isu dari *Public Relations* PT Kereta Api Indonesia (Persero) Kantor Pusat dalam penanganan isu pemberitaan negatif pelecehan seksual di kereta. Metode penelitian yang digunakan adalah metode penelitian kualitatif dengan jenis pendekatan studi kasus serta teori Manajemen Strategis *Public Relations* dengan model manajemen isu yang dikemukakan Chase & Jones pada tahun 2015. Dengan dua informan dari Public Relations KAI kantor pusat, dua informan dari humas komunitas Railfans dan dua informan dari korban pelecehan seksual di kereta. Teknik penentuan informan dengan menggunakan teknik *purposive sampling*. Teknik analisa data sendiri dimulai dari pengumpulan data dengan mencari data-data yang diperlukan melalui wawancara dan observasi langsung di stasiun dan KAI kantor pusat, reduksi data, penyajian data dan penarikan kesimpulan. Teknik keabsahan data menggunakan triangulasi sumber data. Hasil dari penelitian yang dilakukan ini diperoleh beberapa aktivitas manajemen isu yang dilakukan *public relations* KAI terkait isu pelecehan seksual di kereta adalah melakukan kampanye, sosialisasi, dan memproduksi siaran pers. Uniknya pada pelaksanaannya, KAI menggandeng komunitas pecinta kereta api dan menggunakan *agenda setting* atau istilah khusus yang digunakan perusahaan BUMN untuk memonitor isu pemberitaan pada media massa dan media sosial. Meski tidak begitu mengurangi angka pelecehan seksual di kereta dan perilaku pelaku tidak dapat dikontrol, KAI tetap berusaha memberikan edukasi dengan memberikan wadah bahwa KAI telah memberikan ruang gerak aman baru serta dampak bagi penumpang agar berani berbicara dan melapor.

Kata Kunci: Strategi Manajemen Isu, *Public Relations*, Pelecehan Seksual.

## **ABSTRACT**

*The research entitled Public Relations Issue Management Strategy of PT Kereta Api Indonesia (Persero) Headquarters in Handling Issues of Negative Reporting of Sexual Harassment on Trains in the Mass Media aims to determine the issue management activities of Public Relations of PT Kereta Api Indonesia (Persero) Headquarters in handling the issue of negative news coverage of sexual harassment on trains. The research method used is a qualitative research method with a type of case study approach as well as the theory of Public Relations Strategic Management with the issue management model put forward by Chase & Jones in 2015. With two informants from Public Relations at KAI headquarters, two informants from the public relations community Railfans and two informants from victims of sexual harassment on the train. The technique of determining informants by using purposive sampling technique. The data analysis technique itself starts from data collection by searching for the necessary data through interviews and direct observation at the station and KAI head office, data reduction, data presentation and drawing conclusions. The data validation technique uses triangulation of data sources. The results of this research were obtained from several issue management activities carried out by KAI's public relations regarding the issue of sexual harassment on trains, namely conducting campaigns, outreach, and producing press releases. Uniquely, in its implementation, KAI cooperates with a community of train lovers and uses agenda setting or special terms used by state-owned companies to monitor news issues in the mass media and social media. Even though it didn't really reduce the number of sexual harassment on trains and the behavior of the perpetrators couldn't be controlled, KAI still tried to provide education by providing a platform that KAI had provided a new safe space for movement and impact for passengers to have the courage to speak up and report.*

*Keywords: Management Strategy of Issue, Public Relations, Sexual Harassment*