

**BLUE BIRD GROUP FACEBOOK FAN PAGE ENGAGEMENT  
STRATEGY TO RESTORE BRAND IMAGE ( THE CASE OF  
RIOT ON 22<sup>ND</sup> MARCH 2016)**

**FINAL TASK**



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**JAKARTA**

**2017**

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**Is proposed as one of requirements to get a Bachelor's Degree in Communication  
Science**



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## STATEMENT OF ORIGINALITY

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## PREFACE

Alhamdulillahirabbil'alamin. Throughout the semester the author succeeded to complete this final task with so many supports. The greatest gratitude is conveyed to Allah SWT for His help and guidance thus, the author was able to carry out the research and completed the work.

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7. My sister for her engaging support
8. Markom UB Class for this wonderful 1.5 years of journey

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**BLUE BIRD GROUP FACEBOOK FAN PAGE ENGAGEMENT  
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22<sup>ND</sup> MARCH 2016)**

Safira Puspaning Ayu

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**ABSTRACT**

This research aimed at exploring Blue Bird Group Facebook fan page engagement strategy to restore brand image because of Riot on 22<sup>nd</sup> March 2016 based on five engagement goals theory of Sherman and Smith (2013) such as building trust and credibility, being present with a human touch, creating connections, sparking interaction and driving interaction. The Facebook fan page was utilized as the communication hub. Intensed interaction went on the page. During the crisis resolution, Blue Bird adjusted the engagement strategy with the situation to bring back the experienced, trusted, humble and also gauge innovative image. Blue Bird kept using ‘peace of mind’ as the umbrella message incorporating partial apology, compensation and reminding theory (Coombs 2006b in Coombs, 2007) to expressed concern and regret in a bid to restore the brand image. These strategies were deployed because the riot was not a hundred percent of Blue Bird’s guilt. The demonstration resulting in riot was initiated by Blue Bird drivers in association with Land Transportation Drivers Association *Persatuan Pengemudi Angkutan Darat (PPAD)*, thus, Blue Bird reacted based on its scope.

Keywords: crisis, crisis management, crisis communication, image restoration, social media engagement, brand image.

# STRATEGI LAMAN FACEBOOK BLUE BIRD GROUP UNTUK MENGEMBALIKAN *BRAND IMAGE* (KASUS KERUSUHAN PADA 22 MARET 2016)

Safira Puspaning Ayu

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## ABSTRAK

Penelitian ini bertujuan untuk menelaah strategi engagement pada laman Facebook Blue Bird Group yang disebabkan oleh kerusuhan pada 22 Maret 2016 melalui teori lima *engagement goals* oleh Sherman dan Smith (2013) seperti *building trust and credibility*, *being present with a human touch*, *creating connections*, *sparking interaction* dan *driving interaction*. Laman Facebook digunakan sebagai *hub* komunikasi. Interaksi yang intens terjadi di laman Facebook tersebut. Selama *crisis resolution*, Blue Bird menyesuaikan strategi engagement dengan situasi yang terjadi untuk mengembalikan *image* berpengalaman, terpercaya, *humble*, dan inovatif. Blue Bird tetap menggunakan “*peace of mind*” sebagai *umbrella message* yang dikaitkan dengan teori *partial apology*, *compensation*, dan *reminding* (Coombs 2006b dalam Coombs, 2007) untuk menyatakan *concern* dan *regret* untuk merestorasi *brand image*. Strategi-strategi tersebut digunakan karena kerusuhan tersebut bukanlah seratus persen kesalahan Blue Bird. Demonstrasi yang berujung kerusuhan itu diinisiasi oleh sopir Blue Bird bersama dengan anggota Persatuan Pengemudi Angkutan Darat (PPAD). Oleh karena itu, Blue Bird bereaksi berdasarkan kapasitasnya.

Kata kunci: krisis, manajemen krisis, komunikasi krisis, restorasi image, *social media engagement*, *brand image*.



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