

**KOMUNIKASI KRISIS PT. ASTRA HONDA MOTOR
DALAM KASUS KERANGKA ESAF
PADA MOTOR MATIC**



SKRIPSI

Disusun Oleh:

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**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS ILMU KOMUNIKASI
UNIVERSITAS SUMATERA SELATAN
2025**

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Diajukan Guna Melengkapi Salah Satu Syarat Mendapatkan Gelar Sarjana (Strata-1)
Pada Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi
Universitas Sumatera Selatan

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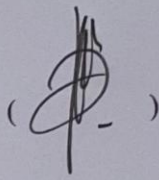
PENGESAHAN

Skripsi dengan judul Komunikasi Krisis PT.Astra Honda Motor Dalam Kasus Kerangka Esaf Pada Motor Matic oleh Ade Anggelia telah di pertahankan di depan penguji skripsi program studi komunikasi universitas sumatera selatan.

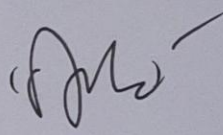
Hari : Kamis
 Tanggal : 03juli 2025
 Pukul : 13:30 - Selesai
 Tempat : Ruang Ujian Skripsi Fakultas Ilmu Komunikasi

TIM PENGUJI

1.Dendi, S.I.Kom., M.I.Kom
 NUPTK 9458770671130242

Ketua ()

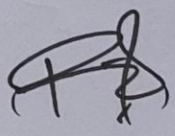
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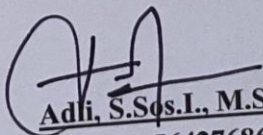
Penguji 2 ()

Palembang, 03 Juli 2025

Mengetahui,
 Dekan
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CRISIS COMMUNICATION OF PT ASTRA HONDA MOTOR IN THE ESAF FRAME CASE ON MATIC MOTORCYCLES

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ABSTRACT

This study analyzes the crisis communication of PT Astra Honda Motor (AHM) regarding the eSAF frame issue on Honda matic motorcycles, which went viral on social media due to rust and breakage. The research problem focuses on how AHM handled crisis communication in this case. The purpose is to understand AHM's crisis communication strategies through social media and consumer engagement. This qualitative descriptive study uses content analysis of AHM's official Instagram and interviews with affected consumers. Previous studies show many companies fail to restore their image due to slow and non-empathetic responses. The findings reveal that AHM responded slowly, emphasizing technical explanations rather than public empathy, which amplified negative opinions and reduced consumer trust. Theoretically, this research enriches crisis communication studies, while practically it offers recommendations for fast and empathetic communication strategies for automotive companies. The conclusion highlights that responsive, transparent, and empathetic crisis communication is essential to maintain reputation and consumer loyalty in the digital era.

Keywords: Crisis Communication, Astra Honda Motor, Esaf Frame, Social Media.