

**COMPARISON OF CRISIS MANAGEMENT IN CENTURY 21 PINANGSIA
AND VERDE PROPERTY DURING THE CRISIS COVID-19 PANDEMIC**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

**COMPARISON OF CRISIS MANAGEMENT IN CENTURY 21 PINANGSIA
AND VERDE PROPERTY DURING THE CRISIS OF THE COVID-19
PANDEMIC**

By

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The crisis of the COVID-19 pandemic occurred in 2020, and not only affected the health sector but also economic and business factors. One of the worst affected business in Indonesia is marketing property, a business that sells and rents houses, and two of them are Century 21 Pinangsia and Verde Property. The aim of this research is to know and understand the similarities and differences of crisis management in Century 21 Pinangsia and Verde Property. The research explains about the effect of the crisis of the COVID-19 pandemic to those 2 marketing property businesses but could successfully managed the crisis, even though they did not employ public relations practitioner. The explanation of this research is based on the principles of crisis management and crisis communication, using the qualitative research and the exploratory case study research method. The result shows there are some similarities and differences of crisis management in Century 21 Pinangsia and Verde Property.

Keywords: public relations, marketing property business, crisis, crisis management, crisis communication.



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DEDICATION

I dedicate this thesis work to my beloved parents who have been my biggest support
and to the future of Indonesian research on crisis management



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