ABSTRAK

Tjemara Noodlebar merupakan salah satu bisnis kuliner yang diterpa isu negatif. Isu negatif secara umum mempengaruhi perusahaan dengan mengurangi jumlah pelanggan, menurunkan citra perusahaan dan menghambat pertumbuhan bisnis. Akibatnya pendapatan menurun dan perusahaan harus mengeluarkan lebih banyak biaya untuk mengelola krisis dan memperbaiki citra. Penelitian ini bertujuan untuk memahami upaya yang dilakukan oleh Tjemara Noodlebar dalam memulihkan citra perusahaan setelah menghadapi krisis citra perusahaanya. Dengan menggunakan metode kualitatif, data dikumpulkan melalui wawancara, observasi, dokumentasi, dan studi Pustaka. Hasil penelitian menunjukkan bahwa Tjemara Noodlebar menerapkan lima strategi berdasarkan teori pemulihan citra atau *Image Restoration Theory* Benoit, yaitu *denial* (penolakan), *evasion of responsibility* (penghindaran tanggung jawab), *reducing the offensive* (mengurangi dampak negatif), *corrective action* (tindakan korektif), dan *mortification* (permintaan maaf dan pengakuan kesalahan). Namun, strategi *denial dan evasion of responsibility* dinilai kurang efektif karena tidak sesuai dengan kondisi perusahaan. Sebaliknya, strategi *Reducing The Offensive* berhasil mengurangi dampak negatif tuduhan, *Corrective Action* menunjukkan keseriusan perusahaan dalam memperbaiki citra, dan *Mortification* membantu memulihkan kepercayaan pelanggan melalui permintaan maaf dan pengakuan kesalahan.

Kata kunci: Tjemara Noodlebar, Pemulihan Citra Perusahaan, *Image Restoration Theory*

ABSTRACT

Tjemara Noodlebar is one of the culinary businesses hit by negative issues. Negative issues generally affect companies by reducing the number of customers, lowering the company's image and inhibiting business growth. As a result, revenues decrease and companies have to spend more money to manage the crisis and repair their image. This study aims to understand the efforts made by Tjemara Noodlebar in restoring the company's image after facing a crisis in its corporate image. Using qualitative methods, data were collected through interviews, observations, documentation, and literature studies. The results of the study showed that Tjemara Noodlebar implemented five strategies based on Benoit's Image Restoration Theory, namely denial, evasion of responsibility, reducing the offensive, corrective action, and mortification. However, the denial and evasion of responsibility strategies were considered less effective because they did not match the company's conditions. On the other hand, the Reducing The Offensive strategy successfully reduces the negative impact of accusations, Corrective Action shows the company's seriousness in repairing its image, and Mortification helps restore customer trust through apologies and admissions of mistakes.

Keywords: Tjemara Noodlebar, Corporate Image Restoration, Image Restoration Theory