

Implementation Communication Crisis Public Relations of Digital Media- Based: Internet Use Before, During, and After the Covid19 Crisis

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Implementation Communication Crisis Public Relations of Digital Media-Based: Internet Use Before, During, and After the Covid19 Crisis

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ABSTRACT

This paper aims to discuss Public Relations activities in crisis communication practices using digital media related to internet technology used at all stages of the crisis, in this case, the COVID-19 pandemic crisis, both before the crisis, during the crisis, and after the crisis. **The problem of this paper lies** in the practice of crisis communication in Public Relations institutions that use the Internet before, during, and after the Covid19 Crisis. **The data in this study used** information from informants as primary data, research results directly in the field, and data from websites about news published by online media about Public Relations activities in implementing crisis communication, before, during and after the Crisis from the Paloh Naga tour, Denai Lama Village. **Field research found** that the practice of crisis communication before, during, and after covid19 in publicity in digital media carried out by Public Relations needs to be implemented effectively. The qualitative method used in the case study approach is a study that focuses intensively on one particular object which is studied as a case. **The discussion uses the concept** of crisis communication which is a form that must be done by the Public Relations of the Paloh Naga tourism agency to respond to crises during, before, during, and after the crisis. This refers to the Situational Crisis Communication Theory / SCCT theory

Keywords: *Implements Communication Crisis, Media Digital; Publicity, Public Relations*

1. INTRODUCTIONS

In Public Relations when a crisis occurs, the usual way of working changes a lot. The scope of work of Public Relations before, during, and before the Crisis is very different. In the performance of Public Relations, especially in crisis communication before the COVID-19 pandemic, the proportion of work was more dominant using offline. The performance of Public Relations is different during and after the Covid-19 Pandemic Crisis. Public Relations is more dominant in using Digital Public Relations which uses social media, especially in crisis communication activities. This study aims to discuss Public Relations activities in crisis communication practices using digital media related to internet technology used at all stages of writing, in the case, the COVID-19 pandemic crisis, both before the crisis, during the crisis, and after the crisis. The problem of this paper lies in the practice of crisis communication Public Relations, a culinary tourism destination of Paloh Naga, precisely in the village of Denai Lama, Deliserdang Regency, which carried out Public Relations work or activities using digital

or the Internet before, during a crisis and before the Covid19 pandemic crisis. Problems that occurred during field operations, culinary tourism in Paloh Naga before the crisis occurred when operations in the field were running smoothly and visitors were busy arriving. Promotions are usually done offline or can be directly communicated to visitors. When the COVID-19 pandemic crisis hit, culinary tourism actors began to find and have difficulty choosing products and culinary tourism programs in Paloh Naga. This happened because previously tourism actors and village officials and the head of village-owned enterprises (Bumdes) had never before happened when the COVID-19 pandemic crisis would occur. And they do not yet have a strategy for anticipating crises that hit the life of the business world, such as the COVID-19 pandemic crisis. Business actors, (Bumdesa) administrators, and Denai Lama village officials ideally take care of and pay attention

to problems that occur at the business center.



Fig 1 Map Paloh Naga Destinations Denai lama Village, District Deliserdang, Sumatra North, Indonesia Source: Results of online media studies [1]

2. METHODOLOGY

Methods This research uses a descriptive qualitative method with case studies. The data in this study uses information from informants as primary data, research results directly in the field, and data from websites about news published by online media about Public Relations activities in implementing crisis communication activities, before a crisis occurs, during a crisis, and after a crisis from Paloh tourism. Old Denai Village Dragon. The qualitative method used in the case study approach; is a study that focuses intensively on one particular object which is studied as a case. Cases found during research in this field that crisis communication during a crisis such as the COVID-19 pandemic

3. RESULT AND DISCUSSIONS

a. Implementation of Crisis Communication in Paloh Naga culinary tourism destinations

Field research found that the practice of crisis communication before, during, and after covid19 in publicity in digital media carried out by Public Relations needs to be implemented effectively. Public Relations in Paloh Naga, which uses digital to promote the location of its tourism business, have experienced difficulties because the publications officer is still minimal in mastering the application or is not familiar with doing Digital PR as well as in crisis communication activities. Whereas professional Public Relations usually has competencies that are familiar with the digital world and the internet. Many articles have been published in reputable international journals discussing crisis communication solutions and marketing by a Public Relations Officer. Paloh Naga Tourism Promotion Before Covid 19 hit, the Paloh Naga tourism business manager carried out promotions through flyers/brochures that were distributed to visiting local tourists, as well as potential local tourists. promotion carried out by the Paloh Naga Tourism Managers during the Covid-19 Pandemic Crisis, the managers of Paloh Naga Culinary Tourism started from the Village Head level and all village officials and the Head of Village-Owned Enterprises (BUMDesa)

immediately moved. The promotions carried out by the managers are implemented starting with online media by creating blogs, YouTube accounts, Instagram, and domains that contain the beauty of Paloh Naga tourist sites. They promote all culinary tourism products provided at tourist sites, they also showcase dance culture, reading café tourist spots through social media. The Paloh Naga Tourism Promotion after the Covid-19 Crisis, so they prepared for everything related to the crisis, the anticipation they did to prepare for new habits or new normal conditions. In terms of product promotion, they prepare online media tools by preparing several officers as Digital Public Relations implementers to be tasked with promoting and responding to news related to Paloh Naga culinary tourism.

b. Digital Media used by Public Relations in Paluh Naga

Digital media is used by the Paluh Naga culinary tourism players to publish promotions ranging from culinary products, tourist attractions with natural beauty, and rice fields which are the domain of Denai Lama Village Culinary tourism and cultural events that are broadcast. In addition to culinary, they also show cultural arts and local dances. The digital media used at Paloh Naga tourist sites in the form of Face Books, this media was used more dominantly when the Covid-19 pandemic crisis hit the world. This crisis occurred in early 2020 which devastated all lines. This affects the world of tourism, including the world of tourism in Paluh Naga, the old Denai Village, which is indicated by the lack of tourists traveling to Paloh Naga tourist destinations. The effects of the COVID-19 pandemic crisis on the world of tourism were also felt at other tourist locations, such as MSMEs, the tourism service industry also felt the impact of the coronavirus crisis

Commonly used digital media are software, video games, videos, websites, social media, and online advertising. Meanwhile, the Tourism Manager uses videos, websites, social media, and online advertisements. The Paloh Naga Culinary Tourism Manager runs the promotion of its tourism products with online marketing campaigns hoping that success will approach the Paloh Naga culinary tourism business. This is what tourism managers need and need by planning digital marketing promotions so managers must ensure that their promotional content reaches or reaches as many tourists as possible. There are 3 types of digital media: owned media paid media and received media, meaning all incoming tourist responses are according to how they feel so that the manager cannot comment on it but in the future can fix it. This type of digital media with the accepted media category is the same as Publicity in that the Earned Media Type or accepted media means all media obtained by institutions or companies through what we call "word of mouth" but in an online environment. Every action of the company generates comments about the strategy made by the managers of the institution. We can see this in the digital promotion of the Paloh Naga culinary tourism manager.

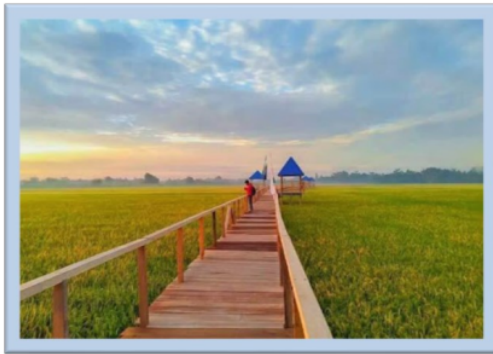


Figure 2 Paloh Naga tourist sites, Source: Digital Promotion of Paloh Naga

Link;<https://www.travelingmedan.com/2020/06/agrowisata-paloh-naga.html>

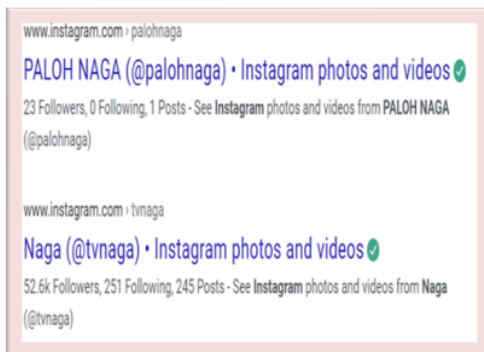


Figure 3 Paloh Naga Tourism Instagram Link
Source: Digital Promotion Paloh Naga Link;
www.instagram.com>naga



Figure 4 Paloh Naga Tourism Instagram Link
Source: Digital Promotion of Paloh Naga
Publicity response link;
www.instagram.com>palohnaga



Figure 5 Paloh Naga Tourism Instagram Link
Source: Digital Promotion of Paloh Naga Publicity
response link; www.instagram.com

Digital media used in Paloh Naga culinary tourism digital publicity is more effective than traditional publicity used before the Covid-19 pandemic crisis through posters and newspapers as well as updating photos of locations in brochures. Regarding publicity, the point is that Public Relations activities are very effective if implemented using Digital Media in terms of promotion. It can be seen in Figures 2; 3; 4; 5; that the image has described a product that has been publicized in digital media. This has publicity done by tourists who like these tourist locations.

Digital Media during the Covid-19 pandemic crisis has hit many countries, including Indonesia, and has had impact on the decline in the number of sales, through the use and management of digital media can optimize marketing and product branding to increase the ability to create interesting content, promotions and as an alternative media for service entrepreneurs. The digital media used include Instagram, Facebook WhatsApp, GrabFood/Go-Food, 20opedia, and other platforms.[2] There are 3 (11) domains of the Digital Media Literacy Framework: 1) conceptual; 2) functional, and; 3) audiovisual, each of which defines a set of prosumer principles.[3] Digital media and digital tools are gradually changing the way companies market themselves. communication tools that function in business-to-business (B2B) markets, mediated by technology, explored by social media, digital media utilized by institutions.[3] Social media even plays a very big role in digital access, and social media involvement is mostly in the socialization of seniors.[4] Social media can cut operational costs and can allocate marketing budgets.[5] The conclusion from the quotations that our data takes is that digital media used by each institution can save operational funds and wasted time, as well as in a short time product messages promoted by public relations can be immediately conveyed by prospective tourists and loyal tourists.

c. Publicity recorded on online media

Publicity is recorded in online media, this is called Earned Media or media that receive news "word of mouth"

5 in the online media environment, marketing programs, and original circumstances that are published automatically are responded to by the general public or online tourists, both positive and negative sentiments. negative sentiments. Online tourists respond by publishing comments or actions by taking pictures at the location and republishing the photos if they feel happy or have positive sentiments. Tourists will publish complaint comments if they are not comfortable and do not like the programs, messages, or promotions displayed in online media. Every action of the company generates comments about the strategy made by the managers of the institution. We can see this in Publicity recorded on online media regarding the digital promotion of the Paloh Naga culinary tourism manager.

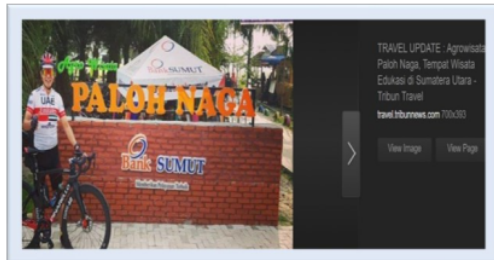


Figure 6.: Publicity recorded in Positive Sentiment Online Media

Source: travel.tribunnews.com, accessed on 29 March 2022

Digital publicity channels compared to traditional publicity through posters and newspapers, 1) Information on social media provides responsive access to global society. For example, the subscription account on Facebook, @WasteManagement, had 181,464 active users as of August 22, 2020 (Facebook, 2020). Users are quickly informed of the latest regulations, news, and opportunities via social media. Given that current regulations have an impact on behavior and related implementation (Mintz et al., 2019), social media can promote and increase stakeholder participation by communicating persuasively (Knickmeyer, 2019). 2) Social media can provide instant interaction and feedback about positive and negative sentiments and their suggestions (Zamri et al., 2019). Computer-based feedback systems can be customized and send feedback across social networks (Knickmeyer, 2019). 3) Social media serves as a facilitator in public reaction through social media (WMR, 2015). Wamuyu (2018) proposes Web 2.0 and social media technologies and platforms encourage the behavior. The ultimate goal of social media publicity is to increase and influence/change people's behavior to be tourism conscious. [6]

Publicity is the primary means by which the transparency process distributes communicative power digitally as well as real or conventional. Perspectives on organized publicity as a technology of power and influence publicity are currently institutionalized in organizational settings (companies, governments, NGOs, social

movements, political parties) and distributed across decentralized settings. In its most traceable professional form, organized publicity is central to economic activity: Globally, advertising is an industry, while public relations is a sector of its own. The benefits of this publicity are also lobbying, marketing, branding, and direct selling, and the scope of the professional publicity economy is still expanding.[7] Digital publicity is related to promotions that affect the development of new and more productive thinking. Digital publicity is the dominant response from young people in organizations or companies so that they can develop practical implications for products being promoted related to publicity issues. [8] The dominant role of publicity was responded to by young people and triggered positive and negative observer interventions. [9] The use of social media has advantages and disadvantages that result in connections with colleagues, scientific promotion, and public engagement, and can also expose researchers to criticism and even possible harassment. First, publicity can easily be used as a weapon against negative sentimental netizens who may be socially or politically controversial.[10] Social media can enable connections with colleagues, scientific promotion, and public engagement, and can also open up criticism and even the possibility of harassment, self-branding, self-image, and attention-seeking.[11] Promotional publicity as new and more productive thinking about the effects of interactions on organizations can develop.[12] Perspective on Organized publicity as a technology of power and influence, publicity is currently regulated in (companies, governments, NGOs, social movements, political parties) and spread throughout professionally traceable decentralized settings publicity is central to economic activity: [13] digital publicity more effective than traditional publicity through posters and newspapers.[14] Of all the literature taken related to publicity, the point is that Public Relations activities are very effective if implemented using them.

d. Public Relations in Crisis Communication activities on Paloh Naga culinary tourism

Public Relation in digital crisis communication activities before the crisis, during the crisis, and after the crisis. On the Paloh Naga tour. Implementation of the Public Relations function in crisis communication and publicity activities in profit organizations using marketing strategies to attract tourists both in cyberspace and in the real world. Public Relations uses digital media when implementing crisis communication activities to carry out various marketing strategies so that they can still exist can bring in several tourists and donors. One of the crisis communication strategies used in Digital PR is to carry out Public Relations and publicity functions. The function of Public Relations is publicity, although structurally the manager of tourist destinations does not have a public relations division. The management of Paloh Naga culinary tourism together with the village head and the

chairman of the Village Owned Enterprises (BUMDesa) play a role in carrying out the Public Relations function. The Public Relations function in crisis communication activities at publicity is carried out by the Village-Owned Enterprises (BUMDesa) of Denai Lama Village from the results of interviews.

Crisis communications are often treated as passive recipients of corporate-dominated crisis communications. Social media has changed the situation since the public has now become the sender and is involved in secondary crisis communication (SCC) which has an impact on corporate crisis management [15]. There are supporting factors in the crisis communication strategy of the Bali Provincial Tourism Office, such as the media which plays an active role in communicating and showing factual conditions in Bali. Tourism associations in Bali play an active role in helping the work program of the Provincial Tourism Office. Inhibiting factors, such as the spread of fake news related to the situation and state of Bali tourism and the lack of literacy and information [16]. Crisis communication activities carried out by Medan Tourism Office employees have not carried out crisis communication activities because they do not have an SOP response when a crisis occurs, crisis communication is not structured, and online communication channels have not been used effectively by social media and the presence of an external spokesperson (Humans Consultant) has not been chosen. [17] the concept of crisis communication of form and content, such as the form that must be carried out by the Public Relations Office of the Paluh Naga Tourism Office and the content called coombs, namely the way public relations institutions respond to crises before, during, and after the crisis. The pre-crisis, crisis and post-crisis stages have been a feature aspect of crisis analysis (for a discussion of what needs to be done during each of the three stages, see Coombs 2009a) [18]

Crisis communication activities within the theoretical and conceptual framework include this research using the theory (SCCT- Situation Communication Crisis Theory) from (Combs Timoty & Halladay S.J) Understanding of crisis communication and discussion of the planning process of crisis communication strategies. [19] This crisis communication activity by Public Relations can be implemented using digital media because it is considered to be able to save from several sides, both in terms of time and cost as well as its reach.

4. CONCLUSION

This study found that tourism products during the COVID-19 pandemic crisis which are now implemented digitally using digital social media by tourism actors have obtained considerable benefits that can save time and funds as well as reach a very wide audience. Digital media Instagram, Facebook, and YouTube can get a positive sentiment response from tourists and potential tourists. This study also found the process of post-Covid19 crisis communication practice activities carried out by tourism business actors such as the chairman of the Village Owned Enterprise (BUMDesa) and village officials who carried

out crisis communication activities using digital PR and digital media, although they still needed more training.

This research is useful for the manager of the Paloh Naga culinary tourism destination in Denai Lama Village, Pantai Labu District, Deliserdang Regency, North Sumatra, Indonesia, so that it can become literature in carrying out communication crises, as well as useful for further researchers and especially for students at Muhammadiyah University, North Sumatra, Indonesia.

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