

Communication Crisis Practice of Culinary Tourism Publicity in Post-Covid19 Pandemic

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Abstract—This paper aims to discuss the practical activities of post-pandemic crisis communication 19, a Public Relations person is challenged by his communication competence to synergize the practice of crisis communication in the field with what is published in online media at the Paloh Naga culinary tourism destination in the village of Denai Lama. The problem of this paper lies in the practice of crisis communication of the Public Relations of the institution as the manager of Paloh Naga culinary tourism in Denai Lama village post-Covid19 pandemic to tourist actors and local tourists with the socialization of how to use health protocols such as wearing masks, washing hands and keeping your distance. The data in this study used information from informants as primary data, direct field research results, and data from websites about news published online media about health protocols from Paloh Naga tourism in Denai Lama Village. Field research finds that the practice of post-pandemic covid19 communication crisis in publicity carried out by the Public Relations of the Paloh Naga tourism agency still needs to be adjusted in practice in the field and still finds obstacles, the application of health protocols from tourism actors and local tourists has not complied with health protocols in response to the post-pandemic Covid-19. A qualitative method with a case study approach (case study) is a study that focuses intensively on one particular object that studies it as a case. The discussion uses the Coombs crisis communication concept: form and content, such as the form that must be carried out by the Paloh Naga tourism agency Public Relations and the content referred to by coombs, namely the institution's Public Relations way of responding to crises before, during and after a crisis occurs. The crisis in this study post-COVID-19 pandemic is a challenge for the practice of post-COVID-19 crisis communication.

Keywords—Communication Crisis, Publicity, Public Relations, Post-Covid19

I. INTRODUCTION

Public Relations post-pandemic covid19 institutions are challenged to communicate crisis through publications via online media or in practice according to their crisis communication competencies. This study discusses the phenomenon of post-Covid19 crisis communication by a Public Relations agency in online media publication activities with practical communication activities carried out in the field in culinary tourism destination Paloh Naga, Denai Lama village, Pantai Labu sub-district, Deli Serdang regency. The phenomenon that occurs is that the publications

and crisis communication practices carried out by Public Relations have not yet synergized with the concepts and practices in the field post-tourism event takes place. The case found that there are still tourists and tourism actors who have not complied with the concept of the Health protocol that has been published by the Public Relations of the Paloh Naga tourism agency in the village of Denai lama post-Covid Pandemic19. In the field, there is a notice board produced by the Public Relations of Culinary Tourism Destinations, which can be seen as shown below.

A. Communication Crisis

The Covid19 pandemic affects the development of the culinary tourism process, especially in Paloh Naga, so effective communication techniques are needed. A Communications crisis can be a solution post-COVID-19 pandemic [1]. Communications crisis, a process of planning crisis communication, training, assignment of personnel roles, training, and strategic options, messages designed or compiled to be used "when a crisis occurs", especially in this case the COVID-19 pandemic.

Communication Crisis Model	
Crisis Stages	Planning and applying crisis communication
Pre-Crisis	Has not formed knowledge about crises (negative reporting), has not yet done the same perception among members of the institution.
Crisis	Not yet influenced the public's perception of the crisis, the perception of the institution and all the efforts of the institution's process of overcoming the crisis.
Post-Crisis	Not yet done response to reputation efforts and restore reputation that was lost due to the crisis (negative coverage)

Fig. 1. Crisis Communication Model Source: Field Research Results (2017- 2019) Faustyna [2]

Dominant crisis communication theories such as Situational Crisis Communication Theory (SCCT) (Coombs & Holladay, 2012) and Image Improvement Theory (Benoit, 2004) does not fully address how forms of information (eg traditional media, social media, or word of mouth) can influence public crisis communication behavior (Austin et al., 2012). Finding the form of information (i.e. through traditional or social media) is as important as the actual crisis response message, or maybe even more important (Jin &

Liu, 2010; Schultz, Utz, & GÖrtiz, 2011). The digital nature of crisis communication, the SMCC model (Austin et al., 2012; Liu et al., 2012) complements the crisis regarding the role of social media as a channel, source of information, or the origin of information and rumors, involvement, opinion, or emotional expression (Liu et al. al., 2012).

Coombs WT crisis communication, (2010: 243) "collection, processing and dissemination of information overcoming crisis", Perbawainingsih crisis communication (2016: 112), a direct response to the crisis with verbal and nonverbal symbols either through mass media or face to face. Faustyna [3]. The continuity of the culinary tourism business in post- crisis times needs to be immediately responded to find solutions related to the challenges faced by the institution from the crisis. EPPM Kim Witte (Witte, Meyer, & Martell 2001) [1] provides a way to respond to risk messages to motivate tourism actors to become part of the crisis solution plan. Witte's understanding is that post-Covid19 pandemic, all tourism business actors involved in Wajid tourism development agencies were involved and empathetic in the aftermath of the crisis (Covid19 pandemic) and were always motivated by solutions such as crisis communication.

B. Publicity

Publicity is one of the solutions used by Public Relations post-Covid19 pandemic as a good technique if paid attention, especially for the development of culinary tourism in the Paloh Naga Destination, Denai Lama Village, Deliserdang Regency, Indonesia, according to Faustyna, 2019 [4] that publicity is very important to pay attention to in tourism areas because publicity is an activity to inform potential tourists about culinary products and their conditions and facilities. Publicity is more effective than advertising, according to the results of research conducted by experts that publicity is potentially more credible than print advertising (Lord and Putrevu 1993; Cameron 1994; Hallahan 1999).

Publicity is more credible, persuasive, or effective than marketing advertising (Gartner 1993; Kotler, Bowen, and Makens 1996; Ries and Ries 2002) without substantive empirical support. Hallahan (1999: 339) reports that publicity is more reliable than advertising, as well as Ness (2017: 4), says that the Public Relations Officer needs to do publicity to avoid misperceptions that may occur from both the media and the audience. Publicity as a solution after Public Relations experienced challenges post-COVID-19 pandemic related to the implementation process in developing Paloh Naga tourism and also in disseminating health protocols to all tourists so that they continue to apply the Health protocol.

C. Public Relations

Public Relations Wardah Mardatillah [5] said that Public Relations in institutions plays a role as key employment, its role is to carry out the process: 1. Communicator 2. Relationship 3. Back up Management 4. Good Image Maker. So, Public Relations is said to function if he can perform his duties and obligations as a Public Relations practitioner properly.

Prof. Edward L.B has three definitions of Public Relations: 1. Information, 2. changing attitudes, 3.

integrating attitudes Prof. Byron said that PR is an effort to influence through communication, organizational thinking, respect, and sympathy in a crisis [6]. Indrayani (2017: 68) Public Relations is required to be a mediator, creator, drafter, communicator who is a good image (good image), goodwill (good faith), mutual understanding (understanding), confidence (trust), mutual appreciation (respect), and tolerance. [7].

D. Media Online

Public Relations at the time of carrying out their duties cannot be separated from print and online media, related to information needs. As one form of Public Relations efforts carried out in carrying out its duties, it is carried out by activating aspirational content on the institution's website as a media of public information related to the community's needs for the state of the tourist location and the procedures that tourists will comply with after the COVID-19 pandemic. Online media is very effective as a solution to the response to the pandemic covid19 (crisis) Paloh Naga culinary tourism institution in delivering health protocol messages, but the contribution of tourism actors is still needed to continue to stimulate tourists to follow what travel agents use during tourist operations at locations such as wearing masks. , wash your hands, keep your distance.

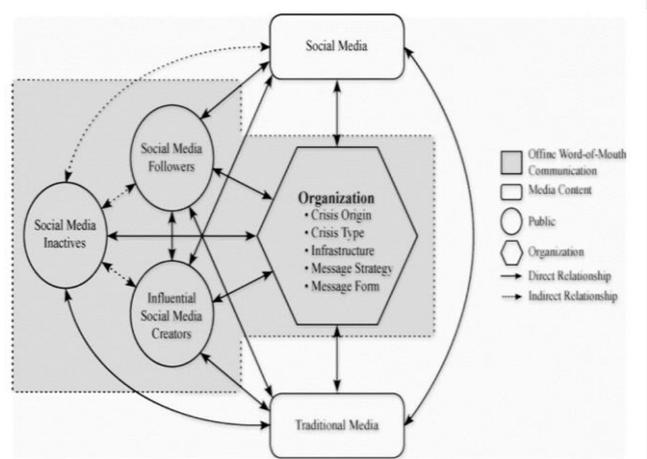


Fig. 2. The Social-Mediated Crisis Communication Model (Austin et al., 2012; Liu et al., 2012).[8]

Crisis communication models and the three types of publics that create and consume information before, during, and after a crisis (Austin et al., 2012): 1) influential social media makers, "who create crisis information for others to consume (p. 192) "And the influential content of their posts will amplify the crisis; 2) social media followers "who consume the crisis information of influential social media makers (p. 192)" based on three motivations: (a) problem relevance, (b) information seeking and sharing, and (c) outlet and emotional support; and 3) inactive social media, "which can consume crisis information from influential social media makers indirectly through word of mouth with social media followers or traditional media and social media creators or followers (p. 192). (8)]. This means that post- crisis social media (post-COVID-19 pandemic) is the best choice for all information to be done using online media. This is not necessarily easy for tourism actors to do. This also experiences challenges and obstacles so that communication

messages are not conveyed to people who do not have smartphone media so that the communication message process is ineffective.

E. Post-Covid19

Communication on handling COVID-19 as a response to the development of COVID-19 in early 2020, the world was shocked by the outbreak of new pneumonia which started in Wuhan, Hubei Province which then spread rapidly to more than 190 countries and territories. The name of this outbreak is coronavirus disease 2019 (COVID-19) which is caused by Severe Acute Respiratory Syndrome Coronavirus- 2 (SARS-CoV-2), Susilo at all [9] The spread of this disease has had a broad social and economic impact. There is still a lot of controversy around this disease, including in the aspects of diagnosis, management, and prevention from early 2020 until the end of March 2020. Related to the challenge of the post-COVID-19 crisis communication process at the Paloh Naga tourist location is a complicated job for the public. agency relations. Public Relations works hard to think of technical solutions and even strategies to carry out its role.

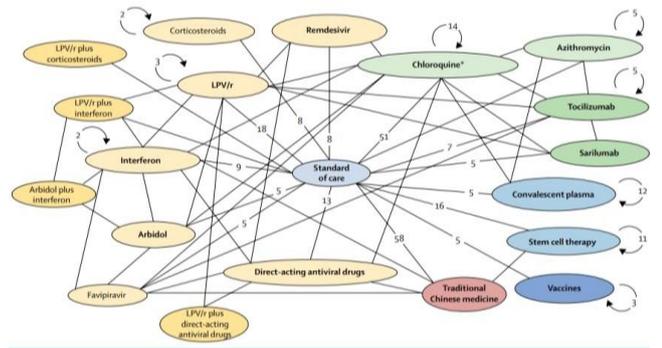


Fig. 3. COVID-19 clinical trial evidence network of 15 interventions (trial on hydroxychloroquine and chloroquine)

II. METHOD

A qualitative method with the type of case study research. This type of research is so popular in a qualitative approach that the case approach then becomes a prerequisite before other methods are used as a compliment. [3] The study was conducted with preliminary research by collecting field data using field observations on Paloh Naga tourism in Denai Lama village, Panati Labu subdistrict, Deliserdang regency, North Sumatra Province. The research method used is qualitative research with a case study approach, which is looking for or exploring the problems of a case to get a comprehensive and in-depth picture of crisis communication carried out by Public Relations institutions. Researchers interviewed key informants to obtain information using purposive sampling. The selection of informants using the purposive sampling method means that the withdrawal of informants is carried out by selecting subjects based on the criteria of the researcher and is carried out by taking informants at the research location following the research context.

III. RESULT AND DISCUSSION

Field research found that the practice of post- pandemic crisis communication19 in publicity and practices carried out

by the Paloh Naga tourism agency still needs to be adjusted and synergized because it still finds obstacles in the implementation of the Health protocol from tourism actors and local tourists who have not complied with health protocol in responding to the covid-19.



Fig. 4. Paloh Naga Destinations Denai lama Village District Deliserdang, Sumatra North, Indonesia



Fig. 5. Researcher in tourism locations

Figure.3. shows that the organizer has provided information and a place for completing handwashing related to Health Protocols for tourists visiting Paloh Naga tourist sites, Denai Lama village. Researcher at the site after using the Health Protocol provided by the Organizer and witnessing that there is an information board provided for tourists to keep the Health Protocol in mind and always do it as the 3M logo says, namely: 1. Washing hands; 2, keep your distance, 3, put on a mask. For tourists visiting Paloh Naga tourist destinations, Denai Lama Village, Deliserdang Regency, Indonesia.



Fig. 6. Researcher in tourism locations

Fig. 4. shows that when the researcher was in the location while researching and found that local tourists with relatively many conditions did not heed the Health protocol instructions that had been informed by the Public Relations of the institution as the manager of Paloh Naga culinary tourism.

The results of interviews with informants who were successfully interviewed by researchers showed that the reasons for most of the informants did not wash their hands and did not use masks as follows: 1. The reason they did not wash their hands was that the water and soap provided at the location had run out and no officers had yet come over and filled the water and gave them the soap that had run out; 2. Meanwhile, the reason they did not wear masks was that they forgot and that there were no masks provided at tourist locations and there were no masks selling booths. 3. Tourists visiting are very crowded and crowded because of the location of many fans so it is difficult to maintain a distance from Paloh Naga destination, Denai Lama Village, Deliserdang Regency, Indonesia.

The discussion uses the concept of crisis communication according to [10] form and content, such as the form that must be carried out by the Paloh Naga tourism agency public relations and the content referred to as coombs, namely the institution's Public Relations way of responding to crises before, during and after a crisis. Pre-crisis, crisis, and post-crisis stages have become featured aspects of crisis analysis (for a discussion of what needs to be done during each of the three stages, see Coombs 2009a) [1].

The crisis in this study post-COVID-19 pandemic is a challenge for the practice of post-Covid-19 crisis communication. Institutional Public Relations have not been effective in conducting crisis communication as an immediate institutional crisis response, the crisis communication team is not.



Fig. 7. Indonesian North Sumatra Governor's entourage langar Health Protocol

Sources of news from social media or online media websites that report the government is not using health protocols, including *medanbisnisdail*, *detik* news, *jurnassumut.com*, *assets.rrt.co.id* dan portal media *Viva*,

Several online media reported about violations of the Health protocol sourced from the Deputy Chairperson of the Al Washliyah Student Association (HIMMAH) of North Sumatra, Awaluddin Nasution said that the group of the Governor of North Sumatra, Edy Rahmayadi, violated the health protocol when handing over the building of the Bank of North Sumatra Corporate Social Responsibility program on culinary tours Paloh Naga, Denai Lama Village, Pantai Labu District, Deli Serdang, Saturday (16/1/2021).

IV. CONCLUSION

This study found that tourists and tourism actors have not simultaneously implemented the health protocols published by the Public Relations of the institution. This study found the process of post-Covid19 crisis communication practice activities carried out by a Public Relations with competence in communication practice in the field or published in online media (website) on culinary tourism Paloh Naga, Denai Lama village so that it can be applied to tourists and tour operators. This research is useful for managers of Paloh Naga culinary tourism destinations in Denai Lama Village, Pantai Labu District, Deliserdang Regency, North Sumatra, Indonesia, so that it can become literature in implementing crisis communication, as well as useful for subsequent researchers and especially for students of Muhammadiyah University, North Sumatra, Indonesia.

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