

Public Perception of Public Relations Campaign of PT. MRT Jakarta in Increasing Self Awareness from COVID-19 Spreading Risk

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Abstract—The never-after Covid-19 pandemic makes every sector more innovating and working more optimally in carrying out its duties. Each company's PR team campaigns and runs programs to attract public sympathy. Pt. MRT Jakarta has been publishing through digital media and conducting pr campaigns directly to increase public awareness. Some of the campaigns that have been conducted, namely #JAKARTABANGKIT, #dirumahaja, #MRTbersamaJKT, and #paksethatdirumah. This article aims to see how much influence the PR campaign launched by PT. MRT Jakarta in increasing self-awareness of the risk of spreading Covid-19 through public perception. This study uses qualitative approaches and constructivist thinking frameworks. Data collection is done through interview sessions, then descriptively analyzed so that research objectives can be achieved to the maximum. Through this scientific article it can be concluded that pt PR campaign. Mrt Jakarta influences public perception in increasing self-awareness of the risk of spreading Covid-19.

Keywords—PR Campaign, Self-Awareness, COVID-19, PT. MRT Jakarta

I. INTRODUCTION

The unending COVID-19 pandemic forces every sector to innovate and work more optimally in carrying out its duties. Similarly, to the sector engaged in offices, they must also limit and reduce their existing work in office space. Public Transportation also feels the same way, with a high positivity rate makes policy makers in the transportation sector should be as much as possible in suppressing the number of deployments in the realm of such vehicles. This is what makes the company through the PR team engaged in campaigning and implementing their program quickly and clearly [1]. One of the communication industries is Public Relations has a role to maintain good relations with various stakeholders of the company [2]. PR is obliged to convey credible and accurate information so that it can be accepted by any public [3].

PR certainly plays a role in conveying information, and can not be separated from the context of a company image it represents. PR practitioners in a number of sectors including the private sector have an important task to build a positive image. Without a positive image will certainly have an impact with the management of the company, both in terms

of marketing and sales [4]. The image of the company formed must be clear, easy to understand and have an advantage when compared to its competitors. Image certainly has a prolonged period of time, so it is not easy to form and maintain an image, so if the image already exists then it will be difficult to maintain or even change it [5]. If the other party sees a company badly enough then it's one of the tasks of a PR in improving the image of the company for the better and anticipating the mistakes that exist when a corporation does its job poorly. So there are several actions that must be taken in order to overcome the company's mistakes [6]. One of the actions that can be taken is to implement a campaign program, either conventionally or digitally.



Fig. 1. PR Campaign Examples, source: MRT Jakarta

PR also considered as a gatekeeper to create a public interest in the company by attracting sympathy through PR strategies or PR campaigns effectively and run according to the necessary situations [7]. Therefore, activities and campaigns proclaimed by PT. MRT itself must be in accordance with the purpose and vision of the company. All these things are done in order to create a good reputation or image in the eyes of the public. This Transportation Company certainly has a campaign or program to support its attention to the surrounding public, the program created must represent the surrounding community so that they feel cared for. and whether after the existence of these programs and campaigns can make the public more concerned about the risk of transmission of COVID-19.

II. METHOD

This research uses a qualitative approach and a constructivist frame of mind, so that the writing of this research will be structured and straightforward. This method of data collection uses literature or document studies and conducts interview sessions with resource persons [8]. The informant chosen as this interview is a MRT transportation user as well as other public transportation users. After the data is collected, then the results are analyzed descriptively so that the objectives of the research can be achieved as much as possible. Next, is searching for data information and collecting data from the field, it takes a method to analyze the results of the data collection in the field. The method of analysis used in qualitative research is coding, Coding itself is the first step to move beyond concrete statements in the data that will be useful for analyzing interpretation [9]

Researchers choose the descriptive nature of research because so that all discussions can be answered well and structured clearly. Qualitative also looking at the symptoms, facts, or even realities that occur [10] and will later put forward phenomenological strategies that study phenomena, such as experience, or everything that arises in our activities. And later informants will tell the phenomenon that once happened in themselves [11]. Some experts also define descriptive research as research to make a description of the situations (events). In this case descriptive research is the accumulation of basic data in a descriptive way solely do not need to find or explain interconnectedness, test hypotheses, make predictions, or gain meaning and implications, although research that aims to know it also includes descriptive methods [12].

III. RESULT AND DISCUSSION

The condition of the COVID-19 pandemic that spread in every sector encourages PT. MRT Jakarta to prepare measures and establish health protocols in serving consumers or passengers ahead of preparations for the new normal stage in the midst of this situation. The officials of PT. MRT Jakarta also presented several strategies to support the health protocol in this public transportation environment, one of which is by preparing and introducing #JAKARTABANGKIT campaigns, which encourage the implementation of a clean, safe, comfortable, collaborative, innovative, and good governance culture on every timeline. President Director of PT. MRT Jakarta (Perseroda) William Sabandar also explained that in each station prepared by the team and body temperature tests as well as relentless education in stations and trains, the goal is for a sense of self-awareness to emerge as early as possible without waiting for ongoing confusion [13].

PT. MRT Jakarta (Perseroda) has also encouraged and implemented measures such as public relations campaigns, policies limiting the number of passengers, adjustment of transportation service schedules, and strict maximization of health protocols. Based from the results in the field, it is proven that during the pandemic, PT. MRT Jakarta applies the principle of keeping distance, washing hands, and wearing masks (3M) in the station and train area. In addition, the train is also strictly regulated about the maximum capacity in the train that was originally allowed to be full now to 60 people, and there is a delivery of information

about distance guarding. Based on more detailed information, each staff member is very concerned about health protocols as well as government health campaigns [14]. Socialization about using appropriate masks and information about not allowing discussions on MRT trains. Several campaigns and PR activities conducted by the PT. MRT Jakarta team is as follows:

- Online or digital programs as part of the #dirumahaja campaign, which is a collaboration with various partners to bring a variety of content that benefits the community while at home through social media, such as a brief discussion with health experts about COVID-19 and healthy lifestyles that can be done at home. This program has been going on for the third trimester of 2020. And there is a more complete scheduling of this campaign information and health protocol, all can be seen from the instagram account of PT MRT Jakarta (Perseroda), @mrtjkt.
- Carrying out #paketsihatdirumah campaigns conducted digitally and conventionally. This is done from quiz sessions directly through social media Instagram. and the provision of a number of hampers for people who do activities at home. The contents of which contain antiseptic wet wipes, dry wipes, hand wash soap, vitamin C, milk, and healthy snacks. The package is also based on cooperation with Gojek Indonesia, namely by sending through GoSend discount package of Rp30,000.

The activities carried out by PT. MRT Jakarta can be seen from two areas such as conventional or digital. Some actions taken by companies engaged in transportation ranging from the movement against COVID-19, 3M campaign in the environmental area. PT. MRT Jakarta until the distribution of 3.000 pieces of washable two-layer cloth masks at five major stations of MRT Jakarta (Lebak Bulus Grab, Fatmawati, Blok M BCA, Dukuh Atas BNI, and Bundaran HI). This division takes place in a certain period while paying attention to strict health protocols between each other [15]. This is done to increase self awareness about the risk of spreading COVID-19. One of PT's digital campaigns PT MRT Jakarta appears to the public as follows:



Fig. 2. Jakarta MRT Digital PR Campaign, sources: Instagram @mrtjkt

Based on one example of a PT's digital campaign PT. MRT Jakarta, of course is expected that the public can get positive feedback and increase awareness of the dangers of

COVID-19 transmission risk. In addition, with the activity is expected to appear a stage where the results of the facts can build and maintain a good relationship and useful between the organization and the public because the assessment is successful or not the program is assessed from it [16]. After conducting literature studies and observations, researchers interviewed a number of speakers who used public transportation MRT and Transjakarta. This is done so that the resulting data can be interpreted and then continued by making research conclusions in accordance with the formulation of the problem that has been prepared before.

But in qualitative research, data analysis is more focused during the process in the field along with data collection [17]. In this study, the authors have interviewed four informants who are users of Public Transportation MRT and also Transjakarta namely Bimo, Maher, Vara and Salsa. Here is a description of the four informants that Researchers interviewed First is Bimo, who is a worker at one of the private companies in the Sunday market. He is 21 years old and domiciled in Haji Nawi, South Jakarta. And the second is Maher, a working student from Al-Azhar University Indonesia. 20 years old and domiciled in South Jakarta. The third one is Vara, a worker at office company in Jakarta. 24 years old and domiciled in South Jakarta as well. The last one is Salsa, a student from Al-Azhar University Indonesia who is studying S-1. 19 years old and domiciled in Ciputat, South Tangerang. Based on a statement from Bimo, PR campaign PT. MRT Jakarta is very persuasive, as evidenced by the following statement:

"MRT when compared to other public transportation, more often convey the socialization of health protocols carefully, and invite us as passengers to continue to maintain health and more attention to this pandemic. This invitation is quite influential with me, moreover I get more attention to the things I do not know about COVID-19 around us. MRT I think is clever in embracing us regarding health information."

From this statement, we can see carefully that **Bimo** feels that MRT public transportation is better to understand how to invite passengers to maintain health and pay more attention to the condition of the COVID-19 pandemic. In contrast to Salsa, she felt the MRT campaign had not been significantly impacted as evidenced by the following statement:

"I think the MRT has not been very maximal in inviting consumers to pay attention to this pandemic. But around the station environment, platforms and trains there is a certain amount of information and the importance of maintaining cleanliness. This company needs to be more active in conducting socialization activities, so that everyone feels reached. Maybe it's just my feeling, but who knows if people outside feel the impact of this socialization"

From this statement, we can see that Salsa feels that MRT public transportation is not good and responsive in inviting passengers to maintain health and pay more attention to the condition of COVID-19. This is also inversely proportional to the views of Maher and Vara, according to them precisely the campaign has been running well, their statement is:

"It is good enough, in its delivery can make almost all users of MRT transportation can comply with health protocols and predetermined rules. –Maher"

"It's been pretty good and firm. I had several times seen people who did not obey the rules and prokes reprimanded, even until told to get out of the MRT. -Vara"

The next statement coming from Bimo, he agreed that the MRT campaign directly and digitally felt by him, as evidenced by the following statement:

"I feel the MRT is active in socializing inside the train or doing it via IG, sometimes I also see advertisements in insta stories about 3M activities such as using masks, washing hands and keeping a distance. The effect felt is also prolonged kok, I invited friends to participate in the health protocol as well."

Salsa statement is precisely different, she said that other public transportation also often do the PT. MRT carried out according to him there are some similarities caused by under the auspices of the same agency. This is reinforced by his statement as follows:

"PT. Jakarta MRT is the same as PT. Transjakarta, they are both campaigning about maintaining this health. And there is no obvious difference, perhaps because these two vehicles under the Provincial Government of DKI Jakarta seem to be. There should be further action in the future."

Maher and Vara feel the same way as Bimo. PR Campaign PT. MRT Jakarta on the Risk of Spreading COVID-19 has already made an impact on them, this is reinforced by their arguments are:

"Already, I have become more compliant with health protocols and rules that have been established not only when using Jakarta MRT transportation but other public transportation. It is good to take care of ourselves and those around us so as to reduce the risk of the spread of COVID-19. –Maher"

"Already, I am becoming more aware of myself and others. As we used to be able to chat on the MRT but now it is not allowed to prevent droplets from spreading the Covid-19 virus. It can help me in reducing anxiety when using public transportation. -Vara"

Reviewing in terms of campaigns, Bimo felt what PT MRT was doing. MRT is in line with the expectations of the government. How to explain and do it is also interactive and communicative, many hopes and purposes there. This is further reinforced by the following statement:

"The Provincial or Central Government has started to coordinate well in my opinion, it is seen that state-owned enterprises, government agencies, and related institutions have worked to the maximum on health protocols and information. Including the MRT, the company also conducts interactive activities so that we feel encouraged to do the same. Indirectly this can increase our self-awareness of the dangers of COVID-19."

The opinion of Salsa actually shows different things, she felt PT. MRT is occasionally active in campaigning its

programs but sometimes also inactive in carrying out its activities. This is reinforced by the following statement:

"I feel what PT. MRT did, although it didn't feel significant it still stuck in my brain. But I think this consistency needs to be considered so that passengers can feel this in a long time. This increase in self-awareness takes time when there is no significant change."

Maher and Vara arguments are similar to Bimo on PT. MRT Jakarta PR Campaign on the Risk of Spreading COVID-19 has been conducted interactively and persuasively, as evidenced by the following statement:

"It is very interactive and persuasive, because in carrying out the campaign, the Jakarta MRT also participates in reminding jakarta MRT transportation users to comply with health protocols and predetermined rules. But it still has to be improved in its supervision because there are still Jakarta MRT users who violate the specified rules. -Maher"

"Already, because every MRT user who violates the rules and prokes directly reprimanded by the security officer and always reminded to follow the rules and prokes that have been determined. -Vara"

If a number of passengers feel such a way, then it is necessary to increase the campaign or socialization around the Jakarta MRT environment. It is important to hold a program or campaign that represents the community. One of the efforts that can be done by the company in introducing and improving its existence in the community is through the maximization of conventional media or digital media. With the program, it is expected that there is a very inherent effect in the citizens of DKI Jakarta itself. Between the four speakers, there are differences as follows:

TABLE I. COMPARISON OF FOUR SPEAKERS RELATED TO PR CAMPAIGN

No.	1st Informant (Bimo)	2nd Informant (Salsa)	3rd Informant (Maher)	4th Informant (Vara)
1.	MRT Jakarta campaign is conducted persuasively, so that it can be interpreted as efficiently as possible and seen the invitation widely.	MRT Jakarta campaign has not been seen significantly, itself also has not felt the effects directly. Looks less persuasive.	MRT Jakarta campaign has been done well, even the implementation has been done with real.	MRT Jakarta campaign is well known, but the impact has not been felt significantly.
2.	MRT Jakarta campaign conducted with conventional and digital has been carried out as well as possible. Even to the point of showing a prolonged impact.	MRT Jakarta campaign is the same as other public transportation, this is caused by similarities or similarities with other objects as well.	MRT Jakarta campaign is also the same as various public transportations that exist, only different in concept.	MRT Jakarta campaign is no different from other public transportation, even other transportations follow a similar concept.
3.	MRT Jakarta campaign has coordinated with other institutions well, even self-awareness has slowly begun to arise.	MRT Jakarta campaign is enough, but there needs to be development and evaluation in order to be better. Self-awareness also takes time to arise if the activity continues like this.	MRT Jakarta campaign is appropriately implemented, even the citizens of DKI Jakarta who were reprimanded did not fight back. Self-awareness among individuals also began to appear when using public transport.	MRT Jakarta campaign has been relevant in the implementation, the impact has also been felt. Just how this innovation can develop and be consistently done.

Based on the four informants, it can be seen that a campaign or public relations program produced by the institution can be interpreted by many perceptions, this should be an evaluation for each field so that the purpose of the message can be conveyed. One of the efforts that can be done by the company in introducing and improving its existence in the community is through the maximization of conventional media or digital media. But keep in mind that this activity is still not maximized the effect given because it is proven that there are still a number of passengers who do not feel the impact. Hopefully in the future this can be an evaluation for every sector, especially the public transportation sector, namely PT. MRT Jakarta in improving its activities and PR activities in the future.

IV. CONCLUSION

In search of data and information in detail, it can be concluded that PT. MRT Jakarta through its Public Relations has tried its best while conducting a PR Campaign PT. MRT Jakarta In Increasing Self Awareness risk of spreading COVID-19. Things that have been done include setting up and introducing #JAKARTABANGKIT campaigns, which encourage the implementation of a clean, safe, comfortable, collaborative, innovative, and good governance culture on every timeline. Then by preparing the team and body temperature tests and non-stop education at stations and trains, then implement measures such as public relations campaigns, policies limiting the number of passengers, adjustment of transportation service schedules, and strict maximization of health protocols. After that also by using digital media such as creating online or digital programs as part of #dirumahaja campaigns via social media and instagram @mrtjkt, carrying out #paketselamatkandirumah Campaigns implemented digitally and conventionally, and of course by handing out a number of masks for passengers. Based on these activities, PR has tried its best and it is proven that there are passengers who feel the campaign and activities carried out to passengers. But keep in mind that this activity is still not maximized the effect given because it is proven that there are still a number of passengers who do not feel the impact. Hopefully in the future this can be an evaluation for every sector, especially the public transportation sector, namely PT. MRT Jakarta in improving its activities and PR activities in the future.

ACKNOWLEDGMENT

We as a research team would like to express our gratitude to a number of those who contributed to this research. We thank you for the support of Universitas Al Azhar Indonesia (UAI), especially the Communication Science Study Program – Faculty of Social and Political Sciences, our Family, and also colleagues who always support and provide input for us. Including those whose work was cited in this study.

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