



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

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Abstract. My purpose of doing this research is to find out the activity process of tourist site managers who carry out crisis communication activities through online media or digital media using internet technology links. 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 PR activities in implementing crisis communication on Paloh Naga tourism, Denai Lama Village. Findings at tourist sites that managers have not been effective in using digital media to fill in digital media, this is due to constraints on the internet network in the area. According to Yin, the case study approach, because it can be applied to phenomena and contexts, the essence of the field cannot be seen clearly and several sources can be used as evidence and sources of information to enrich the citations in this paper. I use the concept of crisis communication according to my observations and the cases that occurred. The concept of crisis communication can explore cases and this activity should be carried out. The manager of breakfast culinary tourism sites in Denai Lama Village responds to crises during, before, during, and after the crisis, This refers to the Situational Crisis Communication Theory/SCCT.

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 a Public Relations before, during, and after the Crisis is very different. The performance of Public Relations, especially in crisis communication before the COVID-19 pandemic crisis, the percentage of work is 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 paper aims to discuss the communication activities carried out by a manager in this case who performs the

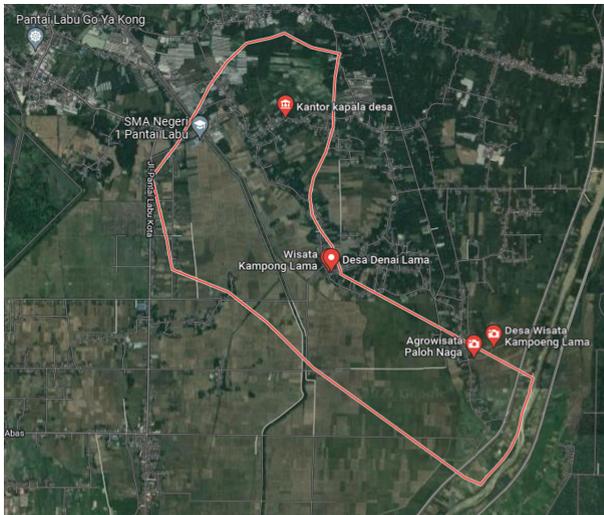


Fig. 1. Map of Denai Lama Village, Deliserdang Regency, North Sumatra Province, Indonesia

duties of a PR (Public Relations) institution according to the scope of work details to improve the reputation and image of the institution and is also responsible for all cases or problems that occur both internally and externally. External institutions, especially in the practice of crisis communication. The goal is to use digital media related to internet technology that is used in all stages of the crisis, in this case, the crisis in the corona virus-19 outbreaks, I focus on the cases that arise in the phenomenon at the village location of Denai Lama, a breakfast culinary tour location named the manager with the culinary name. Paloh Naga, Deliserdang Regency, who carried out their work or Public Relations activities using digital or the Internet before, during a crisis, and after the Covid19 pandemic crisis. Problems occurred during field operations, and 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 promoting culinary tourism products and programs in Paloh Naga. This happened because previously tourism actors and village officials and the head of village-owned enterprises (Bumdes) had never thought about the COVID-19 pandemic crisis. 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 who ideally take care of and pay attention to the problems that occur in their business (Fig. 1).

2 Methodology

I chose the qualitative method to dissect the problems that occurred at the breakfast tour location in Desa Denai Lama. The study I used was a case study according to Yin because it was following the case that occurred in the phenomenon of the outbreak of

the Corona Virus-19 outbreak. According to Yin, a case study is a study that describes a case study which is defined as the first step to critiquing and exploring phenomena in the context of real-life which are indicated by the problems that occur to obtain empirical and accountable knowledge results. In this paper, I agree with Yin that the case study approach in my writing is appropriate to use a case study because it can be applied if the boundary between the phenomenon and the essential context in the field cannot be seen clearly and several sources can be used as evidence and sources of information to enrich citation in this paper. 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 Naga tourism. Desa Denai Lama the qualitative method used is assumed to be able to focus my attention on discussing the problem intensively on a particular object that 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

3.1 Implementation of Crisis Communication in Paloh Naga Culinary Tourism Destinations

The findings generated during observations at the breakfast culinary tourism location in Desa Denai Lama that the practice of crisis communication before, during, and after covid19 in publicity in digital media carried out by Public Relations was observed that there needed to be action or implementation in an effective way, the author found Public Relations have not fully used digital media which is constrained by the internet network in the area. 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 a professional Public Relations usually has competencies that are familiar with the digital world and the internet. Many articles published in reputable international journals discuss the solutions to crisis communication 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. Promotions were carried out by culinary tourism businesses for breakfast when the Corona virus-19 outbreak was affected. The managers of Paloh Naga Culinary Tourism starting 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 and reading café tourist spots through social media.

The Paloh Naga Tourism Promotion after the Covid-19 Crisis, so they plan to prepare for everything related to the crisis, the anticipation they are doing 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.

3.2 Digital Media used by Public Relations in Paluh Naga

Publicity is recorded in online media, this is called Earned Media, which is media received through direct messages delivered by tourists or the public directly or indirectly within the institution's internal environment and in online media, as well as marketing programs and original circumstances that are published automatically. Responses by the general public or online tourists, both positive and negative sentiments. Online tourists respond by publishing comments or actions by taking pictures at the location and republishing the photo if they feel happy and happy when they are at a tourist location, this can be categorized as positive sentiment. Tourists will publish complaint comments if they are not comfortable and do not like events, events, or situations that exist at tourist sites or events made at tourist locations as well as something 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.

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 Figs. 2, 3, 4, and 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 an impact on the decline in the number of sales, through the use and



Fig. 2. Paloh Naga tourist sites, Source: Digital Promotion of Paloh Naga Link; <https://www.travelingmedan.com/2020/06/agrowisata-paloh-naga.html>

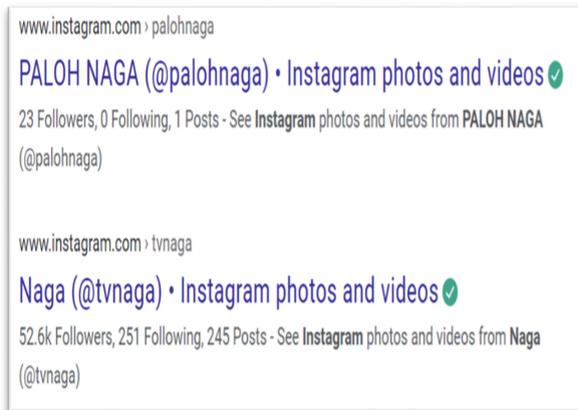


Fig. 3. Paloh Naga Tourism Instagram Link Source: Digital Promotion Paloh Naga Link; [www.instagram.com paloh naga](http://www.instagram.com/palohnaga)



Fig. 4. Paloh Naga Tourism Instagram Link Source: Digital Promotion of Paloh Naga Publicity response link; [www.instagram.com palohnaga](http://www.instagram.com/palohnaga)

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, Grab Food/Go-Food, Tokopedia, and other platforms [1]. There are 3 (three) domains of the Digital Media Literacy Framework: 1) conceptual; 2) functional, and; 3) audiovisual, each of which defines a set of prosumer principles [2]. Social 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 [2]. Social media even plays a very big role in digital access, and social media involvement is mostly in the socialization of seniors [3]. Social media can cut operational costs and can allocate marketing budgets [4]. The conclusion from the quotations that our data takes is that digital media used



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

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.

3.3 Publicity Recorded on Online Media

Publicity is recorded in online media, this is called Earned Media or media that receive news “word of mouth” 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 (Fig. 6).

Posters and newspapers are positioned as a channel for manual or traditional publicity, while the digital promotion is assumed to be faster and more effective than traditional publicity by means, firstly, through information via social media that is quickly accessible and responsive to today’s global society. Can be taken an example the subscription account on Facebook, @WasteManagement, has 181,464 active users as of 2020. Information quickly carried out by internet users on digital media can be radiated quickly in response to the news, via social media. Given the up-to-date regulations that can affect related behavior and implementation [5], the existence of online media is currently very much needed by the world community, especially the Indonesian people. Social media is used for personal and business needs by promoting and increasing public and business participation by delivering programs and products effectively through online media and

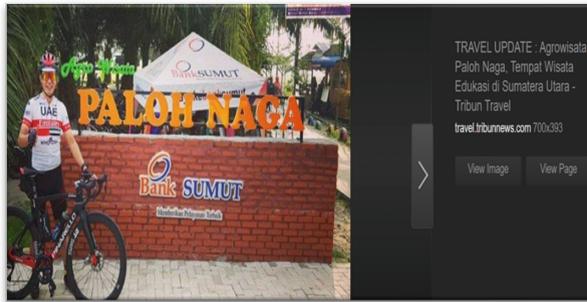


Fig. 6. Publicity recorded in Positive Sentiment Online Media. Source: travel.tribunnews.com, accessed on 29 March 2022

digital media to the general public. This proves that the response from the communicant is needed, both positive and negative responses, then suggestions from the public can also be recorded digitally by the institution's media [6]. Responses from the public which are usually recorded as a working mechanism that can receive input from the public with online or digital standards can be adjusted when receiving responses and responding to incoming messages simultaneously and sending feedback to all social networks [7]. Online-based digital marketing can help as a medium that accommodates international-based public responses or online digital applications [8]. Wamuyu [9] Initiated the internet and social media and social media to encourage positive response behavior and negative responses from followers. So publicity functions as a medium that can be used to boost and improve as well as influence and/or change people's behavior to be aware of tourism [10]. 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 for lobbying, marketing, branding, and direct selling, and the scope of the professional publicity economy is still expanding [11]. 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 [12]. The dominant role of publicity is responded to by young people and triggers positive and negative observers' interventions [13]. 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 [14]. 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 [15]. Promotional publicity as

new and more productive thinking about the effects of interactions on organizations can develop [16]. Today's technology advances messaging over the internet and can be used as a tool for publicity that is now often used by institutions to boost their reputation [17]. Publicity through digital media is relatively more effective than traditional publicity through posters and newspapers [18]. Of all the literature taken related to publicity, the point is that Public Relations activities are very effective if implemented using them.

3.4 Public Relations in Crisis Communication Activities on Paloh Naga Culinary Tourism

Public Relations in Digital PR activities were carried out to respond to the crisis. Crisis communication responds to the state of the institution in its pre-crisis state, the state of the response when the crisis hits, and the institution responds when the crisis is over at the culinary tour of Desa Denai Lama. 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 and 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 communication is often treated as an activation process to respond to a crisis by starting with planning using online tools or media so that it can change the situation for the better it can anticipate crises (SCC) that have an impact on corporate crisis management [19]. 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 Bali 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 [20]. I got a literature article that discussed the crisis when it hit culinary tourism locations. From the quote that was hit by the falling tree crisis, it can be said similar, so I can decide to deal with the crisis that occurred in the culinary tourism area as contained in Faustyna's article, the crisis that occurred was triggered by online media coverage when the night culinary tourism location was hit by a fallen tree disaster. Articles that can contribute as a companion to my manuscript. I stationed communication activities during a crisis in terms of the corona 19 pandemic. In Faustyna's article, it was found that the SOP is not yet owned by the Medan Tourism Office, so they are slow to respond when a crisis occurs, crisis communication responses are not structured, and online communication channels have not been used effectively [21]. The agency and PR department officers have not yet been established and the concept of PR Crisis Communication activities is also not in

tune with what Comb said, namely that crisis communication is an implementation in the field by collecting data, processing the data into a response and then distributing it to the general public, at the same time. The crisis hasn't happened yet, during the crisis, and when the crisis is over and the ones on duty here are agency employees [22] Tourism business actors can detect their activities, especially when they see a crisis in crisis communication activities detected when carrying out their activities. The theoretical and conceptual framework includes 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 [23]. 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. During my research, I found that crisis communication activities were carried out by Denai Lama village employees after the crisis occurred, they were 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 need Practice again.

The manuscript as the output of this research is assumed to be very contributing to the workers and management of culinary tourism in Denai Lama Village, so that it can also become literature for crisis communication activities and future observers, as well as for students at the Universitas Muhammadiyah Sumatera Utara, Indonesia.

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