



# Public Relations Campaign “From Door-to-Door Mandatory Mask” as Implementation of Aice Group’s Humanitarian Mission

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**Abstract.** In 2020, the COVID-19 Pandemic situation became the world’s attention due to the death toll that fell due to the disease. After an appeal from the World Health Organization (WHO), Indonesia immediately took alert measures to deal with the COVID-19 pandemic situation caused by infection with the SARS-CoV-2 virus. Aice Group takes part in helping the government and the community by trying to implement a humanitarian mission designed in its Corporate Social Responsibility (CSR) program by conducting the Pentahelix Movement of 5 Million Medical Masks with KSP and GP Ansor in 2020. Seeing the success and benefits of the program, Aice Group continues its mission by conducting a Public Relations Campaign Movement “Door to Door Mandatory Masks” in 2021. The activity contains an agenda of distributing five hundred thousand masks to people in the Greater Jakarta, Bandung, Semarang, Solo, Yogyakarta and Surabaya areas, who have difficulty getting masks due to the impact of the panic buying phenomenon that occurred in Indonesian society. This paper aims to find out the benefits of the Public Relations Campaign “From Door-to-Door Mandatory Masks” to the Indonesian people. The research method is carried out by studying literature and documentation. With the Public Relations Campaign “From Door to Door Mandatory Masks” is considered to be able to help and provide benefits to the community. This is evidenced by the decrease in zoning from orange to yellow in the Bantar Gebang area, which means a decrease in the number of cases in the area. In addition, the community welcomed the campaign activities by showing their enthusiasm. In fact, Aice Group’s Corporate Social Responsibility (CSR) program was appreciated by receiving an award as TOP CSR at a national level.

**Keywords:** – CSR · public relations campaign

## 1 Introduction

On March 11, 2020, WHO (World Health Organization) officially announced that COVID-19 had become a global pandemic [1]. This is because the SARS-CoV-2 virus has spread to various parts of the world and it is predicted that its spread will increase from time to time. The disease caused by infection of SARS-CoV-2 virus is called Coronavirus disease 2019 (COVID-19). Through a press conference, WHO (World Health Organization) appealed to a number of countries to be alert and aggressive in dealing

with the virus. COVID-19 is a global concern because the virus spreads very quickly and can even cause death. According to data on April 10, 2020, there were 3,512 positive cases, 282 people recovered and 306 people died in Indonesia. It can be said that the death rate in Indonesia due to COVID-19 is 9.1%. Whereas, according to data from the task force for handling COVID-19 as of January 3, 2021, it was reported that 631,937 people recovered, while 22,734 people died with an increase in positive cases of 6,877 from the previous 110,679 people. Although there is a recovery rate, the number of people who died continues to grow to a total of 156,929 people on July 26, 2022.

The best way to prevent and minimize the chain of COVID-19 spread is to always follow the latest information about COVID-19 and carry out the recommended appeals. On its official website, WHO (World Health Organization) recommends people to implement social distancing or maintain a safe distance of at least one meter, always use masks and wash hands [2]. After the appeal, a panic buying phenomenon occurred. People flocked to buy masks in excess which were then stockpiled. This resulted in a scarcity of masks and the price of masks soared. Seeing this condition, Aice made a pentahelix movement of 5 million medical masks with KSP and GP Anzor by distributing free medical masks in 22 cities and agencies throughout Indonesia in 2020.

Continuing its humanitarian mission, in 2021, Aice Group initiated a Public Relations Campaign Movement, namely “From Door To Door Mandatory Masks”, which is a follow-up action from the pentahelix movement of the Aice Group. The campaign is part of Aice Group’s corporate social responsibility (CSR) actions. Synergize by cooperating with various stakeholders in carrying out their actions, both from government institutions and several private institutions or non-governmental organizations (NGOs), including KSP, RNLC19 (National Volunteers Against COVID-19), and local PKK women. Aice Group’s Public Relations Campaign includes the distribution of 500,000 quality medical masks to the lower middle class in several big cities, such as the Greater Jakarta area, Bandung, Semarang, Solo, Yogyakarta, and Surabaya. These masks are mass-produced by Aice Group, specifically to carry out their humanitarian mission and not for sale. This Aice Group’s Public Relations Campaign Movement is a form of Aice Group’s real action in helping the government deal with the COVID-19 pandemic. The existence of this campaign activity is expected to help the community to get quality masks amid the scarcity of masks, and the soaring price. In addition, it is also hoped that it can reduce the mobility and risk of crowds formed by looking for medical masks themselves, which in turn can reduce the number of COVID-19 transmissions. Thus, Aice Group has attempted to implement its humanitarian mission by taking action to reduce the spread of COVID-19. Based on this background, the author wants to see how the benefits of the Public Relations Campaign Movement “From Door to Door Mandatory Masks”.

## 2 Method

The method used in this paper is literature study and documentation related to the Public Relations Campaign Movement “From Door To Door Mandatory Masks”. Literature study is a research study where the research subject is literature work such as scientific journals, books, articles published in the mass media, and can also be in the form of statistical data. While the study of documentation is a study that uses a document as



**Fig. 1.** Campaign Activities “From Door-to-Door Mandatory Masks”

a source of data that complements a research [3]. All of these documents are used to obtain information in the research process. The document is in the form of a written source, film, picture or photo, a memorial or monumental work which usually contains historical value (Fig. 1).

### 3 Results and Discussion

#### Campaign Activities “From Door-to-Door Mandatory Masks”

##### Benefits of the Public Relations Campaign Movement “Door to Door Mandatory Masks” by Aice Group

#### 1. Helping the Government Overcome the COVID-19 Pandemic

In December 2019, a new variant of the coronavirus was discovered in Wuhan, which was referred to as the 2019 Novel Coronavirus (2019-nCoV). This virus spread rapidly to various countries until it came to the world’s attention in January 2020, after it was reported that three people died from pneumonia caused by the virus infection. Finally, in March 2020, WHO (World Health Organization) announced that the new virus variant was called the SARS-CoV-2 virus that causes respiratory disease, namely COVID-19 and declared it as a global pandemic. The number of people who are infected from time to time is increasing and even claimed many lives so that it is a global concern [4]. To prevent the spread of COVID-19, WHO (World Health Organization) urges people to always follow the latest news about COVID-19, adhere to health protocols such as maintaining a safe distance of at least one meter (social and physical distancing), using masks and washing hands as often as possible [5]. For this reason, the Indonesian government is taking alert and aggressive action in response to the call from the WHO (World Health Organization). In this case, Aice Group has contributed to helping the government to reduce the number of COVID-19 transmission by massively producing masks and donating them through the Public Relations Campaign “From Door-to-Door Mandatory Masks” in various big cities throughout Indonesia. In addition to government institutions, Aice Group

also synergizes with various stakeholders to carry out its campaigns. The campaign succeeded in having a positive impact, as evidenced by the decrease in Bantar Gebang zoning area from the orange zone to the yellow zone.

## 2. **Lighten The Burden on Society**

The COVID-19 pandemic has caused changes in people’s behaviour to the point of panic buying. People buy masks in excess, which in the end there is hoarding of masks. The panic buying phenomenon has caused commodity instability, and there was even a shortage of masks in 2020 so that the price of masks increased significantly from hundreds of thousands to millions of rupiah. According to various news portals in Indonesia, the Public Relations Campaign “From Door-to-Door Mandatory Masks” is considered to help ease the burden on people who have difficulty accessing quality masks, both because of their scarcity and the price is not friendly on the pocket. It is proven by the enthusiasm of the community when the door-to-door distribution of masks is carried out.

## 3. **Making Aice Group Win an Award**

Due to all of Aice Group’s Corporate Social Responsibility (CSR) programs in various aspects, one of which is its humanitarian mission program (in this case, the Public Relations Campaign “From Door-to-Door Mandatory Mask” is included) which is carried out by coordinating and synergizing with several stakeholders from various institutions, Aice Group won an award for its Corporate Social Responsibility (CSR) program. The award was won by Aice Group for two consecutive years in the TOP CSR Awards event which organized by Info Brand & Trans N Co Indonesia. The award was received by Aice Group because its Corporate Social Responsibility (CSR) program was considered in line with the implementation of Creating Shared Value, ISO 26000, and Sustainable Development Goals (SDG’s). In addition, Aice Groups’s Corporate Social Responsibility (CSR) program is considered to be providable benefits to the community.

## 4 **Conclusions and Recommendations**

The Public Relations Campaign Movement “From Door-to-Door Mandatory Masks” was carried out in order to implement a humanitarian mission of Aice Group which is part of its Corporate Social Responsibility (CSR) program. The Public Relations Campaign program also helps the government in efforts to reduce the transmission rate of COVID-19. The campaign was effective due to the good synergy between the Aice Group, government, and community institutions. In addition, this campaign activity can help and provide benefits to the community.

The Public Relations Campaign “From Door-to-Door Mandatory Masks” has been well implemented. In the future, it is hoped that Aice Group will always make a well-targeted Corporate Social Responsibility (CSR) program with more capable innovations so that it can have a significant impact on the community in a sustainable manner.

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