

PUBLIC RELATIONS CAMPAIGN STRATEGY “READY FOR SAFE TOURISM” OF PT TWC (PERSERO)

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ABSTRACT

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This research is a qualitative descriptive study that aims to determine the Public Relations campaign strategy "Ready For Safe Tourism" carried out by PT TWC (Persero). The research data was taken by interview and observation techniques. The interviewees were from the Corporate Communications team of PT TWC, which were selected through purposive technique. Observations were made by observing PT TWC's social media and mass media coverage of the "Ready For Safe Tourism" campaign activities. The results of this study indicate that PT TWC performs fact-finding, planning, communicating, and evaluation stages in designing and implementing the "Ready For Safe Tourism" campaign strategy. In this campaign, PT TWC collaborates with several stakeholders to hold special events and social media optimization to convey campaign messages. This campaign activity cannot be carried out regularly due to the dynamic development of Covid-19.

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1. Introduction

The COVID-19 pandemic has affected the lives of Indonesian people in various sectors. The swift spread of the virus has made the Indonesian Government cooperate with IDI (Ikatan Dokter Indonesia) to carry out several strategies to reduce the death rate of COVID-19 patients, which had increased in August 2021 (Sembiring, 2021). In March 2021, the Government began to set a Lockdown policy. Regulations also continued to evolve following the situation until the Pembatasan Sosial Berskala Besar (PSBB) policy, the Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM), and the “dirumah aja” movement emerged. Although the rate of the virus spread had been dropped by 82 percent in September compared to August 2021, the Government still urges the public to continue to apply health protocols in the New Normal Era (Javier, 2021).

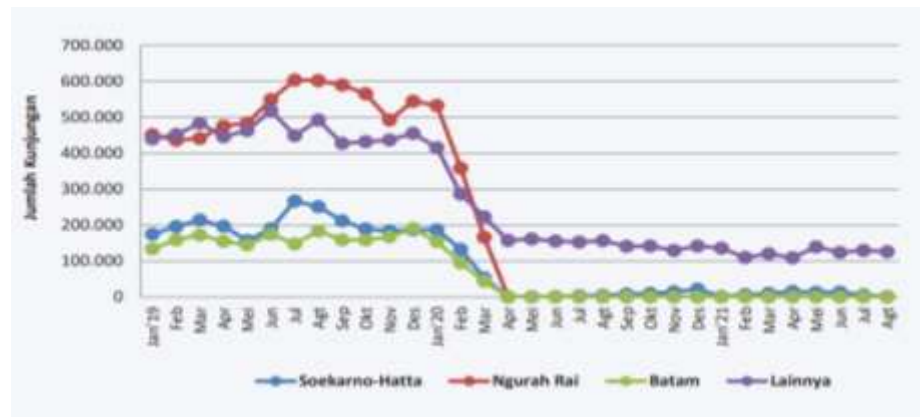


Figure 1.

Graph of The Number Development for Foreign Tourist Visits January 2019 – August 2021
Source: Badan Pusat Statistik

Tourism is one of Indonesia's business sectors that has experienced a considerable impact due to the pandemic. Based on the Graph of The Number Development for Foreign Tourist Visits, it can be seen that the highest decrease in foreign tourist arrivals occurred in April 2020 was 158,000 visits (Kemenparekraf/Baparekraf RI, 2021). The downturn in visits also occurred in domestic tourists. Perhimpunan Hotel dan Restoran Indonesia (PHRI) said that there was a 40 percent drop in the number of domestic tourists in the second quarter. It continued to fall in the next quarter (Makki, 2021). It is a big concern for the tourism sector business due to significant losses are felt by the cities of Indonesia's tourism destinations. Yogyakarta is one of Indonesia's tourism destinations that has experienced a decrease in tourism activity. The reduction in tourist arrivals caused losses to the Yogyakarta tourism sector of 10 trillion rupiahs and it is estimated to increase to 25 trillion rupiahs (Suchayo, 2021).

PT Taman Wisata Candi (TWC) Borobudur, Prambanan and Ratu Boko (Persero) is a Badan Usaha Milik Negara (BUMN) that engaged in tourism to manage and develop cultural heritage. Some of the cultural heritage sites managed by PT TWC are Borobudur, Prambanan, and Ratu Boko temples. PT TWC is responsible for the tourism activities of the three temples destination. The COVID-19 pandemic made the three temples had experienced a decrease in local and foreign tourist arrivals. The enactment of the PSBB (March 20, 2020 - June 8, 2020) also makes it difficult for the tourism sector movement. In mid-2020, the Government began to issue a New Normal policy and it is expected to have a good impact on PT TWC. PT TWC started by preparing a CHSE (Cleanliness, Healthiness, Safety & Environmental Sustainability) certificate and implemented the "Ready For Safe Tourism" campaign for increasing tourist visits in the New Normal Era.

A public relations campaign is one of the ways an institution or organization uses to influence the public, both in terms of cognitive, affective, and behavioral. Kaligis' research (2020) on the #SaveGBK Public Relations campaign concluded a significant relationship between the GBK Public Relations campaign and public attitudes (Kaligis et al., 2020). In this study, it is explained that the campaign's effectiveness is also supported by the organization's efforts to improve the organization's image.

Public Relations campaign activities are not always successful. Research conducted by Amalia (2012) discusses the campaign strategy The Body Shop Indonesia carried out to shape public attitudes, showing that the Public Relations campaign activities were not successful. The research maps campaign activities from planning and implementation to evaluation stages. From the three campaign activities, it is known that research and strategic planning are essential steps for the campaign's success (Amalia, 2012).

The "Ready For Safe Tourism" is a campaign created by PT TWC to invite the business community and the company's public to pay attention to health protocols while having tourism activities, especially traveling. This campaign hopes that it can revive tourism in the city of Yogyakarta and its surroundings, especially tourism activities at Borobudur, Prambanan, and Ratu Boko Temples. The "Ready For Safe Tourism" campaign was implemented in June 2020, when the Government conducted the New Normal. The campaign was successful in obtaining an award in the BCOMSS (BUMN Corporate Communications and Sustainability) field of "Social Media and Corporate Campaign" because of the success of PT TWC in communicating with BUMN companies amid a pandemic by inviting the tourism sector business community to remain enthusiastic and optimistic (Pranyoto, 2021).

The novelty of the New Normal Era phenomenon, the relationship between the current condition of society and the campaign activities carried out by PT TWC, as well as the success of the "Ready for Safe Tourism" campaign activity winning an award from the Government made the strategy used in the "Ready for Safe Tourism" campaign activity interesting for understood. To understand the Public Relations Campaign Strategy "Ready for Safe Tourism", the concept of Public Relations Management is used. There are four stages in Public Relations Management, namely fact-finding (finding facts in the field), planning (planning the campaign), communicating (communication/application of plans), and evaluation (evaluation of activities) (Cutlip et al., 2013).

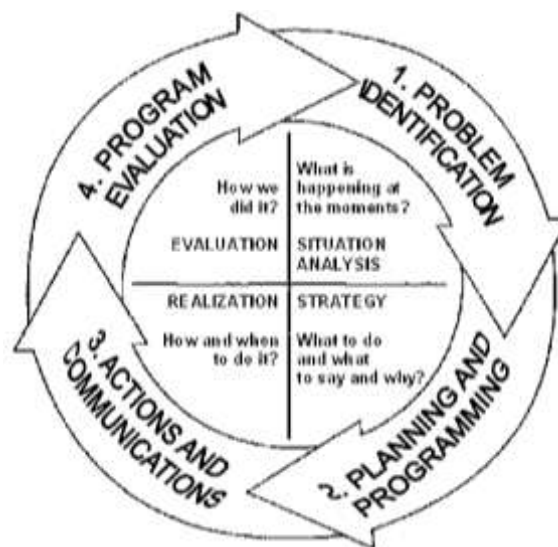


Figure 2.

4 Stages of the Public Relations Process

Source: Communication in Theory and Practice Perspectives

The chart above shows that the initial stage in Public Relations Strategy planning is the Identify The Problems stage, which is carried out to find problems and facts on the ground. As a first step, Public Relations must objectively research what is happening in the field to make later decisions according to field needs. In this process, Public Relations will collect information/data from all publics, internal and external publics, regarding a problem or phenomenon. In addition to public analysis, analysis of situations and organizations is also essential to obtain balanced research data (Kriyanto, 2015). Data can also be taken from statistical data, mass media, or criticism suggestions for future decisions.

After finding the data and facts, the second step is Planning and Programming. This stage is planning and making decisions on the research results that have been done. The data obtained becomes a consideration for Public Relations in making decisions and plans for the future within a specific period. Determine the goals and objectives of the decision, create a strategy according to the problem, and develop a decision according to the relevant target/public (Chafilaudina & Soegirto, 2021). From the stages above, the decision will be suitable for the public technically and objectively through selecting decision ideas, choice of language and diction, communication media, and so on.

The third stage is Actions and Communications. This is the stage of applying the decisions that have been made. It is based on the planning stage result, also the needs of the company and its public. At this stage, Public Relations start implementing communication strategies dan tactics (interpersonal communication, corporate media, mass media, social media, etc.) to strategically and systematically communicate public relations messages (Chafilaudina & Soegirto, 2021).

Evaluation is the last stage in the Public Relations communication process. At this stage, Public Relations will evaluate/assess what has been done regularly. The assessment includes whether the program is being carried out according to the planning, objectives, company's achievements according to the program, and so on (Fariastuti & Pasaribu, 2020). This stage will certainly make it easier for PR to control their program. A PR can follow up on their program and make changes according to the development of the program.

Through those four stages, it can be seen the initial process of designing the campaign strategy, implementing the strategy in action and communication, and the evaluation process carried out. Based on this concept, a problem formulation can be formulated: How is the Strategy Process for the Public Relations Campaign of PT Taman Wisata Candi Borobudur, Prambanan & Ratu Boko making the "Ready For Safe Tourism" campaign?

2. Method

The research method is a method or way of thinking used by a researcher in conducting particular research rationally, empirically, and systematically using procedures, research designs, techniques, and so on (Mertha Jaya, 2020). Thus, research methods obtain field data, perform data analysis, digest phenomena, and explain them. Researchers used descriptive qualitative in the research on the Public Relations Campaign Strategy in the "Ready For Safe Tourism" Campaign of PT Taman Wisata Candi (PT TWC) Borobudur, Prambanan, and Ratu Boko research methods. This research is a qualitative descriptive study because the researcher is directly involved in observing the events/objects of the research and conducting interviews with related parties to explain and analyze the phenomena more deeply. Phenomena will be discussed and given descriptions, explanations, and validation with factual and actual scientific values (Ramdhan, 2021).

To obtain data from this study, researchers used data collection techniques in interviews and observations. Interviews were conducted to gain subjective understanding from research sources. In conducting interviews, researchers used research instruments in the form of a list of questions (interview guide) that were open and exploratory so that the interview process was successful and obtained factual data (Haryono, 2020). The Interview Guide is based on the concept of 4 steps that Public Relations goes through to make the program more effective (Cutlip et al., 2013), which are formulated in the following table:

Table 1.
Concept Description 4 Stages of Public Relations

CONCEPT	DESCRIPTION CONCEPT
Fact-Finding	- Conduct internal situation analysis - Conduct external situation analysis - Collecting data and facts from various media
Planning and Programming	- Determine the goals and objectives of the decision - Make a strategy according to the problem - Develop decisions by the target/public related to
Action and Communication	- Implementing tactics - Communicating activities through various media
Evaluation	- Assess whether the program is running according to the plan - Assess whether the program has been successful in achieving its goals

Source: Researcher Process

In addition to conducting interviews, data collection was conducted by observing related to the campaign carried out by PT TWC, namely "Ready For Safe Tourism". Observations were made to complete the data taken from previous interviews. Researchers see and observe the object of research directly and collect the necessary data through the senses. The observations made by the researchers were non-participant observations, where additional data was obtained through observation without participating in the activities of the informants/resources (Gora, 2019). Observations made in this study were by observing the media used to support the company's campaign.

Several sources or sources of information were selected using purposive techniques in conducting interviews. The purposive technique is a technique for determining samples or research sources in qualitative research by determining specific criteria based on the objectives of a study (MAMIK, 2015). In this study, there are several criteria for deciding sources, namely:

1. Resource persons know about the "Ready For Safe Tourism" campaign
2. Resource persons involved in planning the "Ready For Safe Tourism" campaign
3. Resource persons involved in implementing the "Ready For Safe Tourism" campaign.

Based on these criteria, three resource persons were determined in this study, namely:

1. The staff of the Corporate Communications Division of PT. TWC
2. Marketing Communication Staff of PT. TWC
3. Traders around The Prambanan Temple

Data obtained through interviews and observations are measured for validity by triangulating the data. The researcher triangulated the data and triangulated the method. Data triangulation is triangulation that requires researchers to find more than one source of research data, method triangulation is triangulation that uses more than one data collection method (Helaluddin & Wijaya, 2019). Researchers look for more than research data sources related to the "Ready For Safe Tourism" campaign, namely sources, news articles, scientific articles, journals, and so on. Furthermore, the researcher also triangulated the method by comparing research findings from two data collection methods, namely interviews and observations.

3. Results and Discussion

PT TWC has been carrying out a "Ready For Safe Tourism" campaign since June 2020. The "Ready For Safe Tourism" campaign aims to solve the problems of people who neglect the implementation of health protocols, especially when in public places. In addition, PT TWC, through this campaign hopes to restore the wheels of the community's economy, especially in the tourism sector. The campaign can be identified as the Ideologically or Cause Oriented Campaign based on its objectives. The Ideologically or Cause Oriented Campaign is a form of social campaign that aims to deal with and solve problems that occur in society (Sawitri & Pujiyana, 2021).

Campaign Planning "Ready For Safe Tourism"

The initial stage in making the campaign is to identify problems. The results of the problem identification will later help the company describe its factual situation to its publics. In designing the "Ready For Safe Tourism" campaign, PT TWC analyzed internal and external situations. The analysis of the company's internal situation is related to the internal public and the analysis of the external situation is associated with the external public (Cutlip et al., 2013). The company's internal public are parties who are inside the company / included in the company's organizational structure, external publics are parties outside the company who are friendly, supportive, criticizing, and so on (Silviani, 2020). PT TWC's internal public includes all ranks and directors of PT TWC. PT TWC's external publics include traders, photographers, grain craftsmen, and other business people around the temple tourist destination area, tourists, the people of Yogyakarta and its surroundings, and so on. Finally, staff and employees within PT TWC have to do Work From Home or work from their respective homes and business people. Traders around the temple tourist destination area must temporarily close.

PT TWC uses informal or exploratory methods with personal contact and observation techniques. Cutlip and Center's in *Effective Public Relations* state that PR often uses informal or exploratory methods in conducting field research by taking non-population samples from the public. The PR practitioner will assess the extent to which the results obtained from the sample are representative of the situation/state of the entire population concerned. The technique used is personal contact and observation. In this technique, PR will make direct contact and make observations of the public (Cutlip et al., 2013). Direct contact and observation are carried out with parties with positions, knowledge, roles, and other aspects related to the problems. Later, PR can conduct discussions or open-ended interviews to explore facts with related parties called key informants (Austin & Pinkleton, 2015).

PT TWC observed its internal and external public by monitoring the situation that occurred during the COVID-19 pandemic. Based on PT TWC's observations, the pandemic has hurt PT TWC's internal public operations. PT TWC had to close its temple tourism destinations for some time temporarily. The temporary closure was carried out as a result of the development of Central and Regional Government Regulations and the COVID-19 case in the DIY Province and its surroundings, such as from April 22 to May 13, 2020. PT TWC continues to open and close the temple tourism destinations it manages. PT TWC also experienced a decrease in the number of tourists, which significantly impacted the company's income. The decline occurred in local and foreign tourists visiting Borobudur Temple,

Prambanan Temple, and Boko Palace. Based on the Management Report Quarter I of 2020, PT TWC experienced a decrease in tourists by 208,392 tourists.

URAIAN	TRIWULAN I		PERBANDINGAN (%)			
	REALISASI 2019	ANGGARAN 2020	REALISASI 2020	Real 2020 / Real 2019 / Angg 2020		
1	2	3	4	5	6	7
A. WISNUS						
1). Umum	730.229	775.903	575.878	78,86	74,22	
2). Pelajar/Dispensasi	492.901	568.644	430.621	87,36	75,73	
3). Anak	96.809	101.499	87.855	90,75	86,56	
4). Paket	68.459	78.040	77.079	112,59	98,77	
5) Lain - lain	16.982	-	50.398	296,77	-	
Jumlah 1	1.405.380	1.524.086	1.221.831	86,94	80,17	
B. WISMAN						
1). Asita	21.909	30.382	17.322	79,06	57,01	
2). Umum'	12.887	16.931	10.475	81,28	61,87	
3). Pelajar/Dispensasi	3.099	4.391	2.539	81,93	57,82	
4). Anak	677	832	531	78,43	63,82	
5). Paket	39.446	46.539	22.265	56,44	47,84	
6) lain - lain	5	-	48	960,00	-	
Jumlah 2	78.023	99.075	53.180	68,16	53,68	
Jumlah	1.483.403	1.623.161	1.275.011	85,95	78,55	

Figure 3.
Comparison of Visitor Realization Figures for 3 Temples 2019 -2020
Source: PT TWC Company Management Report Quarter I 2020

PT TWC's external public also experienced a similar impact. The impact felt by the external public, especially business people around temple tourism destinations managed by PT TWC, is documented and displayed on social media uploads of temple tourism parks, namely @borobudurpark, @ratubokopark, @prambananpark, @media_twc.

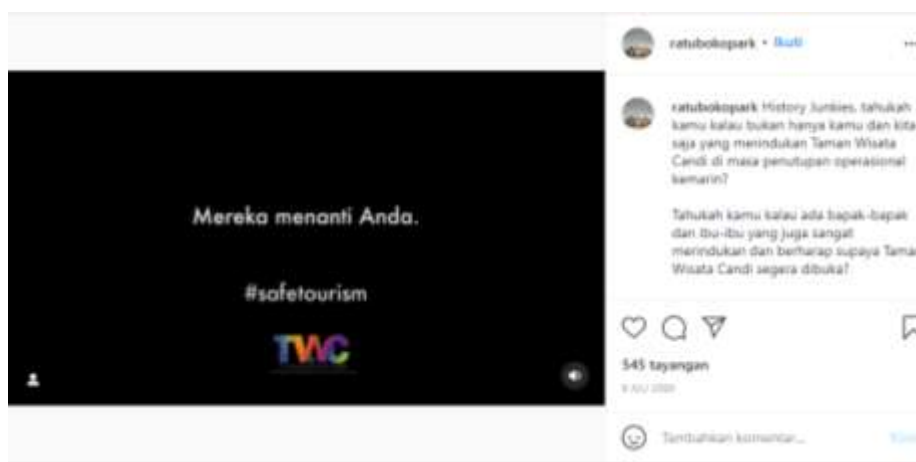


Figure 4.
PT TWC External Public Interview Video
Source: Instagram @ratbokopark

The post titled “They are waiting for you #safetourism” shows the expectations of PT TWC's external public, namely traders, grain craftsmen, gamelan musicians, photographers, and others who expect the return of operations to the temple tourism destinations managed by PT TWC. The post made by Marketing Communication of PT TWC in collaboration with Corporate Communication of PT TWC features a short video interview containing the expectations of the external public to PT TWC so that the operations of the temple tourism destinations under its management can be reopened. The external public said that their livelihoods depended on the temple tourism destinations managed by PT TWC. The operation of the temple area destination will significantly impact external public economic activities.

Entering the New Normal Era according to the Decree of the Minister of Health of the Republic of Indonesia No. HK.01.01/MENKES/328/2020 regarding guidelines for preventing and controlling Corona Virus Disease 2019 (COVID-19) in the workplace and industry, tourism movements, and community mobility are slowly starting to increase. The community began to fill public places, including several tourist destinations around Tugu Pal Putih, Jl. Malioboro, and several other sites. The tourism business has started operating again. In addition, several other Jogja tourism destinations such as Gunung Kidul, Sleman, and Bantul have begun to open due to the implementation of the New Normal Jogja (Wicaksono, 2020). These destinations include beaches, cliff tours, and so on.

The crowds that occurred in several tourism destinations made the Governor of the Special Region of Yogyakarta, Sri Sultan Hamengku Bowono X, plan to disband the community center that occurred in Yogyakarta (Raharjo, 2020). This is based on the habits of people who do not comply with and carry out the New Normal health protocol. The New Normal health protocol is one of the concerns of PT TWC as a state-owned company engaged in tourism.

Implementation of the “Ready For Safe Tourism” Campaign Strategy

The next step is to determine the goals, objectives, strategies, and communication tactics according to the needs of the public relations campaign. Goals, objectives, campaign communication strategies, and tactics must be mutually sustainable because these points become PR guidelines in implementing campaigns to campaign targets (Cutlip et al., 2013). A campaign's goals have three types: reputation management goals, Relationship management goals, and task management goals.

Reputation management goals are related to the company's reputation in the eyes of the public and stakeholders, relationship management goals are related to the relationship between the company and the public and stakeholders, and task management goals are related to the company's problems to solve. These types of goals will be related to what a company wants to achieve that can be mixed and matched according to campaign conditions (Smith, 2017).

The “Ready For Safe Tourism” campaign has two types of goals, namely reputation management goals and task management goals. PT TWC tries to create a perception of safe travel during the New Normal at the temple tourism park destinations it manages by making people feel safe and comfortable to return to travel through the implementation of high health protocols. PT TWC also focuses on solving problems by implementing health protocols in the community and improving the community's economy. Meanwhile, campaign objectives will relate to changes in the level of awareness, level of opinion (perception), and level of behavior (behavior) on the campaign target (Gunawan & Widiastuti, 2020). Objectives have a concrete nature, can be measured and seen, are tangible, and reinforce steps to achieve goals outlined in campaign goals (Austin & Pinkleton, 2015). PT TWC's "Ready For Safe Tourism" campaign is a campaign that focuses on changing the level of behavior because it tries to

change people's attitudes to implement health protocols when in public places. The community in question includes the people of Jogja, tourists, and other PT TWC publics. PT TWC is also trying to build awareness and public opinion so that behavior can be easily changed through the stages of communication strategies and tactics. All communication strategies and tactics carried out certainly refer to the goals and objectives of the company and are interconnected.

PT TWC's "Ready For Safe Tourism" campaign was carried out with several types of activities. PT TWC conducts outreach to the public, convoys with stakeholders, and optimizes PT TWC's official private media. These activities are adapted to the communication strategies and tactics used in the "Ready For Safe Tourism" campaign. Communication strategies and tactics are the main driving force of a campaign to achieve goals and objectives (Cutlip et al., 2013).

PT TWC conducted socialization regarding implementing the New Normal health protocol to the public of PT TWC. The public targeted for the socialization is business people around the temple tourism park managed by PT TWC. Marketing Communication of PT TWC stated that the socialization was carried out with the business community and traders who sold around the temple park market. PT TWC gathered the heads of traders, tourism business people, and other parties to attend the socialization in each temple tourism park. The socialization was in introducing the "Ready For Safe Tourism" campaign and building public opinion about the importance of safe tourism during the New Normal. PT TWC invites all levels of the public to support this campaign and obey the New Normal health protocol while carrying out tourism activities. That way, the number of COVID-19 spreads will be reduced, and travel activities can normally run again. The implementation of the socialization is related to PT TWC's efforts to change the awareness, opinion, and behavior listed on the objectives (Gunawan & Widiastuti, 2020). PT TWC is trying to instill awareness in the community that entering the New Normal, all tourism activities that start operating must remain safe considering that tourism has now started to switch to safe tourism. This is influenced by the new trend of tourism amid a pandemic.

The public will be more selective in choosing tourist destinations by paying attention to the level of application of health protocols, location distance, location status related to the level of spread of COVID-19, effectiveness, and efficiency of travel, and so on (Ramadan & Taufik, 2021). In addition, PT TWC distributed masks to traders around the Prambanan Temple market. On the other hand, PT TWC enforces several regulations regarding the operation of merchant kiosks. Septian Eko Purwaningsih as a trader at the Prambanan Temple kiosk market said that PT TWC implemented an odd-even schedule for opening and closing the merchant kiosks, monitoring health protocols, scanning PeduliLindungi barcode when entering the Prambanan Temple Area, checking body temperature, and so on. Prambanan Temple is required to provide hand sanitizer at each kiosk, and so on. Hence, the community will become obedient in carrying out the New Normal health protocol. The socialization carried out by PT TWC is a form of proactive strategy in a campaign. A proactive strategy is a strategy for delivering campaign messages that focus on action and communication (Smith, 2017). In this socialization, the primary concern is public involvement (audience engagement) to participate and provide feedback. The communication tactic used is information exchange in educational gathering (socialization) regarding the "Ready For Safe Tourism" campaign. This communication tactic is interpersonal because PT TWC directly interacts with the public as participants in the socialization.



Figure 5.

PT TWC conducts a convoy with the "Ready For Safe Tourism" campaign
Source: antaranews.com

In addition to socializing with various proactive programs, PT TWC also conducts convoys with stakeholders. PT TWC ran a convoy in collaboration with Grab Indonesia and the Directorate for the Security of Vital Objects (Ditpamobvit) of the Yogyakarta Regional Police to campaign for the "Ready For Safe Tourism" message (Pranyoto, 2020). Corporate Communication of PT TWC explained that PT TWC used one of Grab Indonesia's fleets, namely Grab Wheels, to carry out convoy activities on the Gadjah Mada University (UGM) route to Tugu Pal Putih, Malioboro, and ended at Alun - Alun Utara. The convoy was attended by PT TWC internally in collaboration with Grab Indonesia and Ditpamobvit Polda DIY, supported by Telkom Indonesia and Pertamina. This convoy was attended by 50 participants from internal PT TWC and the party while still carrying out health protocols (PT. Taman Wisata Candi Borobudur Prambanan dan Ratu Boko, 2020). During the convoy, participants wore t-shirts with an appeal to keep their distance, wash their hands and use masks as campaign media. The convoy also stopped at Tugu Pal Putih and Fort Vredeborg to distribute brochures and t-shirts to visitors/community who had uploaded their photos on social media with the hashtag #readyforsafetourism tagged PT TWC social media @media_twc and Ditpamobvit Polda DIY @ditpamobvitpoldadiy. This convoy activity uses a proactive strategy in the form of special events. PR carries out special events to directly attract the attention of the campaign target (Cutlip et al., 2013). Special events are interpersonal communication tactics in organizing events that take advantage of public participation in them (audience participation) (Smith, 2017). So, later the company can interact with the public directly.



Figure 6.

Use of Hashtags on Social Media Uploads

Source: Instagram @media_twc

Corporate Communication and Marketing Communication of PT TWC also optimizes PT TWC's official personal media. Optimization of social media (@media_twc, @borobudurpark, @prambananpark, @ratubokopark) and website (corporate.borobudurpark.com) was carried out to campaign for "Ready For Safe Tourism" with hashtags and provide updated information regarding information related to temple tourism destinations managed by PT TWC. The results of the researchers' observations saw that PT TWC embedded hashtags on several microblog posts in the form of social media and publications about the "Ready For Safe Tourism" campaign on electronic media in the form of websites. Thus, optimization of PT TWC's social media and website uses organizational/owned media tactics. This tactic is a form of adaptation of a PR practitioner to new media. New media is a practical step in fulfilling the four strategic stages of the PR process (Cutlip et al., 2013). Marketing Communication PT TWC explained that the Marketing Communication Team carried out all media optimization efforts in collaboration with Corporate Communication. Hashtags used in posts include #tAMANCandiborobudur, #tAMANratukoko, #tAMANCandiprambanan, and #wisatAMANCandi, and so on. All hashtags are used to emphasize the SAFE travel message. Social media can be a medium of communication in public relations that is free from gatekeepers, so that the delivery of messages can be directly communicated to the communication target of fellow media users social (Page & Parnell, 2019). Social media optimization was also carried out by creating participatory content related to convoy activities. The public is invited to upload stories on their social media accounts by tagging the accounts of PT TWC and Ditpamobvit Polda DIY.



Figure 7.

PT TWC Health Protocol Standards at Candi Tourism Park Destinations

Source: Personal Documentation

Apart from this, PT TWC prepares tourist park destinations under its management with a CHSE (Cleanliness, Healthiness, Safety & Environment) certificate from the Government. This certificate allows PT TWC to reopen the temple tourism park under its management with high health protocol standards. PT TWC has become a benchmark/pilot for implementing the New Normal health protocol standards for tourist destinations. PT TWC also formed the TWC Disaster Task Force Team to mitigate the prevention and spread of COVID-19, spraying disinfectants in all tourist destinations, temples, and workspaces, ensuring all TWC human resources are vaccinated, and implementing CHSE standards as a new habit and order in work, and so on.

At the final stage of the campaign strategy, a PR will evaluate his campaign activities. Evaluation is an assessment that becomes the benchmark for PR in assessing whether the program is successful or not to the goals and objectives during the activity. In addition, the evaluation can also include the number of media publications related to the campaign (Fariastuti & Pasaribu, 2020). The evaluation also looks at the output, outtake, and outcome of PR in the campaign (Cutlip et al., 2013). Output is produced by public relations, outtake is what the public understands about campaign messages, and outcomes are terminal goals or results from campaigns that are quantifiable and time-specific (Smith, 2017). The evaluation results of the "Ready For Safe Tourism" campaign show that the provision of special events is quite effective in changing people's behavior in obeying the New Normal health protocol when in public places. The use of campaign media in the form of social media used in sharing stories with embedded hashtags is effective in spreading the campaign. Many media have also covered activities related to the PT TWC campaign. However, this campaign does not have a specific timeframe and the same format of activities considering the dynamic development of COVID-19 and changing government regulations. The campaign will continue to be carried out according to the pandemic conditions with the big theme "Ready For Safe Tourism".

4. Conclusion

Based on the research that has been done above, it can be concluded that there are several stages of the public relations campaign strategy carried out by PT TWC. The stages of the Public Relations campaign strategy are fact-finding, planning, and communicating, while the

evaluation efforts have not run optimally, because the "Ready For Safe Tourism" campaign is still ongoing and depends on government regulations related to COVID-19. The dynamic and changing circumstances of COVID-19 make this campaign impossible to run in the same format. PT TWC uses the Ideologically or Cause Oriented Campaign because this campaign is social. The "Ready For Safe Tourism" campaign seeks to address problems related to people's habits of neglecting the application of health protocols.

PT TWC uses a proactive strategy with interpersonal communication tactics and organizational/owned media to deliver campaign messages. The interpersonal communication tactic used by PT TWC is information exchange by organizing socialization carried out with the company's public, such as traders around the temple park market and other business actors. Also, special events by organizing convoys with stakeholders, such as Grab Indonesia, Ditpamobvit Polda DIY, Telkom Indonesia, Pertamina, and other BUMN. The organizational/owned media tactic used is microblog optimization in PT TWC's official social media, namely Instagram, Twitter, Facebook, and PT TWC's official electronic media in the form of a website. Optimization on social media is shown by the use of hashtags in several uploads. The hashtags are #tAMANcandiborobudur, #tAMANratuboko, #tAMANcandiprambanan, and #wisatAMANcandi, and so on. Optimization on the website is shown from the publication of the "Ready For Safe Tourism" campaign

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