



## Digital public relations strategy through social-media of the ministry of tourism and creative economy

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ARTICLEINFO	ABSTRACT
<p><i>Article history:</i> Received Mar 13 2024 Revised Apr 05, 2024 Accepted May 30, 2024</p> <p><i>Keywords:</i> Corporate communications; Digital public relations; Social media; Strategy.</p>	<p>The global Covid-19 pandemic, particularly impactful in Indonesia, has significantly affected tourism sector. On September 29 2022, the President of the Republic of Indonesia, Mr. Joko Widodo, issued directions to invite people to travel within the country. The aim of this research is to analyze the implementation of the four elements of the Ministry of Tourism and Creative Economy's strategic planning in the Proud to Travel in Indonesia Campaign using a model, and three digital public relations communication strategies through the Ministry of Tourism and Creative Economy's Instagram in the Proud to Travel in Indonesia Campaign. This research used a descriptive qualitative method by describing a phenomenon in detail and presenting the data found. This campaign was implemented with 4 (four) campaign strategy plans using Argenti theory (2013) and the implementation of 3 (three) digital public relations communication strategies using Cornelissen theory (2020). The results of the analysis carried out by the Ministry of Tourism and Creative Economy to support the national program, namely the Proud to Travel in Indonesia Campaign, are to create content related to government programs and government policies, created in a projected manner and also supported by re-branding. Messages on social media are informational, tour packages and travel fairs and the three types implementation of corporate communications strategy are information strategy and dialogue corporate strategy.</p> <p><i>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license.</i></p>



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### 1. INTRODUCTION

The global Covid-19 pandemic, particularly severe in Indonesia, has profoundly impacted the tourism sector (Haryana, 2020; Kartiko, 2020; Mujahidin, 2020). Business within the tourism industry, including tourist destination managers, travel agents, hotels, and restaurants, experienced closures due to pandemic-related restrictions (Kamil et al., 2022; Rantauni & Sukmawati, 2022; Rijal et al., 2022; Streimikiene & Korneeva, 2020; Volosovych et al., 2021). The limitations on outdoor activities have significantly affected the tourism industry, impacting the country's foreign exchange earnings (Aulawi, 2020; Elrehail et al., 2020; Silaswara et al., 2020).

On September 29 2022, the President of the Republic of Indonesia, Mr. Joko Widodo, issued the directions to invite people to travel within the country (Kinseng, 2021; Ma & Ouyang, 2023; Rijal et al., 2022). This is because Indonesia has quite large tourism potential. In order to follow up on the program directed by the president, the Indonesian government and public developed the Proud to Travel in Indonesia or *Bangga Berwisata di Indonesia (BBWI)* program to encourage Indonesian people's interest and pride in traveling within the country (Hossain et al., 2022; Nita Andrianti, 2019). A digital public relations strategy involves utilizing digital media, such as websites, social media, email and other online content, to build strong relationships with stakeholders, create a positive image of the company and respond quickly to developing issues (Abuallut et al., 2022; AlNuaimi et al., 2022; Saputra et al., 2021). According to Laswell, this definition can be reduced to five elements of communication, which will depend on each other, namely source (communicator), message (message), channel (media), receiver (communicant), and effect (Dinyah Fitri & Herdiansyah, 2021; Godoy-Martin, 2022; Vu & Chi, 2022).

Cornelissen (2020) mentions three communication strategies to be implemented, namely the push (pushing information to outside parties), pull (attracting the attention of outside parties to reach information), and interactive strategies (two-way interactive between the organization and outside parties). These three strategies are in line with the three PR strategies proposed by Grunig, James E, Hunt (1984), namely the strategies of information, response, and stakeholder involvement. According to Argenti (2013), corporate communications is a means of utilizing and coordinating various communication elements within an organization so that messages can be managed and ensured consistently. The understanding closely aligns expressed by Cornelissen.

The strategies implemented by the Ministry of Tourism and Creative Economy since the launch of the BBWI program on December 13 2022 include many strategies used for the BBWI Campaign policy, causing increase among the community undesirable things related to the circulating issues (Anggarini, 2021; Rijal et al., 2022). This is where the function of the Marketing Communication Directorate runs related to the strategies and programmes implemented to anticipate unwanted things in connection with the issues circulating. The results of other research show that government institutions use social media as a digital public relations strategy to build positive opinions and the public trust which maintain the institution's image and reputation (Permatasari & Aras, 2021). Other research also states that the recommended paradigm corroborated with the digital public relations mediation relationship while simultaneously considering the post-pandemic environment (Alhasani & Muslim, 2022). In contrast to previous research, this research aims to analyze the implementation of the four elements of the Ministry of Tourism and Creative Economy's strategic planning in the Proud to Travel in Indonesia Campaign using a model, and three digital public relations communication strategies through the Ministry of Tourism and Creative Economy's Instagram in the Proud to Travel in Indonesia Campaign.

## 2. RESEARCH METHOD

This research method is descriptive qualitative (Sugiyono, 2019). Data collection techniques were carried out in natural settings (natural conditions), primary data sources. This research data uses primary data and secondary data. Primary data comes from interviews and secondary data comes from journals, books and other scientific literature. Data collection techniques involved more participant observation, in-depth interviews, and documentation (Sugiyono, 2011). In this research, validity testing of data validity testing in qualitative research included testing, credibility, transferability, dependability, and confirmability (Sugiyono, 2020). Therefore, the data in qualitative research can be accounted for as scientific research, it is necessary to test the validity of the data.

### 3. RESULTS AND DISCUSSIONS

The researchers analyzed the results of interviews and conducted the observations on one of the social media used by the Ministry of Tourism and Creative Economy.

#### *Identify Public Relations Issues*

Until now, the Covid-19 pandemic has influenced and had a significant impact on tourism field. Mr. Hafiz Agung Rifa also conveyed several strategies used by the Ministry of Tourism and Creative Economy to support the campaign:

"The Directorate of Marketing Communications carries out many strategies, one of which is improving brand image by continuing to give confidence to the public that traveling within the country is interesting and providing information on destinations and various activities, such as events that will be held at those destinations. In this campaign, the Directorate of Marketing Communications also collaborated with Tiket.com and Traveloka to provide discounts on accommodation and plane tickets." This aims to encourage more Indonesian tourists to travel to Indonesia."

Mrs. Astrid Permata Leona as the resource person also added: The Proud to Travel in Indonesia campaign is a national program issued by the President of the Republic of Indonesia, Mr. Joko Widodo, because he saw that domestic tourist visits were still very far from achieving the target, which at that time still reached 1.2 - 1.4 billion foreign tourists, and this program will be implemented in 2023. The Ministry of Tourism and Creative Economy is responsible for increasing domestic tourist travel through the BBWI Campaign. "The implementation strategy of the Proud to Travel in Indonesia Campaign uses the hashtag #Proud to Travel in Indonesia (#Bangga Berwisata diIndonesia), and its derivative #JustDiIndonesia (#DiIndonesia Aja), on PesonaIndonesia's social media."

The last strategy was carried out by the public person relations is they must be able to collect data as information to support the strategy that is implemented and have a good impact on the Ministry of Tourism and Creative Economy. Mr Hafiz Agung Rifa said:

"Before achieving this strategy, several things must be performed, such as conducting market segmentation analysis so that recommendations for the target audience can be determined, namely domestic tourists from the millennial generation (aged 26-40 years) and generation Z (aged 10-25 years)."

Therefore, based on observations from the researchers, it was concluded that the Proud to Travel in Indonesia program is a national program that involves all Ministries/Institutions. This national program was implemented because President Joko Widodo concerned that the number of visits from Indonesian tourists after Covid-19 had decreased significantly so that the national program was formed. The Ministry of Tourism and Creative Economy through the Directorate of Marketing Communications supports this program through media amplification using various social media, including Instagram, Tiktok, Facebook, Twitter, and YouTube.

#### 3.1 Planning and Program Preparation

The Directorate of Marketing Communications carried out an elaboration using the social media Instagram of @PesonaIndonesia and the Indonesia.travel website to make the Proud of Traveling in Indonesia program a success, this was explained by Mrs. Astrid:

"Both platforms need elaboration because as we know, social media is more about socializing the audience, seeing in detail what is on our website so that it is more detailed and interesting."

One of the programs of the Ministry of Tourism and Creative Economy, which involves tourism actors by creating a 2023 Travel Fair event in collaboration with LPS (Deposit Insurance Agency) used is Promos and Discounts for Accommodation and Tickets, Cashback, and Installments so that Indonesian tourists don not have to worry to spend their wallet and savings to travel because the Ministry of Tourism and Creative Economy provides various supporting programs.

### 3.2 Taking Action and Communicating It

Public program planning relations must be able to pay attention to communication and messages. This is in accordance with what Mr. Hafiz Agung Rifa said as stated.

"The message conveyed in the Proud to Travel in Indonesia Campaign is regarding the introduction of tourism, travel fairs, hidden gems, travel packages and events that are taking place during that month. For communication, we are more in line with the plans that have been adjusted to the monthly thematic action program that has been made by the Coordinating Ministry for Maritime Affairs and Investment."

For the programs carried out by the Ministry of Tourism and Creative Economy in supporting the Proud to Travel in Indonesia Campaign, they carry out various things, such as carrying out BBWI Campaigns/Branding Taglines/Branding or #diindonesia Aja by using #BBWI, #diindonesia Aja using social media, carrying out promotions through competitions BBWI creative videos, such as the Indonesian Tourism Award (APPI), Indonesian Tourism Village Award (ADWI), Indonesian Creation Award (AKI), as well as through event program campaigns and travel fair programs.

### 3.3 Evaluate the Program

Program evaluation is always carried out by the Public Relations Department of the Ministry of Tourism and Creative Economy as stated by Mr. Djoko Waluyo as follows:

"The program evaluation is carried out by the Public Relations Section of the Ministry of Tourism and Creative Economy every week with the public relations team then conveying it to the leadership. Regarding program achievements and program strategies, such as (Travel Packages, MoU with KAI and creating collaboration with the Ministry of Education and Technology for student comparative studies) follow-up to the BBWI program. An example of an evaluation is an Evaluation Recap with the Ministry of Maritime Affairs and Fisheries and K/L involved."

Based on the evaluation, it is stated that social media of Instagram is the media that is most interested in by the audience with 591.344 than the other social media (Facebook with 96.794, Tiktok with 446.320, and YouTube with 63.953), which can be seen in the Annual Summary Overview table as of December 31 2023.

Digital Public Relations via @pesonaIndonesia Instagram, In order to obtain success in the implementation of public relations online, it has 4 (four) basic ones as stated by Phillips (2009) that is:

#### a. *Transparency*

The Ministry of Tourism and Creative Economy has implemented transparency regarding the information that will be disseminated to audiences via social media. As stated by Mr. Hafiz Agung Rifa, he said:

The Ministry of Tourism and Creative Economy has been transparent by disseminating various information about the readiness of a tourist destination to be visited and what events or activities are taking place in that area, as long as it is in the form of information on tourist destinations, tour packages or activities in an area, we will convey it to Public."

#### b. *Porosity*

Digital public relations easily experience data leaks that occur informally regarding information from the Ministry of Tourism and Creative Economy. Regarding this matter, Mr. Hafiz Agung Rifa said: "The Ministry of Tourism and Creative Economy has never experienced information leaks because all existing data contains information and programs, especially to support the Proud to Travel Campaign in Indonesia, it also has internal data and does not need to be published to the public because it is a promotional strategy."

c. The Internet as an Agent

Internet as an agency here means the process of conveying messages where they are quickly given to one person to another online and have a new context. In this case, the use of the internet as an agent for disseminating information about Being Proud to Travel in Indonesia as conveyed by Babapk Hafiz Agung Rifa: "The Directorate of Marketing Communications takes advantage of technological advances, such as the internet via PesonaIndonesia social media to promote various content containing information. This is crucial for the public to get various information based on the public needs."

d. Richness in Content and Reach

Content here means text, images, sound, video, diagrams, music and so on provided to the public via the internet. The second is that people's support will increase the success of the content itself, such as followers. Mr Hafiz Agung Rifa responded that: "These two things are really needed in digital public relations to create interesting and innovative content because here the content will be packaged and provide information about the Proud to Travel in Indonesia Campaign with various interesting writing and language as well as pictures and videos of Indonesia's natural beauty and short videos of events. Not only the content but also comments from followers after seeing the information posts that we published."

### 3.4 BBWI Campaign Communication Strategy Planning

According to Argenti (2013), it is divided into 4 (four) elements of corporate strategy communicatin carried out by the Ministry of Tourism and Creative Economy, namely:

a. The company, in this case the Ministry of Tourism and Creative Economy

The collaboration carried out is Publication on social media related to the organization in the form of government programs and policies. This is in accordance with what was stated by Mr. Djoko Waluyo as follows: "The strategy that we are implementing at the Ministry of Tourism and Creative Economy aims to collaborate with regional governments and stakeholders regarding the limitations of regional technology, human resources, and budget. This was conveyed during the National Coordination Meeting. After that, the strategy we implemented also included regional tourist destinations that were ready for sanitation, attractions, and accommodation to take part in Sandiaga Uno's Weekly Briefing (WBSU), which is currently a means for publicizing a destination."

In communication, there needs to be elaboration with individuals, groups, and organizations so that the message conveyed to the audience can be well received and easy to understand.

b. Messages

To effectively communicate messages on Instagram, ensuring they reach the wider public, especially millennials and Gen Z aged between 15-59 years, in a manner that fosters positive reception and elicits constructive feedback for the organization. Message contents for the Ministry of Tourism and Creative Economy's Instagram content are in the form of government programs, policies, and activities. This is the same as what Mr. Djoko Waluyo said: "Information posted on social media is usually government programs and policies so that interaction with the audience can occur. As well as the opinions expressed to build the content delivered and the data is authentic."

The researchers have performed observations of every content posted on Instagram PesonaIndonesia, which is related to the Proud to Travel in Indonesia Campaign program, includes or uses the hashtags #Proud to Travel in Indonesia (*#Bangga Berwisata diIndonesia*), #JustDiIndonesia (*#DiIndonesia Aja*), and #PesonaIndonesia.

### c. Constituent

The researcher carried out a deeper analysis of the constituents themselves and the attitudes of the constituents, based on data obtained from sources of the same opinion that the Ministry of Tourism and Creative Economy prepared programs for internal and external parties. The prepared program can be followed by internal and external parties, and the program was successfully implemented because it succeeded in getting interaction with active followers on Instagram social media. @pesonaIndonesia. This opinion was conveyed by Mr. Hafiz Agung Rifa as follows:

"By observing the content posted by the Directorate of Marketing Communications, there are many interactions with followers, some of whom are millennial children. From there, we can observe audience comments, area of origin, and sharing. Then, we can see who is visiting and who is active. So, the content team will focus more on creating content according to daily visitors."

In this case, the Public Relations of the Ministry of Tourism and Creative Economy has good relations with internal and external parties through a two-way communication system. Internal relations begin with the public relations department of the Ministry of Tourism and Creative Economy, where all employees must work together well, then this good relationship needs to be continued to other departments within the Ministry of Tourism and also forwarded to all central and regional ministries/institutions.

### 3.5 Constituent Response

Responses or feedback from the audience were collected and the organization determined what steps would be taken in responding to the feedback, will it be responded to or not, as stated by Mr Djoko Waluyo:

"Respond of comments provided by the audience is that those who do not give a bad image of the Ministry of Tourism and Creative Economy, but if the comments are negative, the public relations team will prepare an opinion containing clarification with the help of accurate and filed supporting data, and usually inside the content, we has created a contact person to ask questions or provide suggestions."

A positive response will actually have an impact on increasing followers and comments that support the content we post on the @pesonaIndonesia account. Based on the results of an interview with Mr. Nicko Himawan Sutanto who said that:

"When we create the content, of course we adjust it to the target audience, trends, or by using user generated content (UGC). We prioritize visual displays that contain informative, interesting captions. In choosing a theme, we adapt themes that are currently trending in general, specifically for the Proud to Travel in Indonesia Campaign, we will create content according to the themes in the thematic schedule that has been prepared. The results provided positive comments. We got user generated content (UGC) interaction through Instagram story reposts and increased the number of followers."

In this discussion, constituent responses are presented with posting data on social media as follows:

Table 1 Posting data on BBWI Campaign social media

Theme	Comments	Engagement	Impressions	Likes	Saves
Tourism Village	281	11.214	310.728	14.782	360
Culinary	32	1.444	86.822	2.901	151
Festival Events	749	17.323	181.344	330.815	213
Movie Marathon	69	6.172	-	5.956	102
5 DSP Destinations	120	6.294	96.377	5.925	333
Tourist Destinations	787	28.407	557.395	83.797	1.919
Travel Fair	17	1.524	18.240	2.320	28
Ministry of Tourism and Creative Economy Program	63	1025	0	1163	67

Based on the data above, it is stated that of the several themes that became content to support the Proud to Travel in Indonesia Campaign, the audience was most interested in content about tourist destinations with 787 comments, 28.407 engagement, 557.395 impressions, 83.797 likes, and 1.919 saves.

### 3.6 Implementation of Digital Public Relations Strategy in the BBWI Campaign

#### a. Strategy Information

In conveying strategic information used by companies/organizations by conducting press releases or press conferences. However, the Ministry of Tourism and Creative Economy has an event that is similar to a Press Release or Press Conference, namely the Sandiaga Uno Weekly Briefing (WBSU). WBSU can be used by all Stakeholders of the Ministry of Tourism and Creative Economy to convey strategic issues that will and are currently taking place and also events that will take place. This is in line with what Mr. Djoko Waluyo said that:

"One way is to participate in WBSU, which is used by local governments, associations and the media to find out about strategic issues being implemented by the government and events that will take place in 2 (two) weeks. This activity was led directly by the Minister of Tourism and Creative Economy and presented resource persons who handled the strategy and event issues. This activity will also be covered by 30 (thirty) media, both electronic and print media. This WBSU activity is held every Monday at the Ministry of Tourism and Creative Economy."

Based on the results of interviews and field observations, it can be concluded that so far, the Ministry of Tourism and Creative Economy has implemented a vision, namely to make Indonesia a world-class tourism country and has a mission to develop world-class tourism and carry out tourist-oriented marketing. It has collaborated with all relevant stakeholders to support a program. It also uses the right social media, namely Instagram because they can measure likes, followers, engagement, and comments from audiences on the content posted. By doing this, it is expected that it can provide the Ministry of Tourism and Creative Economy a good reputation in the eyes of Stakeholders.

#### b. Information/Persuasive Strategy

In this case, the Ministry of Tourism and Creative Economy is carrying out various strategies so that stakeholders and the public trust. The Ministry of Tourism and Creative Economy is working to strengthen the strategy. As stated by Mr. Djoko Waluyo that:

"The strategy used by the Ministry of Tourism and Creative Economy is destination development by creating quality and sustainable tourism destinations, forming quality human resources, and carrying out development in the form of infrastructure, facilities, connectivity accessibility, and management of tourism facilities. Not only that, the strategy implemented by the Ministry of Tourism and Creative Economy but there are also other programs involving stakeholders, such as APPI, ADWI, and AKI."

It was concluded based on the results of the interview, that the persuasive strategy used by the Ministry of Tourism and Creative Economy carried out a corporate communications strategy program that involved stakeholders, and provided a positive view about the beauty of Indonesian destinations, which were no less than overseas and every content delivered was also in the form of an invitation to travel in Indonesia. The aim of this strategy is to increase the target of Indonesian tourist visits by 1,7 billion foreign tourist movements for 2023.

#### c. Strategy Dialogue

The dialogue strategy implemented by the Ministry of Tourism and Creative Economy aims to conduct National Coordination Meetings (RAKORNAS). This activity is a routine activity carried out every year by the Ministry of Tourism and Creative Economy

with a different theme each year. The Rakorna/coordination meeting was held to develop action plans as well as a forum for evaluating achievements by involving all relevant Ministries/Institutions in order to make the tourism and creative economy strategy program a success (Ministry of Tourism and Creative Economy.go.id). This is in accordance with what was conveyed by Mr. Djoko Waluyo, that the Ministry of Tourism and Creative Economy has a forum for holding meetings with all Ministries/Institutions, as follows:

"Problems or obstacles that exist in the regions or stakeholders can be conveyed during the National Coordination Meeting because at the time of the National Coordination Meeting, all the highest leaders, including the Minister, the Deputy Minister, and all Echelon I and II officials are present there, so its time is right to convey the problem, complaints, and aspirations that are needed by them. So that you can immediately get decisions and direct direction from the leadership."

#### 4. CONCLUSION

The organization, Ministry of Tourism and Creative Economy used to build communication with followers/audience is to convey the vision, mission, and goals of the Ministry of Tourism and Creative Economy through social media by conveying values that have meaning of Proud to Travel in Indonesia Campaign in the content created, so that the image of the Ministry of Tourism and Creative Economy is formed and conveyed to the audience that Indonesia can become a destination for Indonesian tourists who want to travel. The messages conveyed in PesonaIndonesia's social media content are in accordance with the theme of the thematic action plan that has been prepared and linked to government programs, policies, and activities. The Ministry of Tourism and Creative Economy also created and used #Proud to Travel in Indonesia (#Bangga Berwisata diIndonesia), #JustDiIndonesia (#DiIndonesia Aja), #PesonaIndonesia with the aim of expanding reach, strengthening the content that will be broadcast, and reaching the target market. Constituents, in this case associations, creative industry players are all parties who influence or are influenced by parties carried out by an organization. Where the organization is the Ministry of Tourism and Creative Economy, which starts with Public Relations in making the Proud to Travel in Indonesia campaign a success and the parties who influence or are influenced will become stakeholders of the Ministry of Tourism and Creative Economy. In this case, the Minimum Effort is the media, Keep Informed is the Ministry of Tourism and Creative Economy, Keep Satisfied is the community, and finally the Kep players are Associations, Creative Industrial Actors, and the target audience is all Indonesian people, especially the millennial generation (aged 26-40 years) and generation Z (aged 10-25). Constituent Response, the Ministry of Tourism and Creative Economy clarified in front of the media regarding hoax matters, which had the impact of tarnishing the Ministry's image. The response of the constituents can be seen from how many followers there are on Instagram who have 83.797 likes and 787 comments on each content posted. From the data above, the audiences are more interested in posting tourist destination content. The implications and contributions of this research can contribute to theory and science so that it can have an impact on increasing knowledge about digital public relations strategies through social media of the ministry of tourism and creative economy. Future research should be able to conduct research to find out the factors that influence digital public relations strategy through social media of the ministry of tourism and creative economy.

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