

The Influence of Government Policy on Tourism Public Relations

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Abstract

This research focuses on the role of Public Relations (PR) in the tourism industry, specifically in the context of government policy influence. The study employs descriptive research to analyse the impact of government policies on PR functions and strategies within the tourism sector. Additionally, a SWOT analysis is conducted to assess the strengths, weaknesses, opportunities, and threats faced by the tourism industry in Indonesia. The findings highlight the importance of effective PR strategies in building and maintaining positive relationships with various stakeholders, including the government, the media, and the public. The research suggests that PR practitioners in the tourism sector should enhance issue management, crisis response, and adaptability to technological advancements. Furthermore, the study recommends improving communication effectiveness to benefit all stakeholders involved in tourism activities. Overall, the research contributes to understanding the intricate relationship between government policies, PR practices, and the sustainable development of the tourism industry.

Keywords: Public Relations, Tourism Industry, Government Policy, SWOT Analysis, Stakeholder Relationships, Communication Strategies.

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1. Introduction

The tourism industry is growing; Indonesia is full of culture, local wisdom and natural riches, and it has great potential to become a destination capable of competing in the global market Pradini et al. (2021). In today's dynamic and interconnected world, the field of Public Relations (PR) plays a pivotal role in shaping the image and reputation of individuals, organisations, and industries. The essence of PR lies in its ability to strategically manage

communication processes to disseminate information that cultivates positive perceptions among the public. At the heart of this practice is the careful curation of the reputation of a company or brand, requiring expertise to anticipate, analyse, and understand public opinions. Within organisational management, public relations emerges as an integral component that influences the success of an entity's vision, mission, and shared goals. This holds across diverse industries, including the management of hotels, where PR functions extend beyond mere communication to encompass relationship-building, management support, and the cultivation of a positive brand image.

Key to the effectiveness of PR activities is the establishment of robust communication channels, particularly with the media and the press. These channels serve as vital conduits for publication and publicity, shaping public perception. Recognising the symbiotic relationship between PR and the media becomes crucial in achieving successful communication outcomes. (Audry, 2021)

(Kriyantono, 2020). underscores the significance of government public relations as a unit within government agencies responsible for communicating and disseminating information. Here, PR acts as a crucial communicator, supporting organisations in achieving goals, building strong relationships with the public, and moulding the image and opinions of the community. In the corporate landscape, PR functions as a communicator, relationship-builder, backup management support, and a creator of a positive image. Establishing and nurturing good relationships with the public becomes paramount in achieving specific goals based on mutual understanding and support.

In the context of Indonesia, Law No. 10 of 2009 outlines the role of local governments in bolstering tourism potential. This includes facilitating investment, promoting tourism development, managing tourism activities, and allocating budgets for improving tourism potential. Recognising tourism as a driving force in the region's economy, with the potential for rapid economic growth, the government plays a pivotal role in orchestrating policies that support tourism development. (*Strategi Pengembangan...*, Nehemia, Fakultas Teknik 2018, 2018)

Their interdependence underscores the intricate relationship between Public Relations and the tourism industry. PR contributes to shaping the image of institutions within the tourism sector and serves as a crucial tool for introducing attractions. The synthesis of Tourism and Public Relations becomes evident in tourism development, encompassing the formulation of communication strategies, promotion of tourist attractions, campaign programs, and introduction of culture and attractions to attract visitors. (Yoon, 2014)

In light of these considerations, the research aims to address key questions related to the influence of government policy on Public Relations, the role of PR in the tourism sector, and an analysis of the strengths, weaknesses, opportunities, and threats within the tourism industry. Additionally, the study seeks to uncover efficient and effective strategies employed by PR to strengthen relationships with various stakeholders, contributing valuable insights to the evolving landscape of PR in the dynamic tourism industry.

2. Results and Discussion

Indonesia has vast tourism potential due to ethnic diversity, which became the basis for creating and developing the tourism industry. For Indonesia, the tourism sector is an opportunity that should be noticed. Soebagyo said the tourism sector is the largest industrial sector in financing and will be the primary driver in the Indonesian economy sector

(Soebagyo, 2012).

The public relations department has a unique role in management, strengthening, improving, and maintaining a positive relationship in public policy, aiming to gain the trust, cooperation, and support of internal and external stakeholders. Through effective communication with the public and relationship-building, public relations seeks to avoid misunderstandings and build a positive image for tourism destinations. With the advancement of technology and the development of social media, the role of public relationships is increasingly essential in facing the communication challenges of the modern era. It is not only limited to handling the crisis or creating a positive image, but public relations is also responsible for designing appropriate communication strategies, strengthening relationships with the mass media, and maintaining a destination tourism reputation. Government public relations (GPR) is a priority program that ensures people know the government and participate in development. (Syahputra et al., 2018)

GPR implementation is implemented by Presidential Instruction No. 9 of 2015 on Public Communication Management. The Government Public Relations work base manages information and ongoing communication to gain public understanding and support against government programs and policies. The role of government public relations includes overseeing changes or dynamics in society, conveying information effectively to 8 communities, facilitating communication between the community and the government, and adjusting community issues with government public relations activities well.

In the information age that continues to grow, public relations becomes very important in confirming with the public and looking for solutions to various problems. The public Relations role of government at this time is no longer just an announcement of information but also a strategic part in supporting the successful implementation of the program government, especially in creating a reputation of good governance (good governance in the eyes of society. This role includes the orientation and concept of the role played by certain parties in society. By understanding the role, individuals and organisations can behave according to environmental expectations (Riyadi, 2003).

Public relations is important in disseminating information updates on organisational conditions, new regulations, and information relevant to external parties. In addition, Public Relations is also in charge of collecting information for internal purposes of the organisation for improvement. Finally, Public Relations is responsible for shaping an organisation's image. A positive image of the organisation is essential to build trust from external parties and get full support. In terms of forming an image, the role of Public Relations has a dual nature. Public Relations can effectively create a positive image for the organisation if used appropriately. However, Public Relations should avoid changing the news for the organisation's benefit because it violates the code of ethics journalism and rules. Public Relations can be a beneficial weapon that can negatively shape the organisation's image if used wisely. In addition, the role of Public Relations in the organisation is vital, especially in precarious or formal situations that significantly impact the organisation. Public Relations activities in this context can be propaganda mass, press conferences, or negotiations between countries. (Tarigan & Dewi, 2022)

According to Cutlip and Center (2000) they cited in (Nugraha et al., 2023). The ideal public relations position in government agencies is to be part of the core staff, under the leadership

of decision-makers or top managers, to run their jobs more effectively. With these positions, public relations can directly know the background of the decisions taken by the institution's leadership to convey information accurately to the public related to the decision. Ideally, the Public Relations Act is a direct channel of the environment in which the decision-making process occurs, for decisions made understandable and accepted by society. In addition, Public Relations is also responsible for accommodating the voices or responses of the community regarding policies and actions taken by relevant agencies or institutions. Successful implementation of any public policy is highly dependent on the community's support. Still, support is only possible if people know the policy's purpose. In addition, problems often occur when public policies taken by officials are considered wrong by the public due to the need for more information from the community about the purpose and objectives of the policy. Therefore, as a government spokesperson, public relations must understand all policies the leadership takes, including the background behind them and the policy's purpose.

Role of Public Relations in Tourism

Tourism is a significant sector experiencing rapid growth and contributing significantly to local revenue (PAD). Indonesia offers various types of tourism the community can enjoy, including marine tourism, religion, health, culture, and other variations. However, limited media information, publications, and strategies in promoting tourism in an area often need help getting information related to tourist areas you want to visit. The Department of Tourism and Culture must promote tourism destinations so that they become attractive to see. To educate the public, management capabilities communication is the key to delivering messages and information appropriately. This is where public relations (PR) plays an important role as a facilitator and communications technician. PR is a liaison between agencies and communities through effective two-way communication. Considering public opinion, a PR can contribute proposals for improvements that are beneficial to the development of these agencies, creating a mutually beneficial relationship between both parties.

One way that PR can do this is by using a communication approach between cultures. As Smith explains, communication and culture are interrelated. In culture, some systems and dynamics regulate the exchange of symbols, which is a symbol of communication, and communication is a critical element that allows the exchange of these symbols (Liliweri 2003: 21).

Through communication between cultures, society can gain a better understanding of tourism. In general, Rhenald Kasali (2006: 9) defines Public Relations as a management function that assesses people's attitudes, identifies individuals and organisations with community interests, and designs and implements a program of action to gain understanding and support society. The role of Public Relations in an organisation can be divided into four categories, as described by Ruslan (2010:20-21): (1) Expert Prescriber, in which public relations practitioners are experienced and capable of finding solutions to problems with the public (Public relationship); (2) Communication Facilitator, di mana Public Relations Act as a facilitator or mediator, helping management to listen to the expectations and desires of the public towards the organisation while explaining the purpose and objectives to the public. It aims to create mutual understanding, trust, appreciation, and tolerance between the two through mutual communication; (3) Problem-solving process facilitators, di mana public

relations practitioners, assist the organisation's leadership in solving problems, from providing advice to taking executive action to handle issues or crises rationally and professionally; and (4) Communication Technician: Unlike the previous three roles closely related to management organisation, the communication technician has the technical skills of a journalist.

Public relations strategy is carried out through activities that promote a tourism destination. These activities are published using mass communication and interpersonal communication. Mass communication used includes print media or electronic media. In interpersonal communication, public Relations adjust the educational approach to tourism activities with the cultural background of the message's recipient to participate in tourism activities or support it.

Weaknesses, Strengths, Opportunities and Threats

Policy Tourism Development See the dynamic development of global tourism and travel patterns of diverse travellers, representing both opportunities and challenges for the tourism industry in Indonesia. Oleh karena itu, analisis SWOT (Strengths, Weaknesses, Opportunities, and Threats) menjadi alat yang berguna untuk memahami dan face a variety of related factors. Structured external and internal testing is a unique aspect of analysing and formulating tourism development policies. The external environment significantly influences the reviewing and monitoring the Tourism Development Policy. According to Budiardjo (2014: 20) and Thomas R. Dye, quoted in Syafie and Welasari (2014: 186), state policy is a choice taken by the government, whether it takes action or not. According to Pitana (2005: 56), tourism development is an attempt to advance a place or areas that need to be laid out properly by maintaining existing or creating new ones. Therefore, tourism development involves a series of efforts to integrate various tourism resources and all aspects directly related to the continuity of tourism development. According to Fredy (2004), SWOT analysis consists of four components: (1) Strengths: These include the strength conditions a company or organisation possesses today, which can be used to deal with competition; (2) Weaknesses (weaknesses): These refer to the internal flaws in the company or organisation today, which could be obstacles to achieving organisational goals and facing competition; (3) Opportunities: This includes external conditions and situations outside organisations that provide opportunities for organisations to develop on the future front; and (4) Threats: These refer to external challenges or threats that must be faced by the organisation, which come from a variety of environmental factors that are not favourable and can lead to deterioration.

These four components are used in the SWOT matrix to describe the opportunities and threats (external factors) facing the organisation based on their strengths and weaknesses. This matrix produces four sets of strategic alternatives: (1) SO (Strength-Opportunities) strategy: utilising strength to seize opportunities are there; (2) ST (Strengths-Threats) strategy: use your strengths to overcome the threat; (3) Wo (Weaknesses-Opportunities) strategy: take advantage of existing opportunities by minimising weaknesses; and (4) Strategi WT (Weaknesses-Threats): Acting Defensively by Minimizing Weaknesses and Avoiding Threats.

Strengths	<ul style="list-style-type: none">- Presence Rules District as a legal umbrella for organising tourism in Indonesia.- Indonesia has an attraction with diverse tours and is already famous inside and outside the state.
Weaknesses	<ul style="list-style-type: none">- The division of authority between the district and city governments in the tourism sector is unclear.- Understanding HR Tourism, which is still limited
Opportunities	<ul style="list-style-type: none">- High currency exchange rates foreign exchange against the rupiah- International events and national elections are often held in Indonesia as promotional events.
Threats	<ul style="list-style-type: none">- Emergence Of Tourist Destinations New.- Development/capacity/over-carrying capacities. If not controlled well, development tourism can interfere with comfort and spoil the environment.- Cultural change as a result of the arrival of tourists bringing a different culture has a positive impact and a negative- A security breach is the greatest threat to the development of Tourism.

Public Relations Strategy to Strengthen Relationships with Various Stakeholders

In building, maintaining, and strengthening relationships with corporate stakeholders, public relations needs to design an appropriate strategy that fits the characteristics of each stakeholder. Strategy is a policy designed to achieve specific goals, which is then outlined into a series of tactics to achieve the goals. Some also describe the strategy as a plan explaining methods to accomplish the goals set. (Irianto, 2008: 89).

Strategic planning is done to determine the goals to be achieved in building relationships with stakeholders, ensure programs that support these goals, identify the influential audience, establish policies or guidelines to determine the strategy appropriately and decide strategies that will be applied in building relationships with stakeholders. There are three types of public relations strategies, according to Rachmadi (2008): (1) **Persuasive Strategies**. Persuasive strategy means the message or information conveyed must consider the needs or interests of the audiences who become the target; (2) **Informative Strategy**. This strategy involves the delivery of facts and opinions from within and outside the company and tracing the company's official documents to understand the changes; (3) **Strategy Component Means Strategies** that involve a variety of physical and technologically effective means Representative Office Building Quality meeting, Facilities Modern communication, and Technology In carrying out their duties.

In carrying out their duties, Public Relations must be able to support the company's management and all stakeholders. It aims to maintain the company's positive image and reputation in a relationship 16 okay. In addition, it takes creativity, understanding, knowledge, and skills to generate the ideas needed to achieve the company's goals. By using a careful strategy and showing high professionalism, Public Relations can help companies achieve their goals and build trust and support from the public and stakeholders.

3. Conclusion

Culinary Research Descriptive research is research conducted to determine the value of one or more variables without comparing and connecting with other variables. According to Indriantoro and Supono (2012: 26), descriptive research is research on problems in the form of facts about the current facts of popularisation. This research focuses on concluding what influences government policy on Public Relations.

SWOT analysis Analyzing SWOT for teamwork in the Public Relations (PR) field provides essential insights into team collaboration and helps identify improvement aspects. According to Cutlip, Center & Broom, strategic analysis of a particular situation or position involves strengths, weaknesses, opportunities, and threats derived from internal and external organisations. This analysis evaluates the information, facts, and data collected by researchers or practitioners of PR / Public Relations for the interests of companies/institutions within the scope of competition.

Conclusion Public Relations in the field of Tourism needs to do issue management and effective crisis, improve the quality of tourist destinations, adapt to technological advances, improve the quality of publications, make efforts to attract investors, optimise the strategy of Tourism actors, especially in the face of the situation precarious that require quick and accurate responses, maintain relationships 18 harmony with the government, and pay attention to social aspects of society in any tourism activity.

Advice Based on the analysis done in this study, the authors want to provide suggestions for public relations in the tourism industry to improve communication effectiveness and produce a policy that benefits all stakeholders. One way is to research because, as part of the communication function, Public Relations needs to provide information to management based on trusted data so that its role can be optimal in carrying out its duties.

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