



## The Effect of The Pandemic on Public Relations DIY Tourism: SWOT Review

Dipa Teruna Awaloedin<sup>1</sup>, Gagih Pradini<sup>2</sup>, Apri Ramdani<sup>3</sup>, Davi Ayu Andini<sup>4</sup>

National University, Jakarta<sup>1,2,3,4</sup>

Email [dipateruna@civitas.unas.ac.id](mailto:dipateruna@civitas.unas.ac.id)

**Citation:** Awaloedin, D.T., Pradini, G., Ramdani, A., & Andini, D.A. (2024). The Effect of The Pandemic on Public Relations DIY Tourism: SWOT Review. INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT, BUSINESS AND SOCIAL SCIENCE (IJEMBIS), 4(1), 401-407.

<https://cvodis.com/ijembis/index.php/ijembis/article/view/369>

Received: December 25, 2023

Accepted: January 15, 2024

Published: January 31, 2024

### Abstract

*This study evaluates the crisis in the DIY tourism industry due to the COVID-19 pandemic, with a focus on the crisis management and communication strategies adopted by the DIY Tourism Office. Through SWOT analysis, the research identifies strengths, weaknesses, opportunities, and threats influencing the adjustment and recovery of DIY tourism. The findings underscore the need for enhancing human resources competence, integrated marketing, and cross-sector collaboration. The study aims to provide insights for the DIY Tourism Office and other stakeholders in crisis management and strengthening the DIY tourism industry.*

**Keywords:** Tourism Industry, Crisis, Crisis Management, Crisis Communication, DIY Tourism Office, Tourism Adaptation.

### Publisher's Note:

International Journal of Economics, Management, Business and Social Science (IJEMBIS) stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



**Copyright:** © 2024 by the authors. Licensee International Journal of Economics, Management,

Business and Social Science (IJEMBIS), Magetan, Indonesia. This open-access article is distributed under the terms and conditions of the Creative Commons Attribution-Noncommercial-Share Alike 4.0 International License.

<https://creativecommons.org/licenses/by-nc-sa/4.0/>

## 1. Introduction

The tourism industry is another industry known as complicated because it covers various parts of life and is the main industry because it is one of the largest fields that increase foreign trade in the country (Pradini, Eni et al., 2022). The travel industry is also called the multisector industry because the industry of travel is not an industry that stands alone but an industry consisting of a series of organisations that produce one administration or goods that are not similar to each other (Wahyuni et al., 2021). Increasingly, with modern lifestyles, people are spending much time outdoors. Some people often prefer to buy ready-made food because they see its practicality Ananda, A., & Pradini, G. (2022). The presence of this tourism activity has economic implications for the community, such as increasing income, business opportunities, and growing job opportunities Pradini et al. (2022). Tourism, as a sector that is based heavily on local potential, has great potential to continue to develop Kausar et al. (2014).

Therefore, the travel industry is a suitable industry to provide rapid economic growth on opportunities for business, salary and lifestyle and strengthen other areas of efficiency.



Increasing foreign tourist visits to Indonesia always shows that Indonesia is one of the countries that become the main concern of tourists, and tourist areas in Indonesia are one of the main areas of concern. The government of the Republic of Indonesia (Sugianto et al., 2022). In addition, the industry of tourism can help people cope with unemployment, expand employment opportunities and create new jobs (Pradini et al. et al., 2022).

One of the areas that is the driving force of the travel industry in Indonesia is the region of Special Yogyakarta (DIY). DIY officially consists of the city and four areas, precisely the city of Yogyakarta, Bantul Government, Government Kulonprogo, Gunungkidul government, and Sleman government. District DIY is famous for its abundance of various forms of tourism, including culinary tourism, nature and beach tourism, cultural and historical tourism, Tourism artificial, village or village tourism, and beach tourism. The DIY travel industry is a multi-field industry capable of giving birth to industry in various regions, advancing MSMEs who move into the field of the travel industry; it becomes one of the benchmarks of the DIY economy. However, entering 2020, the travel industry began to be affected by the Corona virus pandemic that started to enter and spread in Indonesia on Walk 2020. One of the government's efforts to cut Covid transmission is to carry out an Enormous Scope. (Fadhil & Zaenuri, 2021)

The strategy is directed at the unofficial Law (PP) number 21 of 2020 on PSBB in order to accelerate Virus handling Corona. President Jokowi approved the PP on Walk 31 2020. Through PSBB, activities such as schools, shops, offices, malls, and places tourism is limited to the number of COVID cases, and the movement of people and goods in and out of certain locations such as provinces, districts, or cities restricted can be controlled. Since the coronavirus pandemic spread in Indonesia, almost all areas affected, including the sector travel industry, experienced a huge decline, caused a huge decrease in the travel industry sector, two which resulted in the demise of the economy (Pradini et al. et al., 2022).

Emergency in the DIY travel industry due to PSBB strategy, for example, restrictions, closures of vacation spots due to a viral pandemic Corona, as well as change efforts that experience various obstacles, must be immediately resolved so that the tourism industry in DIY itself can continue its activities even amid the coronavirus pandemic. If quick efforts are not made, this can destroy the emergency existing today, worsening the financial condition of DIY improve concerns of the affected travel industry entertainers, who, in the end can make things worse. Overview of the Dispar Society DIY as an Administrative Association. Principlefirst in crisis management-oriented community safety. (Wahyuni, 2021)

(Sugianto, 2022) Public Relations also implements strategies for crisis communications designed to (1) reduce the risk of the panic community, (2) Reduce community concerns, (3) Reduce speculation, especially at the beginning of the crisis, and (4) protect companies from criticism of speculative. It usually arises from public discourse in mass media (5) is Trustworthy (Accountability), open (disclosure), and communication based on the balance of interests (symmetrical communication) (6) designed to minimise image damage organisation. Coombs and Sherry say that crisis communication is broadly defined as the collection, processing and dissemination of information needed to overcome crises. Based on the various definitions above, it can be seen that crisis management and crisis communication are important in an effort to overcome the current crisis (Pradini et al., 2023).

Crisis management is one form of response and organisational effort to address and solve

the problems of the crisis that arose. In contrast, crisis communication is an important part of crisis management for conducting intense communication with the community and filtering required information. Based on this, then this study showed an effort to find out how Crisis Management and crisis communication are conducted by the DIY Tourism Office when facing the DIY tourism crisis during the COVID-19 pandemic, especially at the time of the implementation of major programs. - Social Restriction Socialilcey (PSBB), namely since the beginning of the pandemic in the period MunatrilcDhe2c0e2m0ber 2020. Every crisis has a way of handling different, different communication strategies, as well as the crisis experienced by tourism in DIY is related to the Covid-19 pandemic.

Then this study focused on Crisis Communication Management Office DIY tourism in making adjustments to tourism activities adaptation period. New habits, especially when implementing policies Large-scale social restrictions (Pradini et al., 2022)

The authors aim to investigate how the Crisis Communication Management Office of DIY Tourism adjusts tourism activities during the adaptation period to new habits, particularly amid the implementation of Large-scale Social Restrictions (PSBB). The purpose of this paper is to understand the crisis communication management strategies employed by DIY Tourism in adapting tourism activities during the PSBB, focusing on the period of adjustment to new habits.

## 2. Results and Discussion

Public Relations Theory explores the main principles and the theoretical component of public relations and its practical application in the actual situation. This informative text helps readers understand the concepts, approaches, and perspectives of PR theory and study development methods, implementation strategies, management techniques, and much more. Leading experts on each topic write the chapters and provide knowledge to readers about how, when, and why the right theories are applied. Focusing on how organisations and individuals integrate theory within the framework of relationships in society, each chapter describes one function, explores the potential challenges and opportunities, provides examples of these functions in practice, and offers discussion questions and additional reading suggestions. Unique in its structure, this text organises chapters by function, not a theory, so as to allow the reader to see how various theories can be applied to each PR function and how the theory can be used in different professional environments. Treatment comprehensive on topics including social media and new media, globalisation, public diplomacy, corporate and investor relations, and others ensure timely and relevant coverage of contemporary PR issues (1) Shows how public relations theory is applied in real-world practice; (2) Illustrate how the theory of Public Relations applied successfully leads to positive results; (3) Discuss the relevance of public relations with accessible language and interesting; (4) Offers a variety of perspectives from public relations experts leading international; and (5) Includes pedagogy tools, including Chapter discussion questions, practical examples, tables and lists of Recommended Readings.

Public Relations Theory: Its application and understanding match instructors and advanced graduate and undergraduate students in the eye lecture theory of public relations, as well as practitioners who seek knowledge more about the latest developments in their field.

### 2.1. Crisis Management Public Relations Department of Tourism DIY

DIY tourism situation at the beginning of the Covid-19 pandemic experienced a crisis, neither the crisis due to the pandemic, such as declining tourist arrivals, nor the crisis that accompanied the Covid-19 pandemic unclear information about DIY. Communication activities that can not be done as before the pandemic, followed by the infodemic, various information is false, which also worsens DIY tourism. The situation is potentially making information and communication conducted DIY Tourism Office in carrying out tourism activities during the Covid-19 pandemic became not conducive and not running as expected. Therefore, the organisation requires communication management activities, in this case DIY Tourism Office, to support the goal of activity recovery tourism in the midst of the COVID-19 pandemic in DIY.

Crisis communication management is important to do because of several things: first, the pandemic has not been resolved at national and international levels, and second, the losses caused cause depreciation economy. That required limited tourism development to revive tourism that will develop the economy of the province DIY. DIY Tourism Office then make adjustments through innovation, collaboration and adaptation so that DIY tourism can continue to run amid the COVID-19 pandemic. Crisis management and crisis communication finally become a unity in overcoming the current crisis.

## 2.2. Qualitative Research

This analysis uses qualitative methods. Qualitative research is a type of research that explores and provides deeper insight into real-world problems. Instead of collecting numerical data points or intervening or introducing treatment as in quantitative research, qualitative research helps generate hypotheses, investigate further and understand data quantitatively. Research qualitative-collect experience, perception, and behaviour of participants. It answers how and why, not how much or how much. This research can be compiled as a stand-alone study, relying solely on qualitative data, or can also be part of a mixed method of research which combines qualitative and quantitative data. This review introduces the reader to some basic concepts, definitions, terminology, and the application of qualitative research. 3.2 Analisis SWOT Public Relations Dinas Pariwisata DIY Handling the current crisis is an important aspect to avoid worse impacts in the future (Ferdiansyah & Soebiantoro, 2023)

DIY Tourism Office, in its efforts to handle the crisis that occurred in DIY tourism due to the COVID-19 pandemic, is doing various crisis management activities. The efforts of the DIY Tourism Office in the DIY Tourism Crisis Management Process in the Habit Adaptation Period require a strategic and well-structured action plan that, when implemented, can run more effectively to achieve the purpose. Before the planning process is at the stage of calculation of all something before planning programs and activities require a basis for measuring the effectiveness of programs and activities that will implemented. Therefore, before the planning stage is necessary to analyse SWOT (Strengths, Weaknesses, Opportunities, Threats) untuk 8 analyse the state of the organisation both internally and externally (Kahfi & Nugraha, 2022). SWOT analysis is a useful tool for analysing organisational situations. It is able to balance carefully the internal conditions represented by strengths and weaknesses with opportunities and threats from the external environment. (Pradini et al., 2022)

SWOT analysis is based on the assumption that an effective strategy will maximise the

power and opportunities, minimising weaknesses and threats. If applied accurately, this simple assumption has a major impact on the design's successful strategy. This analysis can help in the process of decision-making. Therefore, a SWOT analysis is required (Strengths, Weaknesses, Opportunities, Threats) internal factor identification form of strengths and weaknesses, as well as external factors such as opportunities and threats, so that the process of Crisis Communication Management Office DIY tourism runs smoothly and more strategic and effective (Fadhil & Zaenuri, 2021).

**Strengths.** Internal variables are factors that occur in a company that includes the strengths and weaknesses of a company or organisation. Based on the research findings, some factors become the advantages and disadvantages of the service DIY tourism. Strength can be interpreted as an excess-owned DIY Tourism Office preparing to handle the crisis that occurred in DIY tourism. In general, one of the advantages of the DIY Tourism Office, among others, is the amount of infrastructure available enough to implement programs and activities (Febriyanti, 2022). Operational vehicles as many as 11 units, vehicles Department of Department head of Operations as much as 1 unit, vehicle 4-wheeled operations as many as four units, and 2-wheeled vehicles as many as six units, entirely in roadworthy condition. Equipment and supplies for office and household items, such as tables, chairs, cabinets, and cupboard fillers, are still sufficient, but some office equipment is not feasible. Wear it and buy it back. Comparison of the number of personal computers/laptops with the number of employees approaching 1 2. With this, the availability of facilities and infrastructure is sufficient. In addition, one element of power possessed by the Department of DIY Tourism is an adaptive leadership ability that is 9 Mr Singgih Rahardjo, as head of Tourism DIY able to influence the organisation to adapt to changes that occur in the environment. Organisational environment. Technology readiness of the DIY tourism industry in the era of digitalisation become one of the strengths of the DIY Tourism Office. Pattern shift touchless travel and DIY tourism digitalisation technology readiness positive impact in attracting more tourists to DIY. Dissemination of applications to visit Jogja will increase public trust; this application provides online reservation services tickets to various tourist destinations and is equipped with payment methods with Quick Response Code Standard Indonesia (QRIS) so as to prevent the spread of COVID-19 in DIY tourism.

**Weaknesses.** One area for improvement (weakness) contained in the DIY Tourism Office, among others, is the quality of human resources. DIY Tourism has not met the qualifications, such as the position implementing DIY Tourism Office has not met the regulations, in this case, the lack of ability to master information technology and marketing management. In addition to the quality that has yet to be meet qualification, quantity/quantity sources power human/officers that have no proportional and level ability / technical skills according to their field of work less adequate, the amount of human resources that are not balanced with workload. Lack of human resources, in particular tourism substantive Executive Officer and administrative executive officer. From the side of the budget, despite the budget support from the regional budget Special Region of Yogyakarta, specificity funds and incentive funds Regions, as well as from the state budget in the form of deconcentration funds, the Department DIY Tourism is still experiencing budget constraints so that do refocusing. Conducted such as event Activities for the budget are prioritised on the recovery of tourism, such as the provision of health facilities in several tourist destinations (Pradini et al., 2021). Another drawback is the



marketing communication strategy, which needs to be integrated and optimal, especially in promoting the utilisation of Tourism digitalisation in the form of visiting applications 10 Joggers.

**Opportunities.** External variables are factors that occur outside companies that include opportunities and threats to the company. Opportunities are external factors that can benefit the company. Opportunities owned by the DIY Tourism Office include support cross-sector cooperation from various parties, including inter-tourism sector lines such as GIPI, PHRI, ASITA, ORGANDA, Task Force Covid-19 and Municipal Police. Cross-sectoral cooperation with BPD Bank DIY and Bank Indonesia in restoring tourism activities DIY in the period of adaptation to new habits. DIY is also known as City students and has many academics who can facilitate collaboration between the Department of Tourism and scholars.

**Threats.** The threat is an external factor that can become a major obstacle for a company or organisation. Some of the threats faced by the DIY Tourism Office include the growth of irresponsible social media and media online that only chases speed without delving into the truth information disseminated both regarding the Covid-19 pandemic and considering DIY tourism. On the other hand, the low-resource human society, especially the perpetrators of Tourism, believe they even contribute to the dissemination of incorrect information (Pradini et al., 2022). Threats others are still the community, especially tourism actors who do not comply with health protocols and tourism guidelines. In general, the level of discipline of Tourism actors has increased. The threat of the COVID-19 pandemic itself is the COVID-19 pandemic that has hit almost all countries in the world, and we do not know when it will end; of course, it will affect government policy in handling the COVID-19 outbreak. Issued by the Government, impact on DIY Tourism Office activities in tourism recovery steps DIY.

### 3. Conclusion

In line with the results and discussion above, author 11 concluded that the crisis management process of DIY Tourism Office is divided into three phases of the crisis, namely the pre-crisis phase, the crisis phase, and the post-crisis phase. In the pre-crisis phase, crisis management carried out by the DIY Tourism Office has yet to be maximised; this is due to the DIY Tourism Office not maximising the potential it has for reducing the risk of the DIY tourism crisis. In the crisis phase, the Department of Tourism DIY tends to be better prepared to manage the crisis and make adjustments to tourism DIY, namely by innovation, adaptation, and cross-sector collaboration. Innovation in the form of innovation development digitalisation of visits to Jogja, innovation virtual tours, event tours, institutions, products, and tourist access according to pandemic conditions. These adaptations are health and safety protocol communication campaigns and implementation of CHSE in destinations and the tourism industry. Collaboration is done with various sectors, including local government, the Ministry of Tourism and Creative Economy, tourism businesses, tiket.com, BI, and private parties. The post-crisis phase is an extension of crisis response communication because until now, the COVID-19 pandemic is still ongoing.

The suggestions that the author can provide related results the above discussion is expected to be a reference for the Department DIY Tourism to pay more attention to competence development Tourism human resources to the maximum for the implementation of CHSE and issuance tourism guidebook "Pranataan Newer Plesiran Jogja " can be implemented and implemented optimally by the DIY Tourism Office. Whole tourism actors.

Furthermore, the DIY Tourism Office should also be more pay attention to efforts to strengthen the promotion and utilisation campaign application" visiting Jogja " to the maximum so that efforts to digitise DIY tourism through the application "Jogja" can be implemented the maximum. Tourism Society.

## References

- Fadhil, R. M., & Zaenuri, M. (2021). Strategi Recovery Dinas Pariwisata Kota Yogyakarta Pada Masa New Normal Tatanan kehidupan baru atau New Normal menjadi babak baru setelah sekian lama kondisi Indonesia yang berubah drastis . New Normal diharapkan menjadi angin segar bagi seluruh yang dipe. *Jurnal Pemerintahan Dan Kebijakan (JPK)*, 2(2), 60–71.
- Ferdiansyah, R. A. H., & Soebiantoro, U. (2023). The Influence of Digital Marketing and E-WOM on Interest in Visiting Atlantis Land. *Indonesian Journal of Business Analytics*, 3(5), 1575–1590. <https://doi.org/10.55927/ijba.v3i5.5438>
- Pradini, G., Kusumaningrum, A. P., Agustiani, F., & Dari, I. T. (2022). Business Marketing Strategies of Tour and Travel Agency to Survive in The Covid-19 Pandemic. *Management, Business and Social Science (IJEMBIS) Peer Reviewed-International Journal*, 2(2), 242–248. <https://cvodis.com/ijembis/index.php/ijembis>
- Sugianto, S. (2022). Faktor-Faktor Yang Mempengaruhi Jumlah Kunjungan Wisatawan Mancanegara (Wisman) Di Provinsi Nusa Tenggara Barat. *Jurnal Locus Penelitian Dan Pengabdian*, 1(2), 48–59. <https://doi.org/10.58344/locus.v1i2.14>
- Wahyuni, D. (2021). Upaya Pemulihan Pariwisata Yogyakarta pada Masa Pandemi Covid-19. *Aspirasi: Jurnal Masalah-Masalah Sosial*, 12(2), 121–137. <https://doi.org/10.46807/aspirasi.v12i2.2502>
- Ananda, A., & Pradini, G. (2022). Peran Food & Beverage Service Dalam Memberikan Pelayanan Untuk Meningkatkan Kepuasan Pelanggan Di McDonald's Jatipadang. *Eqien-Jurnal Ekonomi dan Bisnis*, 11(03), 263-277.
- Pradini, G., Latif, B. S., & Amalia, I. S. (2022). ANALISIS DAMPAK EKONOMI KEGIATAN PARIWISATA DI PERKAMPUNGAN BUDAYA BETAWI SETU BABAKAN SELAMA PANDEMI COVID-19. *Journal of Syntax Literate*, 7(3).
- Kausar, D. R. K., Alfian, F., & Pradini, G. (2014). Manfaat dan Hambatan Pengembangan Pariwisata Berbasis Masyarakat di Perkampungan Budaya Betawi Setu Babakan. *Journal of Tourism Destination and Attraction*, 2(2), 11-18.