

CYBER PUBLIC RELATIONS AT THE MINISTRY OF TOURISM AND CREATIVE ECONOMY'S 5.0 TOURISM AWARENESS CAMPAIGN

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Abstract

The 5.0 tourism awareness campaign is a program implemented by the Ministry of Tourism and Creative Economy. The campaign can run optimally if supported by the right communication strategy, one of which is cyber public relations. Cyber public relations plays an important role in disseminating campaign messages by involving the community and providing a positive image. This research aims to find out cyber public relations in the campaign by using a descriptive qualitative approach and cyber public relations theory proposed by Philips & Young (2009). This theory explains about transparency, internet porosity, internet as an agent, content richness and reach. The research data was obtained through primary data, namely interviews and secondary data, literature studies, observation. The results showed that the 5.0 tourism awareness campaign managed by Kemenparekraf emphasized the importance of transparency, the use of the internet, and quality content in delivering information to the public. By utilizing digital media, this campaign succeeded in raising awareness, changing attitudes, and encouraging positive public behavior towards tourism. The management of cyber public relations plays an important role in reaching a wide audience, including in remote areas, and ensuring the long-term sustainability and success of this campaign in supporting the development of sustainable tourism in Indonesia.

Keywords: *Public Relations, Cyber Public relations, Kementerian Pariwisata dan Ekonomi Kreatif*

INTRODUCTION

The advancement of technology encourages institutions to utilize the internet as a means of communicating with the public. However, communication technology has become an integral part of various industries, including the tourism industry. Changes in communication, following current technological developments, require the tourism industry to align itself in utilizing digital platforms for information dissemination (Yesicha, 2019)

One of the activities of the Ministry of Tourism and Creative Economy (Kemenparekraf) supported by public relations through cyber public relations is the Sadar Wisata 5.0 campaign program.

Communication activities through new media have advantages such as faster interaction, more efficiency, lower costs, and quicker access to the latest information (Gunawan Ilham Aditya, Yustikasari, 2022). The media used by cyber public relations in the campaign include websites, digital activation, online media, electronic media, and content production.

The Sadar Wisata 5.0 campaign is a new paradigm that explains how tourism can develop sustainably. This concept emphasizes the importance of balancing economic growth. The Sadar Wisata 5.0 campaign not only creates business opportunities but also adds value to efforts in maintaining and enhancing global tourism sustainability while developing the tourism industry (Cahyani & Syefryeni,

2021).

The most important aspect of the Sadar Wisata 5.0 campaign is tourism awareness. Tourism awareness is a key factor for the public in a tourist destination to understand the importance of preserving the environment so that visitors can have a new and enjoyable experience during their holiday. The success of developing a tourist area is influenced by various factors, one of which is the encouragement and participation of the community (Salsabila & Puspitasari, 2023).

This research context leverages digital technology to deliver messages related to the Sadar Wisata 5.0 campaign, including responsibilities for environmental preservation, tourist destinations, facilities, and activities. Cyber public relations is one of the strategies employed to enhance the effectiveness and efficiency of Kemenparekraf's communication in implementing the Sadar Wisata 5.0 campaign.

RESEARCH OBJECTIVES

The objectives of this research are to understand the following aspects:

1. Cyber Public Relations in the Sadar Wisata 5.0 Campaign by the Ministry of Tourism and Creative Economy
2. The Sadar Wisata Campaign conducted by the Ministry of Tourism and Creative Economy.
3. The management of Cyber Public Relations in the Sadar Wisata 5.0 Campaign by the Ministry of Tourism and Creative Economy

LITERATURE REVIEW

1.1 Public Relations

Public relations is a continuous process of management efforts to gain a good reputation and understanding from a broader public. The goal of

public relations is to establish and gain good understanding, trust, and appreciation from the public, especially the audience as the company's external public.

1.2 Cyber Public Relations

Cyber public relations is an activity carried out by public relations to build relationships with its audience using the internet. Through the internet, a public relations practitioner can easily publish all company information without having to do it in a conventional way

1.3 Kampanye Public Relations

A campaign can be defined as a planned communication activity carried out over a certain period of time to create an effect on its target audience. In a broader sense, a public relations campaign provides continuous information, understanding, and motivation to the public regarding a specific activity or program through an ongoing and planned communication process and techniques, aimed at achieving publicity and a positive image.

METHODOLOGY

This research method uses qualitative descriptive analysis. Descriptive research focuses on the process of describing events as they occur, based on data obtained through interviews. By using this research method, an in-depth understanding of the issues related to the research object can be provided and explained thoroughly, particularly regarding Cyber Public Relations in the Sadar Wisata 5.0 Campaign of the Ministry of Tourism and Creative Economy.

RESULTS AND DISCUSSION

1. Cyber Public Relations in the Ministry of Tourism and Creative Economy's Tourism 5.0 Awareness Campaign

Digital media is one of the important aspects in disseminating information about the 5.0 Tourism Awareness Campaign. Information disclosure can provide clear and accurate information about the conditions and needs of tourist destinations. Audiences will better understand and respond positively to the importance of preservation and sustainable tourism management so as to create active participation and responsibility to maintain the beauty and sustainability of tourist attractions. The internet, which is increasingly accessible and has a high porosity, allows information about the 5.0 Tourism Awareness Campaign to spread quickly and be received by various layers of the audience so that it can change attitudes more effectively and widely. In addition to publications, Kemenparekraf also helps through counseling where Kemenparekraf teams share tasks to be able to spread the 5.0 Tourism Awareness Campaign to the 6 priority tourism destinations. The internet is one of the agents where Kemenparekraf can publish content related to the 5.0 Tourism Awareness Campaign. The publication emphasizes the importance of active contribution from all levels of the audience to create a pleasant tourism experience. In this case, the Internet, which is increasingly accessible and has a high porosity, allows information about the Tourism Awareness Campaign 5.0 to spread quickly and be

received by various layers of the audience so that it can change the attitude of the audience more effectively and widely. In addition to publication Kemenparekraf also helps.

2. Tourism awareness campaign run by the Ministry of Tourism and Creative Economy

The campaign not only educates the public about the positive impact of tourism awareness, but also motivates the audience to be actively involved in the effort. In this case, Kemenparekraf made socialization in 6 priority tourism destinations in order to increase public awareness about the potential of the villages they occupy. Socialization has a crucial role in increasing community awareness of the potential of the village, because through effective interaction and communication, the community can better understand and appreciate the resources and opportunities that exist within the scope of the audience. Media can strengthen the impact of socialization by utilizing various platforms, both traditional and digital, to reach people at various levels, so that village potential can be better known and optimally empowered.

Changes in audience attitudes after the campaign implementation showed positive results. After implementing a long-term campaign, there are indications of significant changes in attitudes among the audience. The implementation of the campaign began with socialization followed by training that aimed to educate the community and form a deeper understanding of the importance of tourism awareness.

Through these efforts, audiences were not only informed, but also actively inspired to support tourism awareness initiatives. This change in attitude can be seen in the increase in sympathy, liking, and concern for the issue.

3. Management of Cyber Public Relations in the Tourism Awareness 5.0 Campaign of the Ministry of Tourism and Creative Economy

The management of cyber public relations in the Sadar Wisata 5.0 Campaign has an increasingly important role in facing the challenges of equitable information distribution. By utilizing digital technology, Kemenparekraf can reach a wider audience, including people in remote areas. Kemenparekraf realizes the great potential of digital assets owned by official social media accounts, so all digital communication activities are carried out in collaboration with 2 official ministry accounts. Efforts made not only to publish campaign information but by collaborating with local and global influencers through cyber public relations also help strengthen campaign messages, reach more people, and increase the level of participation and community engagement. Cyber public relations management also plays an important role in supporting the long-term sustainability of the Sadar Wisata 5.0 Campaign. By properly documenting and disseminating success stories from the campaign through various digital platforms, Kemenparekraf can build sustainable awareness and strengthen the campaign's impact. Through the use of digital media, campaign messages can be delivered effectively

and efficiently, without being constrained by geographical boundaries. This provides an opportunity to ensure that all target audiences, without exception, receive relevant and timely information about the Sadar Wisata 5.0 Campaign.

CONCLUSION

1. Cyber Public Relations in the Ministry of Tourism and Creative Economy's Tourism 5.0 Awareness Campaign

The Ministry of Tourism and Creative Economy (Kemenparekraf) emphasizes the importance of transparency and public trust in the Sadar Wisata 5.0 Campaign. Through the use of digital media, such as websites, social media, and other digital platforms, Kemenparekraf seeks to deliver clear, reliable, and educational information. Media such as Instagram and YouTube play a major role in disseminating educational and inspirational content about the preservation of tourist destinations. The use of the internet as a primary agent expands the reach of campaign information, facilitating positive attitude change in support of sustainable tourism.

2. Tourism awareness campaign run by the Ministry of Tourism and Creative Economy

The Sadar Wisata 5.0 campaign aims to raise public awareness of the importance of active involvement in tourism development. Through socialization on Instagram, the campaign reaches out to the public at large, encouraging positive attitude

change towards tourism. A digital media-based approach was chosen according to the characteristics of each platform to reinforce positive public attitudes. In addition, active participation was encouraged through training and continuous evaluation. Analysis of audience behavior and responses helps measure how effectively the desired actions have been implemented in support of sustainable tourism.

3. Management of Cyber Public Relations in the Tourism Awareness 5.0 Campaign of the Ministry of Tourism and Creative Economy.

The management of cyber public relations in the Sadar Wisata 5.0 Campaign is essential to overcome the challenge of equitable distribution of information, enabling a wider audience reach, including in remote areas. Digital technology allows for effective and efficient messaging, as well as real-time analytics that enable adjustments to communication strategies according to audience response. Collaboration with local and global influencers also strengthens campaigns, increasing participation and community engagement. In addition, cyber PR plays a role in supporting the sustainability of the campaign, ensuring long-term impact and contribution to the development of sustainable tourism in Indonesia.

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