

PR TIKET.COM COMMUNICATION CRISIS IN RESPONDING TO COMMENTS BY USERS ON INSTAGRAM @TIKETCOM DURING THE COVID-19 PANDEMIC

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Abstract

This study was designed to understand how Tiker.com responded to the crisis of comments posted on Instagram @tiketcom by tiket.com users during the COVID-19 pandemic. If social media is your vehicle for discovering the problems users are facing, you can follow up by interacting in the comments section of @tiketcom Instagram posts regarding the crisis. Text, photos and videos from posts made by @tiketcom on Instagram between 18 September 2020 to 2 July 2021 become survey data. This research is a qualitative research. The methodology used in this study is Situational Crisis Communication (SCCT) to understand the crisis model used by PR Tiket.com. SCCT theory suggests that a crisis in an organization is a threat because it affects the reputation created by the crisis, so that the right strategy is needed to deal with the crisis. The research was conducted in three stages: data exploration, data analysis, and discussion of the resulting data. For information on the most recent events during the COVID-19 pandemic, PR Tiket.com adopts a messaging strategy, which consists of eight messaging categories, in each post, namely; accommodative strategies, anti-social or defensive, emphasising inter-organisational relationship, excellence or renewal, framing the crisis, framing the organization, routine communication, self-enhancement. The results of this study indicate that Tiket.com PR uses SCCT theory in every crisis given by user comments on @tiketcom Instagram posts when facing a comment crisis during the COVID-19 pandemic.

Keywords: Crisis, Comment, Instagram

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1. INTRODUCTION

Public relations makes the ideas, names, and goods of a company or institution attractive and trustworthy to the general public. Marketing Public Relations is the PR division that directs the communication process. MPR is the process of organizing, implementing, and evaluating programs using accurate data, a good impression of the identity of a company or product, and considering the needs, wants, concerns, and interests of the target market. Companies use marketing communications as a tool to inform, persuade, or remind customers about the goods or brands they sell. It can be seen as an activity.

The introduction of significant innovations, technologies, ideologies, and experiences that support a variety of phenomena is what is known as new media. Digital marketing is a type of direct or indirect marketing that uses social web formatting tools to raise consumer awareness of brands, companies, products, persons, and other organizations. According to a survey from getcraft.com titled Indonesia's Digital and Content Marketing Report 2017, social media takes the top spot for digital marketing. Social media, which is considered one of the internet media, was also created by new media.

Social media outreach typically focuses on writing creative content messages to get your marketing communications received. Through social media, businesses can easily discover customer habits, interact face-to-face, and build deeper connections. Simply put, social media marketing is a type of internet marketing that uses social networks as a marketing tool. The goal of SMM is to create content that users share on social networks, helping businesses increase brand exposure and expand customer reach.

From there, it develops a distinctive brand, boosts client loyalty, and acts as the foundation for buying choices. A message is made up of a number of symbols that the sender sends. In the marketing communication process, a message is a string of symbols that the sender sends. The most effective messages include symbols and words that the recipient is already familiar with.

One of the founders of Tiket.com, Natali Ardianto, said this when she said, "We only rely on social media as a marketing communication medium and as a sales channel." Then, because millennials may have a very promising market potential, PR is more likely to carry out its advertising using them. Millennials are numerous, and they also have fascinating interests in travel. Due to this, Tiket.com tries to make a comment about COVID-19 and current rules that is fairly clear.

A content calendar is a document that contains each content that will be uploaded at a certain time on each platform, and is one of the ways of posting that can support campaign

objectives. There are three elements in common to make it easier for researchers to know when it starts and ends. Therefore, the researcher will only describe the data based on the content of posts that have the same content, namely 18 September 2020 to 2 July 2021, because that month the posts with the most elements seem to have ended. This message was chosen because it appears the most and also because traveling is an activity that is not recommended and has received little attention during the COVID-19 period.

Themes are useful in marketing to ensure that your message is compelling and doesn't change the value of your product or the products you sell. News topics are used to make your story stand out by looking at it from perspectives, ideas, topics, articles and other content created in related social media posts. News topics help you see which topics and who are the most popular and what they mean for your idea in this context. The advantage for clients is that it helps them understand the context of the topic or topic being discussed.

Social Media Instagram is one of the most widely used media by the general public. Using Instagram means using something useful as a medium to convey criticism and opinions to the public. Therefore, through the tiket.com Instagram account, users can track all activities carried out from tiket.com through posts on the @tiketcom Instagram account. Negative comments posted by Instagram users in the comments column also contain obscene criticism.

Spoken word, Inappropriate language or disrespect left by Instagram users in comments on posts. It is not uncommon to find comments that use subtle or indirect criticism to perpetuate certain goals. Whether subtle or sharp, satirical criticism brings meaning and significance to all that is written.

Some Instagram users use this satirical word to discreetly and tacitly indicate comedy in the posts they make in the comments section. The satire employed serves a specific function and might take the shape of mockery or criticism while utilizing a variety of languages. EWOM consists of reviews— whether favorable, unfavorable, or neither—that future, existing, and former consumers leave about a product or business and make public on the internet. Researchers only observed eWoM generated from messages in posts, though, because they focused on content during their investigation.

Tiket.com is an online retailer that offers hotel, vacation rental, apartment, airline, rail, auto rental, concert, and activity ticket booking services via desktop and mobile websites and applications. Due to its extremely quick growth, tiket.com was recognized by Saber as the fastest growing OTA in 2019. The tourist industry is among those that is most impacted. A brand-new virus called COVID-19 surfaced at the end of 2019.

According to Kompas.com, COVID-19 is a virus brought on by the coronavirus that causes severe acute respiratory syndrome. It was originally discovered in Wuhan, China, in December 2019. The integrity of a company's products, reputation, or financial health may all be impacted by an uncommon incident or series of events known as a crisis. The homecoming restriction also applies to all travel-related activities; clients of Tiket.com who have already made travel arrangements or who wish to do so must change their plans. Refund services are also offered by Tiket.com, which can be viewed there.

In accordance with what was informed by Tiket.com, the refund process during the pandemic will be processed a maximum of 90 working days after the application is received or determined according to airline policy, refunds can also be in the form of cash, travel credit, vouchers, points, or a combination of all of them. He said, in the midst of the corona outbreak, requests for assistance to Tiket.com customer care experienced a significant spike. To deal with this, Yosi said customers can contact Tiket.com customer care through the three selected channels.

The results of this study indicate that Instagram is seen as an effective application that can be used as a medium of advertising and communication between merchants and consumers. This is supported by a recent GetCraft 2018 survey of 300 brands and agencies conducted in early 2018, which found that 98% of social media content linked to Instagram in their marketing efforts. Stated as top choice. It's no wonder that Tiket.com chooses the social media platform, Instagram, as a means of communication with its business and as one of the main media for telling stories and connecting with customers. Social media Instagram is also a medium of marketing communication but also has the potential as a medium for electronic dissemination of word of mouth.

Instagram itself is an application that provides services for sharing images or videos that can be sent via Instagram Stories, Posts, and IG TV. Users can add a title to the photo or video, and add «#» for easy search, then by adding «@» and username in the title, the image can be directed to a specific account. Uploads in the form of photos or videos can be shared with followers, and account followers can like and comment. In addition, it makes it easier for researchers to find it because the post has a more complete historical record of the date.

By examining Tiket.com's Instagram, it can help to see how MPR's communication trends are. To help determine the general picture of the message, qualitative descriptive methods are used. The focus of this research is to observe the Tiket.com crisis with the aim of restoring Tiket.com's reputation from comments given by Tiket.com users on Instagram @tiketcom during the COVID- 19 pandemic.

2. RESEARCH METHODS

Research of this kind is qualitative. Sugiyono (2017: 9) defines qualitative research methods as techniques where the researcher serves as the main tool to investigate the state of natural things. More specifically, this study takes the form of descriptive-analytical research, in which the goal is to explain the findings of the study's object's analysis.

In this study, descriptive research methods were also used. This study is intended to describe existing phenomena, both natural phenomena and human engineering. This study examines the form of activity, its characteristics, changes, relationships, similarities, and differences with other phenomena. (Sukmadinata, 2005, p. 72)

Marketing Public Relations is the form of PR that propels the communication process. Marketing communication or marketing communication is one of the MPR's responsibilities. The methods a company uses to inform, persuade, or remind customers about the goods or brands it sells are referred to as marketing communications. This will guarantee that your marketing goals and communications are in line.

Social media has been able to compete with various other communication media. Therefore, managing crisis-free social media content is very important to achieve Tiket.com's communication goals to stay competitive, be remembered by consumers, and build communication with stakeholders. These conditions support the importance of marketing communications and affect the delivery of messages. In dealing with the COVID-19 crisis, Tiket.com also conducts crisis communication or SCCT for short.

To help researchers know how crisis response or communication is carried out, researchers choose to use Diers crisis response. A message in the marketing communication process is a series of symbols sent by the sender. The SCCT concept is generally based on the development of disaster communication technology by disaster managers to the extent that stakeholder commitment and reputational threats control the controls for selecting communication technologies to respond to crises, PR practitioners must be able to ascertain the scale of the disaster by using various types of disaster communication.

3. RESULTS AND DISCUSSION

The data that will be used in this study is in the form of comments from tiket.com users on Instagram @tiketcom in several posts. Based on the observations made by the author on every @tiketcom Instagram post, there are a lot of crisis-laden comments in one of his Instagram posts. From the comments given, the researcher wants to collect all data containing crisis content by

Tiket.com users on Instagram @tiketcom and categorize it according to the SCCT message theory, so that it can be seen how the response that Tiket.com must give to improve its image is re-trusted by the public. as the main users, because to survive in the industry is not an easy job to see on the screen.

Once the researcher is aware of the SCCT comments, the researcher will look at the responses given by the @tiketcom in each comment containing the SCCT, and then the researcher will analyze what type of crisis message the @tiketcom provided. According to Diers, the crisis message itself consists of 8 kinds, namely; accommodative strategies, anti-social or defensive, emphasising inter-organisational relationship, excellence or renewal, framing the crisis, framing the organization, routine communication, self-enhancement. Here is an overview of the message strategy in Tiket.com:

a. Self-Enhancement

Provide travel information through marketing and image advertising. For example, travel information such as promotions, prices, and information intended to provide the best service during the COVID-19 period.

b. Routine Communication

To deliver travel information messages using our company vision and mission, annual reports, and newsletters. Examples include the organization's vision, mission, goals (financial assets, liabilities, future commitments, or partnerships) included in reports that appear to the company when travel information is submitted.

c. Framin the Crisis

Delivery of information about traveling using information dissemination, issue salience, and preconditioning. For example: in conveying information about traveling, providing information on the framing of COVID-19 using narratives, educational information, risk factors, fears, scientific discourse, and persuasive sentences to influence buyers towards the crisis.

d. Framing the Organization

Efforts to convey information about traveling using an organizational point of view with Ingratiation, organizational promotion, problem management, applications, organizational handicapping, and support. For example, in conveying information about traveling that highlights flashbacks before the crisis

that they are a successful competent organization, the organization relies on others to solve the problems that occur and invites buyers to participate.

e. Anti-social or defensive

Message statements in the form of non-compliance or compliance, denial, avoidance of responsibility, transfer of errors, simple denial, strategic ambiguity, minimization and transcendence. For example, providing information in conveying information about travel Tiket.com expressing disapproval, diversion, denial, incompleteness and intimidation of COVID-19 even though it is in accordance with recognition because of policies so this needs to be considered.

f. Accommodative strategies

In conveying information about traveling by providing sympathy, regret, reassuring assistance, encouraging and accepting responsibility to deal with the situation. For example, emphasizing a sense of responsibility, guilt, giving freedom, and being involved in handling COVID-19 in conveying information about traveling.

g. Excellence or renewal

The strategy focuses on perspectives beyond the crisis to engage in dialogical, exemplary, and pro-social behavior. An example is a public company and expressing commitment, redemption in COVID-19 when conveying information about traveling.

h. Emphasising inter-organisational relationship

This strategy emphasizes cooperation and legitimacy in relationships, seeks support or recognition from others outside the organization and highlights positive relationships with them or negative relationships with other organizations. For example, in conveying information about traveling, highlighting from the point of view of supporters Tiket.com, emphasizing change and collaboration with partners, and other important people who inspire.

From the table below, we can see whether public relations Tiket.com respond to the crisis of comments using SCCT or not responded to at all.

No	Instagram Username	Post MessageStrategy	Responded with SCCT or not responded to with SCCT
1	@diahmah87	Self-Enhancement	Yes
2	@pansarrmn	Self-Enhancement	Yes
3	@tuti_hani	Self-Enhancement	Yes
4	@kartinapostfromsuisse	Routine Communication	No
5	@khanal_alexnder1	Accomodative Strategy	Yes

Table 1

On point one, User @diahmah87 commented on the crisis by saying that pr Tiket.com gave a long response regarding the purchase of tickets for the risa journal on October 19. PR Tiket.com responded to the comment by apologizing for the inconvenience caused by the user, PR Tiket.com said that they would check the user's order in the way that the user had to send the order id and email address on the Instagram DM @tiketcom. The user @diahmah87 asked that his Instagram DM @tiketcom still closed and there was no reply. Then pr Tiket.com responded to the response by apologizing again for the delay in responding to the user's crisis, PR Tiket.com immediately gave directions to that user to check his AI again and until now there is no more response from that user which means the crisis was successfully addressed. According to the researcher's analysis, PR Tiket.com was less thorough in responding to the crisis which led to a lack of user trust in OTAs Tiket.com.

On point two, the User @pansarrmn conveyed the crisis response regarding the promos in each OTAs are all the same and nothing different, because it's just a narrative and it's peppered with hyperbolic majas. PR Tiket.com respond to the crisis provided by that user by apologizing for the inconvenience experienced by that user and PR Ticket. com provides other offers by providing promotional links on blogs Tiket.com related to applicable promos. According to an analysis from researchers, PR Tiket.com has been good enough to respond in a way to show other promotions that are in their OTAs through the crisis commentary.

In the third point, user @tuti_hani conveyed a crisis response that gledes promos are not like last year, the server always has problems at 12 o'clock, and also the price immediately increases unlike the previous price, then the user said that the OTA Tiket.com the intention of doing the promo or not. PR Tiket.com responded to the comment crisis by apologizing for the inconvenience experienced by users. Then @tiketcom give advice regarding prices, namely trying to find another date to make sure there is a promo on that date. According to the researcher's analysis, pr Tiket.com was quite good with the comments given starting from apologizing to

providing solutions in the form of other date selections in the promo which was because the GLEDEK promo was very limited. According to the analysis of the researcher, PR Tiket.com has been very good by responding by apologizing and providing solutions related to problems or obstacles experienced by these users, from here the researcher thinks that the Tiket.com is very responsive and solutive regarding the given crisis.

On point four, the user @kartinapostfromsuisse made a crisis comment regarding him regretting that he had bought a ticket on the Tiket.com platform because the ticket he bought already wanted to expire. On this crisis commentary. In this crisis commentary, PR Tiket.com did not provide any response at all regarding the crisis given by that user. According to the researcher's analysis, PR Tiket.com is considered not solutive regarding the crisis provided by these users, this can reduce the trust of users in OTAs Tiket.com to use their services.

On the fifth point, the user @khanal_alexnder1 provide a crisis response that the Customer Service team from Tiket.com is less professional in responding to complaints by its users. PR Tiket.com responded to the comments made by the user by saying that he apologized for the inconvenience experienced by the user and gave directions that he could contact via DM or could be through the official WA of the OTA Tiket.com. According to the researcher's analysis, PR Tiket.com is already very good by using an apology and giving directions to the user to contact the PR Tiket.com in an Instagram DM or by using the Customer Care service in official WA or the e-mail address of the OTA Tiket.com. It is indispensable to raise the image of the company in the general circle.

The results of this study show that Instagram public media @tiketcom used to carry out marketing communications and follow-up content communication. Judging by the 5 crises in each post, there is only 1 crisis comment that OTAs don't respond to Tiket.com. The crisis message to the user Tiket.com shows that he left 4 comments on the Instagram crisis post @tiketcom during COVID-19. The most commonly used message strategy is self-enhancement. Tiket.com use self-help strategies to provide benefits, information, interests, quality, facilities, and services during the COVID-19 period. During COVID-19, they used crisis response strategy theory to send messages and post travel information to their Tiket.com followers.

4. CONCLUSION

Based on the analysis and discussion of researchers, the following are the results of the problem formulation given:

PR Tiket.com in answering comments by its users has two types of responses given to its users. The first type of kiris response is PR Tiket.com respond directly to the kiris

comments given by users by answering the crisis directly or answering the kriris given in the comments. The second type of kriris response is a PR Tiket.com ask for the user's order number by asking for the user's order number and email so that it can be completed via message and not directly to check again regarding the kriris experienced by the user on the OTA Tiket.com.

5. SUGGESTION

In this study, the authors hope that OTAs Tiket.com in the face of the COVID-19 crisis, researchers suggest using and including more crisis responses to help reduce the number of refund-related comments. Then public relations Tiket.com need to be more active in conducting comprehensive communication follow-ups, not only in Instagram posts, but also in the comments column and all media Tiket.com. Researchers also suggest that Tiket.com reply to comments submitted by customers more often. It is intended that the content is successfully posted and assist the crisis management team in response and recovery efforts, thus establishing proper credibility between the content team and the customer service team in creating interactions on social media during the COVID-19 crisis. In dealing with customers, researchers suggest to be more varied or reduce the use of templates in responding whether in a crisis or not, so that the impression of ignored customers does not appear.

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