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Communication Crisis in Tourism Office: Negative News by Online Media

Abstract

Objective: This study aims to provide an explanation of how the Medan Tourism Office carries out communication crisis activities on negative coverage produced by online media on the culinary tour "Merdeka Walk" Medan

Methodology: This research uses the constructivism paradigm. Ontologically, mental construction on social experience is local and specific and depends on the party doing it..

Finding: Negative coverage by online media triggered by fallen trees in 2017 at night culinary tourism location in "Merdeka Walk" has drawn a response from the Governor of North Sumatra with intrusion closing and diverting the function of night culinary tourism location into a green open space. This fact makes the Medan Tourism Office in a crisis situation. Based on empirical data collected from 2017 to 2019, the findings in this study show that the Medan Tourism Office did not have written SOPs and job descriptions, employees/PRO were not in the beginning of the crisis, crisis response was not immediate, the communication crisis team was not structured, and online communication channels or social media tools were not used effectively, and the presence of an external spokesperson (Consultant Public Relations officer).

Significant: Even though it has several problems, this research has concluded that the agency basically has employees who can be trained to understand the communication crisis process over negative online media coverage so that it can help institution to charge them for the reputation of regional tourism.

Keywords: communication crisis, negative reporting, online media, public relations, media relations.

1. Introduction

The negative coverage by online media triggered by a fallen tree in 2017 at the night culinary tourism location in "Merdeka Walk" has drawn an instruction from the Governor of North

Sumatra to close and divert the function of the night culinary tourism location into a green open space.

The negative coverage has also been reported in online media, such as kumparan.com and several other online media. The contents of the news such as: "A big Trambesi tree in the culinary tour at "Merdeka Walk "collapsed, occurred around 1:00 p.m. right in front of the Starbucks outlet at Jalan Balai Kota Medan Barat, North Sumatra, last Monday, January 9, 2017. About 3 people were injured in the accident and hit 2 cars and one motorcycle. (kumparan.com, 2017); (news.detik.com, 2017); (regional.Kompas.com, 2017).

News about robbery also adds to the increasingly negative coverage that the effect on the reputation of regional tourism, negative coverage has been disseminated by online media journalists wary. co.id and other media; "The robbery at the location of the iconic" Merdeka Walk "Culinary Tourism took place on a tourist from Germany, Thursday, February 15, 2017, Jl, Sutomo, Medan Timur District. The German tourist was on Jalan Balaikota, West Medan, North Sumatra, last Thursday, January 13, 2017. " (waspada.co.id, 2017) (mudanews.com/regional, 2017).

The news of the fall of the Trambesi tree and the addition of the case of tourist robbery at the culinary tourism site "Merdeka Walk" is of course the attention of the public. Reporting on events occurred right at the location of the culinary tourism destination "Merdeka Walk" Medan in 2017. This has caused motivation for many local and foreign parties to talk about it. Various online media in Indonesia also reported that the television media were busy reporting about what happened at the Medan "Merdeka Walk" Culinary Tourism Location, according to what was described (Rosadi, 2014, p. 14) "The problem of negative reporting during a crisis situation, institutions will face the negative spotlight from the public, coupled with the pressure "coverage" of the press or journalists who present "opinions" subjectively. At this stage, communication crisis is formed starting from the media so that the public knows that there are problems that occur. If the communication crisis has reached this stage, the institution cannot remain silent because it has begun to cause harm.

This news caused a reaction to the community such as the community coalition led by Mrs. Meuthia Fadila as a member of the coalition of social movements called the Coalition of Concerned Civil Society Medan said that the management of the culinary tourism site "Merdeka Walk" was the cause of the incident because it was alleged to have violated the law including Perda No 13 of 2011 concerning Medan City RTRW, PP 26 of 2007 concerning Spatial Planning, PP No 26 of 2008. About RTRWN, PP 32 of 2011 concerning Management and Engineering, Impact Analysis, and Traffic Needs Management, and Law No 11 years 2010 about Cultural Heritage. Abyadi explained, in Perda No 13 of 2011 on Medan City RTRW for example, it was clearly stated that Merdeka Square was a Non-Green Open Space (RTNH). (Abyadi, 2017)

The Chairman of the Community Coalition suggested that this tourism operation be immediately closed and returned to its original function as a Green Open Space, as well as predicting that the operational management of the culinary tourism in Merdeka Walk Medan received a new disaster caused by the wrong treatment by the manager and omission from the government. It is in line with the reaction stated by North Sumatra Governor Edy Rahmayadi, who plans to close the "Merdeka Walk" Culinary Tourism Operations by returning the function of the Medan Merdeka Field to a green open space (RTH) so that it also has an effect on Regional Original Revenue (PAD) of 6 billion per year (medanbisnisdaily.com, 2019). This was stated due to operational indications from the manager that there was

negligence in the environmental aspects of the location around the "Merdeka Walk" which consequently caused the fall of the Trambesi tree and triggered a robbery incident around because of the crowds caused by visitors present at the tourist site.

Negative reporting triggered by a fallen tree incident can cause a crisis and require crisis response. This can be seen by using the concept at the crisis stage; the problem of crisis at the acute stage is because there has been media interference that causes the public to know of a problem. (Nova, 2009, p. 12) Characteristics of the crisis are unexpected, dramatic impact, sometimes unprecedented so as to push the organization to a chaos and can destroy the organization without any real action. (Powell & DiMaggio, 1991) A crisis can be seen as a threat to an institution. "A crisis can be viewed as a threat to an organization" a threat posed by a crisis can potentially damage the reputation. (Barton, 2000) The importance of reputation is more important in the trust and ability of organizations to adjust to the social expectations of stakeholders. (Powell & DiMaggio, 1991, p. 32)

2. Objectives of the Study

This study aims to provide an explanation of how the Medan Tourism Office carries out communication crisis activities on negative coverage produced by online media on the culinary tour "Merdeka Walk" Medan.

3. Theoretical Framework

3.1. Situational Crisis Communications

Situational crisis theory in 1995 by Timothy W. Coombs et. al. (Kriyantono, 2012, p. 21) Coombs believes that this theory is used to explain the institution's reaction to a crisis and crisis response strategy. Institutional crisis reaction is usually done by employees or public relation by developing thinking about the response when an institution is in a crisis situation and its prevention. In Situational Crisis Communication Theory (SCCT), there are three responses when an institution is in a crisis situation and its prevention, namely: crisis response, crisis response strategy, and the system that links the crisis situation with the strategy crisis response (Coombs T. , 2010, p. 243). The focus of the theory is that on the crisis responsibility of the institution is to implement crisis communication over negative coverage. Situational crisis communication theory is beneficial for researchers studying the situation and constructing messages into information with the art of communicating to be immediately channeled through communication tools namely social media with the aim of crisis response through online media because it provides a framework for understanding and contributing institutions in resolving crises. Online media is very powerful in constructing news and influencing netizens. As research conducted (Lea, Ludvig, & Schwarzbaue, 2019, p. 106) shows the importance of online media in institutions for news channels through Google Alert. (Sifan, 2018, p. 210) that existing human resources can be tried in crisis communication activities. Research (Bell, 2010, pp. 142-155) that communication crisis defines the crisis domain of communication to explain the value that is applied. (Pascarani & Cahyani, 2015, p. 10) that rapid response to the crisis is a top priority. (Yoo & Jangyul, 2013, p. 39). using the country's tourism website provides an online newsroom for the media, but does not meet the needs of journalists in terms of usability, availability of content. (Pascarani & Cahyani, 2015) that apology as the most effective crisis response strategy is really, when responsibility is high. The consequences of the incompatibility of crisis communication strategies with perceived crisis responsibilities indicate the need for employees to identify

and study factors that can protect institutions from the consequences of a crisis (Christopher, Boyler, & Mowe, 2017). (Coombs & Sherry, 2008) Response strategies and media channels used are different in audiences affected by the crisis. Previous research of the same type can be used as a reference for crisis resolution (negative criticism) with the communication crisis process efforts planned and implemented by the Medan Tourism Office.

3.2. Media Relations

Media relations (Nova, 2009, p. 208) to disseminate the message of an institution or institution, products in collaboration with the media create publicity and a positive reputation in the eyes of the public (Iriantara, 2005, p. 32). Media relations is part of the external public that fosters and develops good relations with the public to achieve organizational goals. Media relations (Ruslan, 2007, p. 173) in general functions to provide information, disseminate knowledge, educate, and entertain, especially to influence opinion, social control systems, and have the power (power of press). Public Relations cooperate with the press/media crew, both functionally and individually, such as meeting at certain events. (Rosadi, 2014, p. 186) Media relations in two ways: 1. formally contact at events. 2. informal contact; formal or formal contact with the press; officially cooperates with the press in certain events, 2.1. Events such as: press conferences; a press conference is a special meeting with a press party that is official or deliberately held by a Public Relations official, who acts as a guest speaker in an effort to explain a particular plan or problem being faced. The aim: 1. to provide information, news, publications and promotion of public relations activities that are considered important to be widely known by the public. 2. Explain an event that has occurred. 2.1 Press tours; journalists are invited to tour a special event, or an out-of-town visit with agency officials or company leaders to cover directly about certain activities. 2.2 Press Reception and Press Gathering social press/journalist banquet, attending a reception or a particular ceremony both formal and informal. 2.3 Press Briefing; periodic official press conferences are similar to discussions or dialogues, providing mutual input or information is quite important for both parties.

3.3. Negative Coverage

(Nurudin, 2009:, p. 101) News must be owned by the mass media, produced and distributed as information to its audience (Sumadiria, 2006: 65) the fastest news reports on the latest facts, ideas that are true, interesting that are important to a wide audience, through the media: newspapers, radio, television, or internet online media. News can be categorized into negative, positive, and neutral news (Wardhani, 2008:, pp. 141-142). Issues in the community are usually discussed by the public with the opinions of pros and cons classified in three categories: positive, negative and neutral. The relation to the Merdeka Walk culinary tour, with the negative news coverage, so that it continues to be highlighted by the Provincial Government by Mr. Edy Rahmayadi as the Governor of North Sumatra tends to be reported negatively by various online media about the instruction to close the culinary tourism location of the "Merdeka Walk" night in Medan. Starting from the casualties caused, the contract of location cooperation agreement made by the Medan City Government with the "Merdeka Walk" Location Manager of PT. Orange Indonesia Mandiri, environmental damage to cultural heritage, incidents of fallen trees and robbery incidents that have an impact on social, economic, environmental aspects to the reputation of the Medan tourism area tend to be negatively reported by online media. News with events of a sudden nature is not planned,

unknown beforehand, such as trains overturned, office buildings burned, collision buses, sinking ships, hijacked planes and school children held hostage or a bomb explosion in the center of the crowd. Negative reporting that is triggered by fallen trees and robberies at the culinary tourist location "Merdeka Walk" can be categorized in unexpected news. The process of handling news that is unknown and not planned in advance, or whose nature is suddenly called Hunting News.

3.4. Online Media

(Siregar, 1998) Online media is a form of media based on telecommunications and multimedia (computers and the internet). Online media is all types of websites and applications, such as: online news sites, company sites, e-commerce sites (read: understanding e-commerce), social media sites, blog sites, community forum sites, chat applications (read: understanding chat) on therein are news portals, websites (web sites), online radio, online TV, online press, online mail and so on, with characteristics according to the benefits of facilities. (Syamsul & Romli, 2012) online media are presented online on internet websites, "third generation" after printed media, newspapers, tabloids, magazines, books and electronic media. radio, television and film/video. Technically or "physically", telecommunications and multimedia-based online media (computers and internet). Online media categories include portals, websites (including blogs), online radio, online TV, and e-mail.

3.4 Public Relations

(Faustyna, Komala, Harfiar, & Bhakti, 2018, pp. 2213-2226) If PENCILS is applied, the potential of evening culinary activities can be improved Experts define Public Relations Officer as follows: John E. Marston: "Public Relations Officer is planned, persuasive communication designed to influence significant public; Frank Jefkins: is a system of communication to create a goodwill; Tony Greener: is a positive presentation of an organization to the whole public"; is the art and science of the process of analyzing trends, predicting its consequences, providing counseling to the leadership of the Organization, and implementing a planned program that will serve the interests of the Organization and the public"; Cutlip, Center & Broom: is the management function that builds and maintains good relationships between organizations and is helpful with the public, which affects the success or failure of the organization"; Grunig and Hunt: is communication between institutions and organizations with the public, in the regional development of tourism functions when he/she is competent at the time of the work required and is able to do so optimally to support the purpose of the mission and vision of the Agency and ensure the interests of the public. The function of a Public Relations Officer can be seen in the statement by (Kriyantono, 2012) that is to maintain good communication; to serve public's interest; and maintain good morals and manners. While the function of a Public Relations Officer in general, as expressed by Rex F. Harlow (1988), is divided into two: one as a Method of Communication that serves as a series or system of typical communication activities; and two as a State of Being (realization) of the function that embodies communication activities that are institutionalized in the form of the section, division, or bureau. Meaning there are leading the institution. While the functions of Public Relations Officer according to (Cutlip, Allen, & Broom Glen, 2000) are to one support management activities; two create a two-way communication dissemination of information from the institutions to the public and transmit public opinion to the institution; three act as

public servants as well as provide input to the direction of the institution to the public interest; four build relationships harmoniously from the agency with the public, both internal and external relations of the institution.

4. Research Methods

Model paradigms about how in structure (parts), function in which there is a specific context or time dimension, (Moleong, 2007:49). This research uses the constructivism paradigm. Ontologically, mental construction on social experience is local and specific and depends on the party doing it. This flow states that the epistemological relationship between the observer and the object is one entity, subjective and is the result of a combination of interactions between the two. This research is about crisis communication over negative online media reporting conducted by the institution, a case study at the Medan Tourism Office in a case of negative reporting triggered by a fallen tree in 2017.

The methodology used is a qualitative descriptive method that discusses objects, conditions, and facts by making a systematic, factual and accurate description and analysis. Facts are related to semi-structured and in-depth interviews on culinary tourism publicity. Interviews were conducted in a semi-structured manner, with community relations and interviewing employee as a Public Relations Officers from the Medan Tourism Agency. The informants were Agus Suryono, Susanto, Anes Syahputra, and Andhisyah Dwi Setyo. The interviews were conducted to reveal the results of the study. Nazir (1988) states that descriptive methods are used to regulate human status, objects, and conditions that are set, or influences that occur in the present class. The descriptive research objectives are to make a systematic, factual, and accurate description, analysis, or analysis, facts, characteristics and relationships between the phenomena investigated. (Sugiono, (2010)) with a descriptive method for knowing and analyzing the effects used to make a broad context. (Whitney, 1960) is used as a descriptive method for finding the right facts.

Qualitative research with a purposive sampling model: sampling as follows: the subject of research is the Tourism Department employees as well as capable and willing informants to provide information relating to the planning and application of crisis communication.

No	Rank	Amount	Gender	
			LK	PR
1	Pembina Utama Muda, IV/c	0	0	0
2	Pembina Tk.I, IV/b	1	1	0
3	Pembina, IV/a	3	2	1
4	Penata Tk.I, III/d	9	4	5
4	Penata, III/c	9	6	3
5	Penata Muda Tk.I, III/b	15	8	7
6	Penata Muda, III/a	12	7	5
7	Pengatur Tk.I, II/d	4	4	0
8	Pengatur, II/c	6	4	2
9	Pengatur Muda Tk.I, II/b	-	-	-
10	Pengatur Muda, II/a	-	-	-
11	Juru Muda T.1, I/b	1	1	0
Permanent Employee		60	37	23
Casual		126	67	59

Table 4.1: Number of Freelance Employees and Daily Staff (THL) at the Department of Tourism Medan City Fiscal Year 2017 Based on Rank and Class
Source: Medan Tourism Office

The data above is the number of Civil Servants (PNS) and Freelancers (THL) at Medan City Tourism Office 2017 Fiscal Year Based on rank and class consisting of 60 people, 11 of whom occupy echelon positions, then the number of non-echelon staff is 49 people, plus 126 daily employees that are perceived to be a strength of the Tourism Office in carrying out their duties. But the task of the crisis communication process efforts cannot be seen the results and their application starting from crisis response (pre-crisis), crisis and post-crisis when the institution is in a negative state of reporting.

5. Research Results in the Field

The results of empirical data collected from 2017 to 2019, from interviews with several informants from Medan tourism service employees and media online crews, revealed that it was true that there were no crisis communication activities carried out by Medan Tourism Agency employees. This study found and showed that the Medan Tourism Office had not yet implemented a crisis communication activity because it did not have SOPs and written job descriptions that should have been given by the Mayor of Medan, employees/PROs on duty were not available when the crisis occurred, crisis response was not immediate, the crisis communication team was unstructured, and online communication channels or social media tools were not used effectively and the presence of an external spokesperson (Consultant Public Relations) had not been chosen.

Crisis communication staff in Medan Tourism Office on negative news online media at the Merdeka Walk culinary tour on the night from the results of the field research shows a crisis communication model of negative reporting triggered by a fallen tree incident like table 5.1

Communication Crisis Model	
Crisis Stages	Planning and applying crisis communication
Pre-Crisis	Has not formed knowledge about crises (negative reporting), has not yet done the same perception among members of the institution.
Crisis	Not yet influenced the public's perception of the crisis, the perception of the institution and all the efforts of the institution's process of overcoming the crisis.
Post-Crisis	Not yet done response to reputation efforts and restore reputation that was lost due to the crisis (negative coverage)

Table 5.1 Crisis Communication Model
Source: Field Research Results (2017- 2019)

No. Informant	Name and date interviewee	Position	Interview Results
2.1.1.1.	Susanto 4 July 2018	<i>IT Dispar</i>	Planning and implementing crisis communication that is done by coordinating with the City Government Public Relations so that they immediately implement a quick and accurate response at the beginning of negative engagement
2.1.1.2.	Anes Syahputra 7 July 2018	<i>IT Dispar</i>	Planning and implementing crisis communication which is done by coordinating with the City Government Public Relations so that they immediately implement a quick and accurate response at the beginning of negative news reporting
2.1.1.3.	Andhysa Dwi Setyo 7 July 2018	<i>IT Dispar</i>	Planning and implementing crisis communication that is done by coordinating with the City Government Public Relations so that they immediately implement a quick and accurate response at the beginning of the news
2.1.1.4.	Wahyu Hidayat 23 July 2018	Online Journalist at <i>ceritamedan.com</i>	The application is clarified by the Department of Landscaping and Sanitation who conducts briefings and who answers questions
2.1.1.5.	Jefry Santana 24 May 2018	Online Journalist at <i>detik.com</i>	The application is clarified by the Department of Landscaping and Sanitation who conducts briefings and who answers questions and suggests reading online media
2.1.1.6.	Farida Noris 23 May 2018	Online Journalist at <i>metrotv.com</i>	The application is clarified by the Department of Landscaping and Sanitation which conducts briefings and who answers questions and, the officers advised us to monitor through their social media regularly
2.1.1.7.	Jafar Wijaya 25 May 2018	Online Journalist at <i>analisa.com</i>	The application is clarified by the Parks and Sanitation Department by conducting directions, answering our questions and to monitor ourselves in the field and asking the Parks Department.

Table 5.2: The results of interviews with informants at the Department of Tourism and online media crews

The results of the news from online media

Negative preaching that has been reported clearly and without basis. The news was published by several online media as below.

No	Online Media and News	Picture
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1
<https://www.youtube.com/watchJan2017>
 uploaded by Surya Ilyassurya Ilyas 77
 433x watched
 Title:
 "Old giant tree hundreds of years fallen
 on the court Merdeka Walk Medan
 parking lot"



2
<http://regional.kompas.com/read/2017/01/10/13295121>
 Kompas.com - 01/10/2017, 13:29 WIB
 Contributor: Mei Leandha
 Editor: Farid Assif
 Title "Tree 150 Years Down,
 Head of Park Head Office Blames the
 manager of "Merdeka Walk" Trambesi
 tree has fallen for 150 years



<http://news.analisadaily.com/read/tree-fallen-avoid-area-field-merdeka/296392/2017/01/09>.
 Monday, January 9, 2017 | 15:48
 (jw/rts) A fallen tree in the Merdeka
 area



<http://pelitabatak.com/news/Pohon-Tumbang-di-Merdeka-Walk-Medan--3-Mobil-dan-1-Sepeda->
 Reporter R2
 Monday, January 09 2017 15:34:00
 Fallen Trees on Merdeka Walk Medan,
 3 Cars and 1 Motorcycle Damaged



<https://www.merdeka.com/peristiwa/pohon-usia-100-tahun-di-merdeka-walk-medan>

Monday, January 9, 2017 16:03
Reporter: Yan Muhardiansyah
A 100-year-old tree in Medan Merdeka Walk collapsed on 3 vehicles



<https://www.detik.com/search/searchall?pohon+tumbang+merdeka+walk>

Medan, Monday (9/1/2017). Photo: Jefris Santama / detikcom
A trembesi tree fell on Jl Balai Kota, in front of Merdeka Square



<https://sumatra.bisnis.com/read/20170109/533/765986/heboh-pohon-tumbang-di-medan-merd>

Febriany D.A. Putri - Bisnis.com09
January 2017 | 14:51 WIB
"Splashy Trees Tumbled on Medan Merdeka Walk, Four Vehicle Tickets"



<http://mudanews.com/lingkungan-kesehatan/2017/01/09/pohon-tumbang-di-merdeka-walk>

uploaded by Ismail Marzuki
Reporter: Dhabit Barkah Siregar
January 9, 2017
A fallen tree on Merdeka Walk, the car owner is almost crushed



<https://sumutpos.co/2017/01/09/pohon-tua-tumbang-di-merdeka-walk-timpa-3-mobil-dan-1-motor>

Photo: medsos

Trembesi tree fell on Jl Balai Kota, in front of Medan Merdeka Square, Monday (9/1/2017). MEDAN, SUMUTPOS.CO -

The Old Tree Uprooted in Merdeka Walk, overwriting 3 cars and 1 motorcycle



<http://waspada.co.id/medan/pohon-tumbang-di-merdeka-walk-sudah-tua/>

Reporters with initials (wool/lvz / data2)

Title: "The fallen tree on Merdeka Walk is Old".



<http://www.medanbagus.com/read/2017/01/09/44856/Pohon-Tumbang-Timpa->

Reporters with their initials. [Rgu]
A Falling Tree Overwrites Residents in Medan Merdeka Square
Monday, January 09, 2017 | 3:07 p.m.



<http://beritasumut.com/peristiwa/Mobil-Hancur-Ditimpa-Pohon-Tumbang-di-Lapangan-Merdeka>

Beritasumut.com-Ferry Siahaan
Wrecked Car Overwritten by a Falling Tree in Merdeka Square, Siahaan Demands Kadis Parks
Monday, January 09 2017 21: 15: 0



<https://medan.tribunnews.com/2017/01/09/mobil-tertimpa-pohon>

Author: Sofyan Akbar
 Editor: Sofyan Akbar



Table 5.3: Negative Online Media Coverage

Source: Field Research Results

The results of the café data at the Merdeka Walk Medan culinary tour location

No.	Café Name`	Address	Profile
1.	Warung Coffee Srikandi	Balaikota Merdeka Walk	
2.	Ram's café JL	Balaikota Merdeka Walk	
3	Starbucks Caffé	Balaikota Merdeka Walk	
4	Killiney Cafe	Balaikota Merdeka Walk	

5 Puja Sera Café Balaikota
Merdeka Walk



6 Tenda Jala Jala Balaikota
Merdeka Walk



7 Tenda Nelayan Balaikota
Merdeka Walk



8 The Coffe Crowd Balaikota
Merdeka Walk



9 Ayam Penyet Ria Balaikota
Merdeka Walk



10 Ji Long Chinese Restaurant Balaikota
Merdeka Walk



11	Killiney Kopitiam	Balaikota Merdeka Walk	
12	McDonald's Merdeka Walk	Balaikota Merdeka Walk	
13	CHATSWOOD CAFFEE	Balaikota Merdeka Walk	

Table 5.4: Data café at Merdeka Walk Medan
Source: Field Research Results

Night food tour in "Merdeka Walk" as a tourist icon in addition to the café where you can enjoy food at this location provide several facilities on Merdeka Walk. The colorful lights hanging at the corners add sparkle. Data of cafes in the night culinary tour locations are approximately 13 cafes with the number of employees working at night culinary tourism locations including security, parking attendants, media center officers, cleaning service officers, approximately 300 (three hundreds) employees

6. Analysis and Discussion

(Mohr & John, 2015) That: crisis communication planning as the use of a combination of communication facets which includes frequency of communication, formality of communication, and content of communication. (Cutlip, Allen, & Broom Glen, 2000) Strategies as a conceptual approach or program planning in general are designed to achieve goals. Furthermore, government public relations in Indonesia has a code of ethics that must be upheld in reference to the Decree Minister of Communication and information No.371/Kep/M.Kominfo/8/2007 about the code of ethics for government Public Relations on: Article 1 paragraph 6: Government Public Relations are all actions taken by an agency/company in an effort to foster a harmonious relationship with internal and external audiences and the dignity of the agency government in the view of internal and external audiences in order to gain understanding, trust, cooperation, and support from internal and external audiences in carrying out their main tasks and functions.

The Department of Tourism has fostered harmonious relations in the form of coordination of work programs to the relevant Office of Medan Tourism Office work programs on Partnership Development. The guidelines offered that can be suggested as a model that will be followed by the Tourism Office going forward by following the Crisis Communication Model in the table below

Communications Crisis Model	
Crisis Stage	Applications of communication Crisis
Pre-Crisis (negative coverage)	Shaping knowledge about crises (negative reporting) is more internal for employees on duty, equating perceptions among agency employees.
Crisis (negative coverage)	Influencing perceptions about the institution and all efforts of the institution's process of overcoming the crisis such as an effort to dialogue on the crisis communication process through media relations by means of press releases, press conferences.
Post-Crisis (negative coverage)	Restoration of reputation that was lost due to the crisis (negative coverage) by clarifying coverage to the media crew

Table 6.1: Sources: the analysis results are in accordance with Kriyantono, Rachmat. (2012; 234)

The Medan Tourism Service Agency whose nomenclature is in accordance with its work zone in the Medan Tourism Region, should be able to shape the knowledge of its employees about the crisis (negative reporting) by means of training that is more internal for employees who are tasked with carrying out crisis communication over negative reporting, equating perceptions among agency employees this is done at the stage before the crisis (negative coverage) precisely when an incident or event has not yet occurred. While the response at the crisis stage when struck, the institution can influence public perceptions about the crisis, perceptions about the institution, and all the efforts of the institution to overcome the crisis such as an effort to dialogue on the crisis communication process through media relations by means of press releases or press conferences. Furthermore, after the crisis (negative coverage) the institution can also restore reputation that was lost due to the crisis (negative coverage) by clarifying coverage to the media crews by responding to news stories that have been produced by the crew of online media as a result of the negative news.

Negative reporting that is not responded to can have a tremendous impact on the reputation of culinary tourism sites and on tourist sites, so that it can trigger new negative coverage as a result of negative coverage and can have an impact on the closure of tourist sites. The institutional crisis situation caused by negative reporting can be related to the situational crisis communication theory (SCCT) with this research is about how the institution responds to the crisis with three crisis responses, when the institution is in a crisis situation and its prevention. At the crisis response stage, crisis response strategies, and systems that link crisis situations with crisis response strategies (Coombs W. T., 2010: 243) The focus of the theory

is on the crisis responsibility of the institution to implement crisis communication over negative coverage.

Situational crisis communication theory is useful for researchers studying the situation and managing messages and constructing messages into information with the art of communicating for immediate distribution through communication tools namely social media with the aim of crisis response through online media because it provides a framework for understanding and contributing institutions in resolving crises. Institutional crisis communication on the negative reporting of online media can be done by agency employees using online media because the character and strength of online media can be utilized in crisis communication processes.

Online media is very powerful in influencing audiences. With this online media character like an institution doing media relations, (Nova, 2009) online media to convey the message of an institution creates publicity and positive reputation in the eyes of the public (Siregar, 1998). Telecommunications and multimedia online media (computers and internet). Online media are all types of websites and applications, such as online news sites, company sites, e-commerce sites (read: understanding e-commerce), social media sites, blog sites, community forum sites, chat applications (read: understanding chat) on therein are news portals, websites, online radio, online TV, online press, online mail, and so on, with characteristics according to the benefits of the facility. Crisis communication on the negative coverage of online media can be done in collaboration with institutions with online media crews by obeying the ethics of media relations.

(Iriantara, 2005), media relation is part of the external public that fosters, develops good relations with the public to achieve organizational goals. Media relations (press relations) (Ruslan, 2007) the general function of media relations is to provide information, disseminate knowledge, educate, entertain functions especially to influence opinions, social control systems (power control), and have the power (power of press). An institution through an employee or public relations officer cooperates with the press/media crew, functionally or individually, such as meeting at certain events. (Rosadi, 2014) Media relations in two ways: 1. formally contact at events. 2. Informal contact; informal or formal contact with the press; officially cooperates with the press in certain events, 2.1. Events such as: press conferences; a press conference is a special meeting with a press party that is official or deliberately held by a Public Relations official, who acts as a guest speaker in an effort to explain a particular plan or problem being faced. The goal: 1. to provide information, news, publications and promotion of public relations activities that are considered important to be widely known by the public. 2. Explain an event that has happened. 2.1. Press tour; journalists are invited to tour a special event, or an out-of-town visit with agency officials or company leaders to cover directly about certain activities. 2.2. press reception and press gathering social/press releases/attendees, attending formal or informal reception or ceremonial events. 2.3. Press briefing; periodic official press conferences are similar to discussions or dialogues, giving to one another input or information is quite important for both parties.

(Sumadiria, 2006: 65) the fastest news reports on the latest facts or ideas that are true, appealing to a wide audience, through the media: newspapers, radio, television, or internet online media. News can be categorized into negative, positive, and neutral news. The character of negative coverage from the internet online media can influence the attention of this audience which has led to a response from the audience. The negative coverage that occurred at the Merdeka Walk Medan culinary tour site was triggered by the fallen Trambesi

tree. The Governor of North Sumatra responded to the negative news produced by the crew of online media with the construction of the news that as if the culinary tourism site was not feasible to continue its management; therefore, it was immediately to close the location and change the location function into a green open space. The negative impact of this online media is that it threatens the operational sustainability of the Merdeka Walk Medan culinary tour night. If the transfer of the location becomes RTH then it can be assumed that the loss of PAD of the original regional income will be lost by 6 billion per year, café employees will lose their jobs and locations that have become night culinary tourism icon as the face of Medan will turn into a hangout and car park. Another impact of negative online media coverage on the reputation of the Medan tourism area. The response of the crisis communication to the negative news was that the responsibility of the Medan Tourism Office was seen from the nomenclature and scope of the work zone, but the institution was not implemented in effect.

7. Closing

The Medan Tourism Agency has not yet implemented crisis communication activities because they do not yet have a Standard Operational Procedures and written job descriptions, employees/PRO were not at the beginning of the crisis, crisis response was not immediate, unstructured crisis communication teams, and online communication channel tools or social media that are not used effectively and the presence of an external spokesperson (Public Relations consultant). Even though there are some problems in crisis communication planning up to its application, this study can be concluded that the agency basically has employees who can be trained to carry out crisis communication processes on negative online media reporting and the leadership of the institution can socialize the Standard Operational Procedures for crisis communication and issue written job descriptions and recruit employees/Public Relations Officers in accordance with their education in order to help institutions to make efforts to process the crisis communication as an institution responsible for the reputation of regional tourism in accordance with the zone and scope of work and to save the culinary tourism location "Merdeka Walk" Medan from the transfer of RTH function to a green open space by the Governor of North Sumatra so that the impact on the economy of people who lost their jobs and PAD-original income of the city of Medan will be lost about 6 billion per year.

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