

Cyber Public Relations Crisis experienced by Holywings Indonesia

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ABSTRACT

Keywords

Cyber Public Relations
Holywings
Crisis
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Cyber Public Relations as a new place for companies to show their best image through media that is familiar to the community. However, in this case study, Holywings made a mistake in creating content which ultimately violated several Cyber Public Relations codes of ethics which alluded to SARA elements. The brand image that has been built since the beginning of pioneering must be destroyed and get a bad image by the public due to the handling of the crisis which is felt to be irresponsible for the chaos that has occurred in the public eye. through a case study approach and a qualitative-method the authors conducted an analysis of violations of the cyber public relations code of ethics and the handling that should be carried out by companies when facing a crisis.

1. Introduction

Cyber Public Relations is one of the new forms of public relations activities that intersect with the internet or social media *Cyber Space*. The presence of the internet which includes social media containing the development of human daily life has quickly become one of the supports for social media *Public Relations*. Role *Cyber Public Relations* to provide information services to the public to carry out their roles and activities with the help of the internet as a medium and means for publicizing their information. (Yuliawati, Enjang Pera Irawan 2016)

Cyber Public Relations to provide information services to the public which is usually done online which is run by an organizational institution which can usually be regulated in a stipulation which is also the function of the Holywings institution. The roles given from Holywings are 2 roles that can be expected properly (expected role) and the role that is carried out (actual role). To be able to carry out this role we also have several supporting and inhibiting factors. While a role can be said to be a certain position, thus the role concept designates a pattern of behavior that can be expected from someone who already has a certain status/position in an organization or system.

Cyber Public Relations increasingly familiar with the community because it is easier to access anywhere and anytime in the daily activities of the public. Rusdianto (2014: 99) argues that communication that occurs on the internet is considered effective, because the relationships that exist are more intimate (*One to One*) compared to delivery through the mass media (*One to Many*) which will be practitioners *Public Relations* can convey direct messages to the target public to be achieved, establish good relations with the media, build *Brand Image* in one medium, namely the internet media.

Cyber Public Relations are increasingly recognized by the general public. The use of the internet by Public Relations practitioners is an additional force to assist in carrying out their duties, because all Cyber Public Relations activities can be easily accessed by the public wherever and whenever they want. The use of the internet is very effective when viewed from today's society which cannot be separated from the internet and gadgets, because the internet creates new views for each individual to fulfill their life needs. *Cyber Public Relations* It is also highly expected to optimize the dissemination of information achievements related to matters relating to law enforcement (police) and the

community. Cyber Public Relations is the main focus of the police in changing the negative paradigm that exists in society through media that is easily connected to the wrong people.

Cyber Public Relations has an important role to realize the company's communication strategy. Public Relations (PR) is a management function that is unique and supports the development, maintenance, common path between the organization and its public, regarding communication, understanding, acceptance and cooperation activities involving management in dealing with problems/problems, assisting management in following and utilizing changes effectively effective, acting as an early warning system in anticipating trends in the use of healthy and ethical research and communication techniques as the main means (Ruslan, 2010). In order to realize these three efforts, Coombs (1998) mapped out seven crisis communication strategies. First, attacking the accuser, namely confronting individuals or groups who claim that a crisis has occurred. The extreme level of this strategy can be from carrying out lawsuits to threats to the accuser. The second strategy is denial, which is generally done when the organization believes no crisis has occurred with logical explanations. The third strategy is to admit that there is a crisis with excuses (excuse) when the crisis that occurs is beyond the control of the organization. The fourth strategy focuses on justification centered on the apparent positive side of the crisis. The fifth strategy is to behave and act well (ingratiation) so that stakeholders continue to like the organization. The sixth strategy is actions to prevent the same crisis from happening again (corrective action). Finally, the strategy of apologizing in full (full apology) and generally showing the seriousness of the apology by providing compensation to those affected by the crisis.

Coombs and Holladay (1996) explained that the crisis was not only limited to cases, but also a matter of interpretation from stakeholders. The general public is one of the stakeholders who certainly has views on the Holywings case. For example, there could be an impression that the leadership of Holywings washed their hands against their workers. In handling crises at an organizational level like Holywings, the internal side cannot be left alone. The sense of unity of the employees at Holywings also needs attention because they are also one of the stakeholders.

Brand image is an important point that a company must have to achieve the goals or vision and mission that have been formed. Good communication will form a good image for the company's image. Urgency applied through *Cyber Public Relations* making many companies compete to publish and disseminate interesting information through sharing social media platforms to the public to improve the image in society which is carried out by Holywings Indonesia.

This article explains the crisis issues faced by *Holywings Indonesia* when the public relations marketing strategy team made a mistake in the form of a publication that contained an element of religious insult. Management *Cyber Public Relations* in dealing with the crisis of damage to the company's image through the cases it faced in handling cases that carried elements of SARA, it was felt to be lacking and unfortunate, which ultimately led to losses being felt by many parties. From a practitioner's point of view *Public Relations*, This crisis is categorized as a form of incident that is controlled or not that has the potential to damage the image and reputation of the company (Stakeholders).



Fig. 1. "Looking for someone with the names Muhammad and Maria. We give Cordon's Dry Gin or Cordon's Pink"

The form of uploaded content submitted by the Marketing Public Relations Strategy team on Holywings Instagram became the starting point for the damage to Holywings' corporate image in the public eye. Cyber Public Relations those who are starting to be familiar with the community also bring positive and negative sides, namely digital footprints that cannot be forgotten.

This issue led to the dismissal of 6 Holywings officials and several Holywings outlets were officially closed. The solution to the crisis issue *Cyber PR* this was confronted by management with apologies and forms denial. However, efforts to deal with the crisis were not able to relieve the chaos and damage to the company's image, as Netizens had already recorded their digital footprints. The management in this case stated that they were victims who were harmed as a result of their ignorance regarding forms of promotion through uploads containing elements of ethnicity, religion, race and intergroup (SARA). The promotional content was created by a creative team that had just joined approximately 3-4 months earlier and the content was uploaded without prior coordination with management.

2. Method

This article uses qualitative research methods with case study approach. In this method, researchers will look for a theoretical basis which is of course related to the case we are studying. This qualitative method only describes and describes findings in the field, also raises conditions, variables, and phenomena that occur when the research takes place and presents them factually.

According to Moleong (2002) qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people or observed behavior. The approach is directed at the background and the individual as a whole. Therefore, through this method we hope to be able to dissect the cases under study.

The researcher considers this method appropriate for explaining the cases we are studying, so that the results can be studied further. In this study, the authors will collect data, analyze data, interpret data, and conclude with conclusions based on data analysis.

3. Result and Discussion

After conducting observations and literature studies, we found the facts that the main problems that occur can be found through Holywings Instagram account namely @holywingsindonesia. Holywings posted a promotion for alcoholic drinks for consumers who have the names Muhammad and Maria. In this post, Holywings provides free one bottle of alcoholic or liquor (*heritage*) for those who have the names Muhammad and Maria. In our opinion, Holywings made a mistake in digital promotion because it brought the issue of SARA which is a sensitive matter, because as is known the majority of people in our country are people who adhere to and have beliefs. Apart from that, plus the Holywings business itself is a business engaged in the nightlife entertainment industry, when viewed from the culture in our country it is very contradictory. *Cyber Public Relations* those who are starting to be familiar with the community also bring positive and negative sides, namely digital footprints that cannot be forgotten. This case is exacerbated by the existence of a digital track record, even though the promotional digital post has been deleted, in this era, the digital track record has been stored by netizens on social media.

This case also led to consequences that must be borne by Holywings itself. Almost all Holywings outlets, with a total of 36 out of 38 outlets, were closed by the local government and also 6 of their employees, including creative *director* and social media admins were detained by the police. There are also lawsuits from residents demanding fantastic material and immaterial compensation of 36 trillion rupiah.

The Holywings party also made some mistakes. from the point of view of Public Relations and Crisis Management principles, Holywings failed to take full responsibility for the incident that occurred. Because the day after this case went viral, the co-founder of Holywings conveyed an apology via an official account. However, the apology was conveyed using the reason that the marketing designs for "Maria" and "Mohammad" had not been approved/approved by the superiors or top management of Holywings itself. This apology received various negative responses from netizens, the negative responses were directed at the big club, negative responses were written on

social media such as, "Please, why don't you googling first, ask your boss's opinion for this promo? But don't get sidetracked," commented netizens. "A few blunders, a few open letters," said another. "How come without the knowledge of management?"

If the Holywings Party understands the concept *Regret*, *reason*, and *drugs* in response to an incident, maybe they can avoid the first mistake in this case. In times of crisis, especially in sensitive cases, the public doesn't want to see attitudes *high office* who wash their hands quickly. The attitude that is expected is leaders who admit full responsibility for the mistakes that occur and immediately try to fix them. In this case, only top management provides statement which immediately drew a loud protest.

Apart from that, there was also an employee's acknowledgment of the attitude of the Holywings management due to a summons from the police, who asked the designers and social media admins to take care of the case themselves. management actually plunged employees into the realm of law. In handling crises at an organizational level like Holywings, the internal side cannot be left alone. The sense of unity (morale) of employees at Holywings also needs attention because they are also one of the stakeholders. But what happened in this case, Holywings just let its employees solve their own problems. As a result, more and more community groups are being nudged because the issue extends from SARA to employment issues.

3.1. Situation analysis of internal and external Factors

Holywings Indonesia is aware of the importance of marketing publications on social media having a huge impact on attracting the attention of customers and the steps they are taking in a marketing strategy that links influential names in individual religions is a fatal mistake they have made. Through an analysis of internal and external factors, it was found that the public criticized the action even after Holywings Indonesia made a public apology.

"Once again we apologize profusely to all Indonesian people due to our negligence, allow us to be able to correct our mistakes and become even better," was quoted in a written statement, on Friday 24 June 2022.

The crisis that occurred at Holywings Indonesia occurred in two stages. At the warning stage, which at this stage is known by the criticism given by the public on Holywings Indonesia's social media. This criticism can still be accepted with an apology and following up on this crisis internally at Holywings Indonesia. But in this case the apology from the Holywings co-founder was flooded with scathing comments from netizens on social media.

As previously discussed, usually in a case the public does not want to see attitudes *high office* who wash their hands quickly. The attitude that is expected is leaders who admit full responsibility for the mistakes that occur and immediately try to fix them. The crisis was considered to have entered a serious stage when many people asked to close the Holywings branch in Indonesia, this resulted in a bad reputation for the company in the eyes of the public. This case ended in the closing of the hollywings outlets throughout Indonesia which indicates that the company's reputation has been bad in the eyes of the public and society.

3.2. The role of public relations

In handling the case that happened to Holywings Indonesia, as a public relations officer, you must be able to become the main speaker for the current crisis and become a link between the public and the company. As a PR, we also have to be neutral and see this from a communication perspective related to "how do we safeguard our reputation, while this problem is fixed?". Crisis handling can be associated with identifying the stages that occur in crisis communication, which consist of Pre-Crisis, Crisis, and Post-Crisis Barton (2001).

At the Pre-crisis stage: as a public relations person, this stage is carried out to monitor and identify how big the crisis is in the company, this can be done by making an apology to the parties concerned and conducting investigations of employees and staff who have made mistakes in the promotion. In the Pre-Crisis itself, Holywings Indonesia has conducted a full investigation of its employees and found a number of 6 suspects involved in the crisis.

- Crisis stage: As a public relation, at this stage PR acts as a representative of the company and acts as a spokesperson for the public to notify the progress of cases that are currently happening in the company and to notify the positive steps that have been taken. For example, holding press

releases regarding the development of cases against internal company parties to the media and the public. PR must convey this message carefully and neutrally so as not to undermine the public's trust in the company.

- Post-Crisis stage: PR must also be able to control public sentiment that arises, monitor public trust by following up on this case in a transparent manner, because the public has the right to know how it will be handled.

3.3. Crisis Handling When Associated with Cyber Public Relations

When viewed from a public relations (PR) perspective, the cases faced by Holywings can be categorized as crisis, where controlled or uncontrolled events can damage the image and reputation of the organization in the minds of stakeholders. In every crisis, there are several efforts that should be made by the organization, namely convincing stakeholders that no crisis has occurred, minimizing excessive negative assumptions about the crisis, and reminding the positive side of the pre-crisis organization. In order to realize these three efforts, Coombs (1998) mapped out seven crisis communication strategies, namely:

- First, attack the accuser (*attack the accuser*) namely confronting individuals or groups who claim that there is a crisis. The extreme level of this strategy can be from carrying out lawsuits to threats to the accuser.
- Second, is to deny (*denial*), which is generally done when the organization believes no crisis has occurred with logical explanations.
- The third is admitting that there is a crisis with reasons (excuse) when the crisis that occurs is beyond the control of the organization.
- Fourth, focusing on justification centered on the positive side seen from the crisis.
- Fifth, behaving and behaving well (ingratiation) so that stakeholders continue to like the organization.
- Sixth is actions to prevent the same crisis from happening again (*corrective action*).
- Lastly, the strategy of apologizing thoroughly (*full apology*) and generally showing the seriousness of the apology by providing compensation to those affected by the crisis.

Based on the seven strategies above, it can be concluded that Holywings applies a denial and apology strategy. However, in view of the developments in the cases that are still occurring, the two strategies adopted have not been effective in mitigating the crisis that occurred. Coombs and Holladay (1996) explain that crises are not only limited to cases, but also a matter of interpretation by stakeholders. The general public is one of the stakeholders who certainly has views on the Holywings case. For example, there could be an impression that the leadership of Holywings washed their hands against their workers. In handling crises at an organizational level like Holywings, the internal side cannot be left alone. The sense of unity (morale) of employees at Holywings also needs attention because they are also one of the stakeholders.

In order to solve the problem, Holywings should utilize its *Instagram* account which contains apologies from all elements involved in the Holywings journey. Starting from the owner, management, to employees, they should also take a role in clarifying the apology, be it clarification via video, press conference or pictures to appease public anger regarding the case. This is done remembering *Cyber Public Relations* is one of the new forms of public relations activities that intersect with the internet or social media *Cyber Space*. The presence of the internet which includes social media containing the development of human daily life has quickly become one of the supports for social media *Public Relations*. Role *Cyber Public Relations* to provide information services to the public carry out their roles and activities with the help of the internet as a medium and means for publicizing their information. Way out by the way denial to blame only a few parties is really very ineffective considering the type of Indonesian people who are very sensitive in cases related to religion. That way it can be concluded that the proper handling is by means of a strategy of apologizing thoroughly (*full apology*) and generally show the seriousness of the apology by providing compensation to those affected by the crisis.

In handling this case, even though using digital media, a Public Relations must have good ethics, public relations ethics must also be applied in cyber public relations activities. A Public Relations professional besides having good skills and communication must also have ethics. Because Public Relations represents a party such as a company or organization.

Public Relations should act through careful consideration, rational, objective, full of integrity and high responsibility. If not, the consequence is that it can create uncontrolled and sensational news that will adversely affect the good image of the company. This news also caused controversy and prolonged controversy. Public Relations must try to create communication patterns and channels that can provide a free flow of information so that the public feels that they are always getting reliable information. As well as giving the public an awareness of their personal involvement so that a solid and harmonious relationship is developed. Especially in today's era, the development of communication in the digital era requires Public Relations practitioners to be able to adapt by utilising new media to establish communication and reach all audiences in a simple, fast and effective way, this also opens up new opportunities for PR practitioners to collect information, convey messages and monitor public opinion on issues related to the company by utilising new media. for example by using social media, but this can also be a threat to the company if a public relation acts arbitrarily and ignoring code of conduct.

4. Conclusion

From the several explanations that have been submitted regarding the Holywings Indonesia case, it can be concluded that the handling to resolve the case at hand has not been effective. There is denial from the co-founder and management that dragging some of its employees shows Holywings' inability to address the problems that occur. So it's no wonder that Holywings is branded "*the most hated*". The response to the crisis should have been carried out by utilizing the Holywings Instagram media platform, which contained an apology from all elements involved in the Holywings journey. Starting from the owner, management, to employees, they should also take a role in clarifying the apology, be it clarification via video, press conference or pictures to appease public anger regarding the case.

The way out by means of denial is ineffective considering the type of Indonesian people who are very sensitive in cases related to religion. This is done remembering *Cyber Public Relations* is one of the new forms of public relations activities that intersect with the internet or social media *Cyber Space*. The presence of the internet which includes social media containing the development of human daily life has quickly become one of the supports for social media *Public Relations*. Role *Cyber Public Relations* to provide information services to the public to carry out their roles and activities with the help of the internet as a medium and means for publicizing their information.

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