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Implementation of Madhava Creative Startup Digital Public Relations Activities in Shaping Brand Image in Balinese Society

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Keywords: COVID-19, public relations activities, brand image.	ABSTRACT
	COVID-19 is a virus that spreads throughout Indonesia and creates various obstacles in today's business world. In this study, the author discusses the implementation of public relations activities for the creative startup Madhava in shaping the brand image in Balinese society. The purpose of this study was to determine the digital advertising activities of the creative startup Madhava in shaping the brand image in Balinese society. The theory used is the elaboration likelihood theory. This theory is used in this study because it deals with the ways in which people are expected to process persuasive messages given by companies. The elaboration likelihood theory theory is supported by digital advertising activities, namely publicity and events to find out digital advertising activities carried out by the management of Madhava creative startups in shaping brand image in Balinese society.

Introduction

Due to the COVID-19 virus epidemic, which has affected every country in the world, including Indonesia, the current economic condition is very unstable. It is estimated that by the end of 2019, a seafood market in Wuhan, China, was the place where the COVID-19 virus first appeared. According to COVID-19 Countermeasures (2021), the COVID-19 virus is a respiratory system virus that can cause lung infections, respiratory system disorders, and even death. The challenges facing leaders could become more difficult with the widespread virus outbreak and the uncertainty that accompanies the virus pandemic. This outbreak is characterized as a major crisis, which can be seen as an unexpected major event that occurs at an unusual level, causing a high level of uncertainty that leads to changes in mental states such as feelings of loss of control and emotional disturbances (Apriani, Paramita, & Salman, 2022).

This condition makes Bali's economy very weak because the tourism sector is the main one in Bali. Due to Bali's reliance on the tourism industry and poorly organized "plan B" industries, including construction, agriculture and fisheries, as well as education

and health services, the island has experienced an economic slowdown as a result of the pandemic. According to BPS (2021), there are 532 businesses in Bali that have temporarily stopped their operations due to the impact of Covid-19. However, there are still several economic sectors outside of agriculture that have the potential to grow as core industries, including waste management, social services, health, and education. People are now worried about money as a result of this problem. The COVID-19 pandemic has caused many people to experience a decrease in income or even a loss of income. Considering that this pandemic has been going on for almost two years, the public is worried if it is not clear when this pandemic will end (Mirnasari & Budyatmojo, 2023).

The property industry was one of the victims of the COVID-19 pandemic throughout 2020. Nevertheless, this real sector can still survive, even though the property rental rate has dropped quite significantly. Entering 2021, the country's property sector, especially in tourism areas, such as Bali, is starting to look promising. Madhava Enterprises is a creative company in Bali that operates several business sectors such as property management, travel experience, creative project and multimedia. Established on January 1, 2020 by Ida Bagus Agus Garlika, this company was created to help business partners to advance their businesses professionally so that they can compete and run in the long term. Property Management is a line up from Madhava Enterprises that aims to help property owners to market their properties professionally and globally on a daily, weekly, monthly and yearly basis.

In October 2021, the TPK of star-rated hotels in Bali reached an average of 45.62%, an increase of 8.14 percentage points from the TPK in September 2020 which was 37.48%. Given the economic conditions of the COVID-19 pandemic, entrepreneurs must be able to build and maintain their place in various competitive environments (Kadafi, Suharni, & Christiana, 2021). Entrepreneurs who are unable to survive in society will eventually fall behind the competition and fail. Entrepreneurs need the right tactics and concepts to survive in the face of rapid economic expansion and change, as well as sustainable commercial activities. This is especially true when it comes to achieving the desired goal of getting customers so that they can grow their company.

According to (Galloway & Swiatek, 2018) about "digital Public Relations" reputation is the result of where we do, say and what people say about us. PR is a discipline where reputation is maintained, through the purpose of attracting understanding and support, then shaping public opinion and behavior. Digital Public Relations is a variety of planned communication, both internally and externally from an organization and all its audiences to achieve a goal with mutual understanding (Andriano, Arman, Azhari, & Putra, 2022). If it has a bad image, it is not impossible for the company to lose its legitimacy or public trust (Tohari & Raya, 2021).

Digital Public Relations can be considered as a liaison for a company in order to create relationships with anyone who can benefit each other and for the growth of the company (Susilo, 2018). Digital Public Relations occupies a crucial position in all fields based on its function, namely establishing good ties between organizations through the public, whether internally or externally. Digital Public Relations must be able to be

between the company and the public, digital Public Relations is a manifestation of the image of a company. The company's image is very important because it is related to the public view, it can also be said that the company is about the image that is good in the eyes of the citizens, it can definitely have trust in the eyes of the public.

The task of digital Public Relations is to convey information from an organization or company to the public, so that the organization or company is always known to the public. In conveying information, digital Public Relations requires supporting tools. Information is a collection of words from text to communicate and influence a goal in an effort to achieve a participatory response and through the media as much as possible will facilitate and promote the process of communication with each other.

Method

The method used in this study is a qualitative method. The main focus in qualitative research is to understand, explain, explore, discover and clarify the situations, feelings, perceptions, attitudes, values, beliefs, and experiences of a group of people (Kumar, 2018). The researcher chose to use this approach because the interpretive approach can help the author to realize a general explanation of an interaction process. The author will focus on the process and interaction that occurs in the digital Public Relations process in improving brand image. This research will find the social meaning and reasons of the parties involved in the delivery of information such as property management companies in the communication stages that occur (Toronto & Remington, 2020).

The primary data in this study are the documents used in this study are the results of business communication, and the secondary data used by the researcher is in the form of online news collections about business communication, books and journals relevant to this research, both used as references and comparisons, as well as to support research so that the research is more robust. The research was carried out at Madhava Enterprises from November 1, 2021 to March 15, 2022.

The data is analyzed using analytical techniques (Miles, Huberman, & Saldaña, 2014), which includes several stages of analysis, including data compression or data compression, i.e. the process of selection, concentration, simplification, abstraction, and/or transformation of data that appears in the corpus (content) of field notes, written notes, interview transcripts, documents, and other empirical materials. Data compression is used to filter, sort, centralize, discard, and organize data, so that the "final" conclusion can be drawn and validated.

The second stage of data visualization is the compression and organization of information to enable actions and conclusions. This can help you understand the situation and take action, examine it further, or follow up on what you have learned. The third stage of the analysis effort involves drawing conclusions and validating them. In the early stages of data collection, qualitative analysts clarify their meaning by identifying patterns, explanations, cause-and-effect flows, and statements. The conclusions are also tested as a result of the analysis (data condensation), which leads to new ideas about what to put

into the matrix. Entering data requires additional data condensation. When the matrix is completed, it can be used to make preliminary conclusions, as well as make assessments.

Results and Discussion

Madhava Creative Pioneer is a startup that provides consulting and digital marketing services in the long term. With easy procedures to make it work more efficiently, Madhava Innovation Pioneer enables its customers to find the right partner according to their needs with competent services, at an affordable price, affordable and professional. Madhava Creative Startup collaborates with several other business partners, such as Kutus Kutus Hospitality and Ini Vie Hospitality.

The COVID-19 pandemic conditions have created various limitations in the current business world which make it difficult to survive. Madhava Creative Startup Company is one of the companies that has been able to continue operating in the conditions of the COVID-19 pandemic and has been able to continue to exist until now. From the results of the interview, it can be explained that the digital Public Relations strategy in building a brand image in the Madhava Creative Startup company conducts 2 out of 7 public relations activities.

The results of the interview can be used to demonstrate public relations strategies to develop the brand image in Madhava Creative Start-ups. Madhava uses social media such as Instagram, Facebook, and YouTube to post her content. Social media is used to present Madhava and its products to the general public, in addition to being used to build a reputation because social networks are easily accessible, making it possible to access information and social media posts more quickly. The existence of social media is necessary to create a network that allows information to be disseminated more quickly. Madhava also uses social media to show various activities carried out by Madhava.

The event was carried out by Madhava through seminars with several campuses that have collaborated with this company. The seminar was conducted by providing knowledge related to marketing and business today. The campus has a time with intellect and exerts a huge influence on society. The public will trust the company more by collaborating and collaborating with leading campuses. This is so that the brand image of the Madhava Creative Startup company can also be known by young people with the aim that they can inform their families and brand relationships.

Community relations are built by providing social services and making donations to orphanages and other social institutions. In addition, the company also provides free rice to residents around its area. Corporate responsibility is not only limited to the company's financial performance, but also includes the social challenges posed by the company's operational activities. With these efforts, the company hopes to be seen as more than just a profit-oriented company that cares about society.

Environmental conservation is also carried out by Madhava, activities are usually carried out by cleaning sugai and planting trees. This activity will also create a positive view of the company. Madhava's digital Public Relations strategy has the main goal of being successful in achieving the target for property in Bali and wants to move nationally

with expansion to other cities, as well as measuring how high the company's creativity is so that it can increase profits from year to year and improve the brand into the future.

From the digital Public Relations activities carried out by the Madhava Creative Startup company, the company managed to create a good brand image in the community and business partners that can be seen from personality indicators and reputation of common characteristics understood by the target audience, such as trust and social responsibility. Judging from consumer reviews about the company's performance, most of them expressed satisfaction with the service provided. Judging from the collaborators, Madhava Creative Startups are able to work together professionally and transparently. This shows that Madhava Creative Startup has an image as one of the property management companies that is able to produce quality products and is able to work professionally.

Company values or company culture, e.g. management attitude that cares about customers, staff who quickly respond to customer questions or complaints. In addition, the Balinese people stated that the Madhava Creative Startup company is considered not only to make profits but also to care about others and the surrounding environment. In addition, the community also considers the company to operate with faith in God. This condition provides various advantages for the company in carrying out operations considering that most Balinese people have faith in God. The Balinese people declare the Madhava Creative Startup company as one of the travel agent companies with friendly performance and has a responsive performance which can be seen from the quick resolution of consumer complaints and the existence of an office that can be used as a place to solve problems and complaints.

Conclusion

Madhava Creative Startup Company conducts digital Public Relations activities by conducting publications and events. Publication is carried out using media that will affect the public's views. The use of social media can help companies in introducing the company's products and activities to the wider community which can provide various benefits to Madhava Creative Startups. One of the benefits obtained by using social media is being able to reach a wider market. Madhava Creative Startup uses various social media such as Instagram, facebook and youtube. The event was carried out by the company with various activities, namely seminars on campuses, social services and environmental conservation. The seminar was conducted with the aim of introducing Madhava Creative Startups to the younger generation to gain colleagues and find quality human resources who are able to be part of the Madhava Creative Startups. The company conducts social service by visiting orphanages around the office to be able to ease the burden and operational costs and meet the needs of the children in the orphanage. In addition, this activity also provides a positive view from the community to Madhava Creative Pioneer as one of the companies that not only cares about profits but also cares about the surrounding community. Environmental conservation is carried out in collaboration with

environmental observers to protect the environment and can provide various benefits to the community.

The image of Madhava Creative Startups can be built well by the company as seen from the positive reviews given by the company's product users and colleagues who assess that Madhava Creative Startups are able to collaborate professionally and transparently. Madhava Creative Startup is seen as one of the companies that is able to work professionally and not only care about profits but also can pay attention to the community and the surrounding environment. In addition, the Balinese people also consider Madhava Creative Startups to be not only profit-oriented but also to hold trust in God and care about the surrounding environment. Madhava Creative Startup Company is also considered a travel agent with a friendly performance and is able to solve problems and consumer complaints quickly and responsively. This condition shows that Madhava Creative Pioneers have a positive assessment from the community.

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