

Crisis communication in the #safetravelcampaign in the new normal era**Nadya Shaffira¹, Hana Silvana²**^{1,2}Universitas Pendidikan Indonesia, Bandung, Indonesia**ABSTRACT**

The Covid-19 pandemic has a significant impact on the problems that occur in the world of aviation. Because of the situation, the researcher sees another perspective on how the role of product-oriented social media campaigns in the form of services carried out by PT. Angkasa Pura II in changing public trust in the use and service of domestic air transportation. This study aims to determine the effect of the campaign on attitude change. So, there is a gap in the lack of quantitative research that discusses the relationship between product-oriented social media campaigns in changing people's trust attitudes in the context of crisis and risk communication. The formulation of the problem in this study was to determine the significant relationship between message content and the structure of the #SafeTravelCampaign message on the attitude of trust using domestic air transportation in the new normal era. The approach used in this research is a quantitative descriptive correlation. The results of the study indicate that the campaign content is delivered well in terms of message content and message structure, it will improve the quality of the content which has an impact on changing the attitude of followers. The presence of campaign content have informative, educational, and entertainment value for followers of the @Angkasapura2 Instagram account. Then the presence of a campaign that worked can also be an example for other organizations or companies to increasing public trust in the use and service of services during the midst of the ongoing pandemic crisis.

Keywords: Digital campaign, instagram, mass attitude, crisis communication, new normal era

komunikasi krisis pada kampanye #safetravelcampaign di era new normal**ABSTRAK**

Pandemi Covid-19 sejak awal tahun 2020 memberikan dampak yang signifikan terhadap masalah yang terjadi dalam dunia penerbangan. Berdasarkan latar belakang tersebut, peneliti melihat sudut pandang lain bagaimana peranan kampanye media sosial yang berorientasi produk (Product Oriented Campaign) berupa layanan dan jasa yang dilakukan PT. Angkasa Pura II dalam mengubah sikap percaya masyarakat terhadap penggunaan dan pelayanan transportasi udara domestik era new normal. Penelitian ini bertujuan untuk mengetahui pengaruh kampanye terhadap perubahan sikap. Terdapat celah minimnya penelitian kuantitatif yang membahas hubungan kampanye media sosial berorientasi 'produk' (Product Oriented Campaign) dalam merubah sikap percaya masyarakat dalam konteks komunikasi krisis dan risiko. Rumusan masalah pada penelitian ini adalah untuk mengetahui hubungan yang signifikan antara isi pesan dan struktur pesan #SafeTravelCampaign terhadap sikap percaya menggunakan transportasi udara domestik era new normal. Pendekatan yang digunakan dalam penelitian ini adalah deskriptif kuantitatif studi korelasi dengan teknik pengambilan sampel simple random sampling kepada 100 responden yang mengikuti akun Instagram @Angkasapura2. Hasil penelitian menunjukkan bahwa konten kampanye disampaikan dengan baik secara isi pesan dan struktur pesan, maka akan meningkatkan kualitas konten yang berdampak pada perubahan sikap pengikutnya. Semakin banyak pengunjung pada akun Instagram @Angkasapura2 maka akan semakin meningkat pula social media engagement antara pengikut dengan Instagram @Angkasapura2. Kampanye yang dilakukan PT. Angkasa Pura II dapat menjadi contoh bagi organisasi ataupun perusahaan lain dalam meningkatkan sikap percaya masyarakat terhadap penggunaan dan pelayanan jasa di tengah krisis pandemi yang sedang berlangsung.

Kata-Kata kunci: kampanye digital, instagram, sikap masyarakat, komunikasi krisis, era normal baru

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Submitted: November 2021, **Revised:** May 2022, **Accepted:** May 2022, **Published:** June 2022

ISSN: 2303-2006 (print), ISSN: 2477-5606 (online). Website: <http://jurnal.unpad.ac.id/jkk>

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INTRODUCTION

Experts such as Robert & Storey define a campaign series of planned communication actions that aim to create a particular renewal effect on a large number of audiences that is carried out continuously over a specific time (Rogers & Storey, 2012). If we refer to this definition, every communication campaign activity must at least have four things stated by Venus, such as campaign actions are carried out intentionally to create a particular effect or impact, aimed at a large number of target audiences, and focused on a particular time, and also through a series of structured and organized communication actions (Venus, 2018). A communication campaign is a conscious, gradual continuous process designed to influence a predetermined target audience at a specific time (Liliweri, 2011). In a campaign, there is a most essential thing in it, namely the message that will be conveyed to the public. According to Rice & Atkin when conducting a communication campaign, the quality of a message or information can be determined based on the accuracy of the message, timeliness, relevance of the message, economy, and messages that are easy to understand (Rice & Atkin, 2013). In addition, according to Venus, the message is at the core of implementing a campaign that starts with an idea. In the end, an idea will be constructed as a message that can be conveyed to the audience, and then the audience will perceive, respond to, accept or reject the message. Based on the previous statements, it can be concluded that the message is a core aspect that can support the effectiveness and success of a campaign (Venus, 2018).

Based on the high number of social media users in Indonesia, which continues to grow every year, social media has become a popular medium for organizations or companies to facilitate outreach and relationships with their audiences in the modern era. This statement is reinforced by Wiencierz that social media represents an ideal tool to intensify the process of building relationships between stakeholders and their audiences as a means of campaigning (Wiencierz, Poppel, & Rottger, 2015). In this case, it can be concluded that the popularity and usefulness of social media allow organizations or companies to use it to reach a broader target audience in campaigns.

In addition, Rice and Atkin also state that campaigns through social media are considered more interactive and able to build engagement among their audiences (Rice & Atkin, 2013). Still related to campaigns on social media, apart from interactivity as its main advantage, social media also has other advantages as a means of campaigning. According to Venus, campaigns through social media have functions including allowing to bring up the presence of feedback, virtually, facilitating and streamlining communication actors to share campaign messages in the form of content. Then the effect of 'exposure' on social media can also be used as an innovation to disseminate information on campaign messages (Venus, 2018). Therefore, to maximize the use of social media as a campaign tool, it is crucial to design campaigns through social media so that audiences can be fully involved in the campaign process by viewing, liking, and commenting through posting campaign content (Eldin, 2016).

Crisis communication is an emerging field in applied communication studies and involves dealing with mediated messages and various types of audiences at moments of heightened pressure. Ethical questions are important considerations when a crisis occurs. In a crisis, corporate values that are important during normalcy and stability may not be as critical. (pagecentertraining.psu.edu)

As a crisis can occur anywhere, it is essential to set the parameters of the term crisis in the continuance of this paper. There are three ways in which a crisis can occur, according to Coombs by natural causes, e.g., a hurricane or flood, By human causes, e.g., failures in communication, political upheaval or protest from any stakeholder of a company or society, and by technical failures, e.g., a faulty printing machine unable to print tomorrow paper (Coombs & Holladay, 2015).

A crisis can range from a small internal failure in an organization's technical system to a great crisis such as a hurricane or flood. A crisis is problematic, and, as Mrs. Varpe stresses, a crisis may arise suddenly or slowly and sneakily.

Crisis communication that occurs in organizations needs to be studied to determine the extent of the crisis that occurs because crisis communication is crucial in solving problems that occur in organizations.

Empirically, using social media as a means of campaigning can be proven in research conducted by Wiencierz, which states that social media has advantages and shows excellent potential as a means of effective persuasion campaigns. In other words, the findings state that social media is an ideal and effective campaign tool to build relationships and interactions between organizations or stakeholders and their audiences (Wiencierz, Poppel, & Rottger, 2015).

According to Parama, the world of domestic aviation is not expected to recover until 2023. COVID-19 has become one of the significant challenges faced by the domestic aviation sector in the current new standard era (Parama, 2020). We must accept the dire reality of the Indonesia National Air Carrier Association (INACA). This is further supported by data reported by INACA, which states that the number of passengers in the domestic flight sector has decreased significantly by more than 80% compared to 2019 (Lidayana, 2020).

The survey was initiated by PT. Angkasa Pura I (Persero), aimed at domestic aircraft passengers, stated that 64% of respondents said they were not sure that there was no transmission of the COVID-19 virus while using the aircraft (Widianto, 2020). The data further strengthens the statement that there is still a lack of public trust in the use and service of domestic flights in the new normal era. Based on some of these data and facts, it is necessary to restore various sectors in the aviation industry in the new normal era. Recovery is carried out to improve conditions that occur. The program can focus on the movement of airports and airlines to use digital technology to change the public trust and eliminate weak points in in-flight services in the new normal era (Deloitte, 2020).

Efforts are being made in the form of campaigns to change people's attitudes toward trust. According to Kriyantoro, a campaign is a series of communication actions that are initiated in a planned manner and have the aim of creating different effects on the target audience (Kriyantono, 2012). The campaign also has the function of informing, motivating, and persuading changes in the attitudes and behavior of the target audience, the objectives of each campaign itself (Venus, 2018). Campaigns can provide changes to people's perspectives. The more effective the campaign initiated, the

higher the attitude change in each audience.

One way that is gaining popularity is that an organization or company is starting to switch to campaigning through social media (Venus, 2018; Gough, 2017), which is currently in demand by organizations or companies with a variety of different campaign objectives (Wiencierz, Poppel, & Rottger, 2015). Of course, the selection of social media channels as a campaign tool should also be considered for organizations or companies in spreading message exposure to their audiences (Raudeliuniene, 2018). The selection of campaign channel media is vital to streamline and maximize the function of the campaign through social media itself. Of the various social media, Instagram is several exciting things that distinguish Instagram from other social media in conducting campaigns, including Instagram having visual-based content (Priliantini, 2020) because it can be said that visual content in the form of images can explain various meanings and messages to the audience (Syafrikurniasari, 2020).

Besides having exciting features, the high number of Instagram users in Indonesia, which always fluctuates from year to year, is a strong reason that Instagram can be used as a campaign tool in the modern era. This statement is reinforced by data released by Hootsuite that in 2020 there was an increase of 1.6% of Instagram users compared to 2019 with 62 million users, and in 2020 it increased to 63 million users. If we conclude from some of these data, it can be assumed that Instagram is a social media with enough potential to grow and expand its ability to attract a large audience (Hootsuite, 2020). Based on the various advantages and disadvantages of using Instagram as a campaign tool, PT Angkasa Pura II has exploited this opportunity as one of the State-Owned Enterprises (BUMN) engaged in the management and service of flight services at 19 airports throughout Indonesia when conducting a campaign as a response to the crisis in the aviation world by maximizing the ability of Instagram. This campaign aims to restore public confidence in the use and service of domestic flights in the new normal era (Angkasa Pura 2, 2020).

PT Angkasa Pura II carried out a series of #SafeTravelCampaign campaigns on Instagram by sharing educational content through feeds,

stories, or IGTV marked with the hashtag #SafeTravelCampaign to Instagram followers @Angkasapura2. The educational content displayed includes procedures for implementing health protocol services at 19 airports managed by PT Angkasa Pura II with a focus on five initiatives. Such as voicing the importance of health screening, psychological distancing, facility cleanliness, hand sanitizing, people protection, and touchless processing (Angkasa Pura 2, 2020). Based on this background, what did PT Angkasa Pura II is in line with the problems found by researchers in previous research and publications. Of the many academic studies that discuss the relationship between campaigns in changing attitudes, researchers are constantly faced with research that focuses on ideologically or cause-oriented campaigns/social change-oriented research (Gough, 2017; Van der Burgt, 2021; Yuhani, 2020; Syafrikurniasari, 2020; Merdekawati, 2018; Normawati Maryam, 2018; Ulfah, 2020; Priliantini, 2020; Simamora, 2019). Then the candidate-oriented campaign (Soedarsono, 2020).

If we look at several previous studies, the researcher sees a gap in the lack of quantitative research that discusses the relationship between product-oriented social media campaigns (Product Oriented Campaign) when changing people's trust attitudes in the context of crisis and risk communication. Based on this background, the researcher wants to see another point of view on the role of product-oriented social media campaigns (Product Oriented Campaign) in the form of services and services carried out by PT. Angkasa Pura II changed public trust towards the use and service of domestic air transportation in the new normal era. The purpose of the research, among others, is to find out whether there is a significant relationship between the #SafeTravelCampaign campaign on attitudes of trust in using domestic air transportation in the new normal era. Based on these considerations, researchers are interested in choosing PT. Angkasa Pura II and its Instagram account's followers are appropriate research subjects to measure the "#SafeTravelCampaign Campaign and Attitude of Trust Using Domestic Air Transportation in the New Normal Era." This can be interpreted through the elaboration likelihood theory, commonly known as persuasion communication theory, proposed

by social psychology researchers (Petty & Cacioppo, 1986).

A Crisis can be interpreted and occurs when an organization or company experiences a condition that cannot be predicted, avoided, creates high uncertainty, and in this condition can threaten various organizational or company goals (Kriyantono, 2012). Therefore, to overcome a prolonged crisis in an organization, good and adequate crisis communication is needed (Devlin, 2007). In the context of crisis and risk communication, changing and improving attitudes in the form of public trust in the organization is an important thing to do (McAllister, 2014). One application of crisis communication in restoring attitudes in the form of trust can be made through the use of campaigns (Devlin, 2007). Furthermore, when talking about the attitude of trust in the context of a campaign, Gefen defines an attitude of trust as construction related to an individual's assessment that an organization or company can be trusted by the public (Gefen, 2004). Based on several previous statements, to restore an organization or company in crisis conditions, it is essential to change and improve attitudes in the form of a sense of 'trust' in the community through a recovery campaign (Kriyantono, 2012). In addition to changing attitudes in the form of trust, the purpose of the campaign is needed to influence the relationship between the organization and its audience (Raudeliuniene, 2018).

Therefore, as a response to the crisis in the aviation world in the new normal era, PT. Angkasa Pura II, as one of the State-Owned Enterprises (BUMN) engaged in the business and management of 19 airports in Indonesia, carried out a recovery campaign through Instagram social media. With the theme #SafeTravelCampaign which aims to change and restore public trust in the use and services of air transportation in the new normal era. PT. Angkasa Pura II carries out various series of campaigns by distributing educational content in the form of infographic content in feeds and stories or talk shows with experts in IGTV video content. The various contents are marked with the hashtag #SafeTravelCampaign to Instagram followers @AngkasaPura2. The educational content displayed is also packaged in an attractive manner, which includes procedures for implementing health protocols at 19 airports

managed by PT Angkasa Pura II with a focus on five initiatives. Such as voicing the importance of health screening, psychological distancing, facility cleanliness & hand sanitizing, people protection, and touchless processing (Angkasa Pura 2, 2020). This series of movements are carried out by PT. Angkasa Pura II to change and re-increase the public's trust in the use and service of air transportation in the new normal era. Based on the previous explanation, what PT. Angkasa Pura II is in line with the statement of (Kriyantono, 2012). Whereas in the context of crisis and risk communication, a company is deemed essential to persuade and persuade the audience by designing and conducting persuasive campaigns. Which aims to change and restore attitudes in the form of public trust in the company or organization concerned. Thus, in the following subchapter, the researcher discusses the relationship or relationship between campaigns and changes in audience attitudes, which examines various literature and previous research that discusses the role of campaigns in changing audience attitudes.

If it refers to a general understanding, a communication campaign can be said to be a series of persuasion activities and is oriented towards changing the ways and patterns of thinking, acting, and behaving in line with someone based on what goals are expected in the implementation of the campaign. This statement is reinforced by Venus that communication campaigns aim to persuade, inform, and motivate changes in audience attitudes and behavior (Venus, 2018). The research conducted by Atkin shows that campaigns can produce a moderate to strong influence on changes in individual or audience attitudes (LaCroix JM, 2013). In addition, Hovland and Weis argue that there are factors that can influence attitude change in a campaign, namely the credibility of a communicator in conveying messages.

Several academic studies strengthen the relationship between campaigning and attitude change quantitatively. From these several studies, researchers are constantly faced with research that focuses on ideologically or cause-oriented campaigns/social change-oriented studies, such as in the research (Gough, 2017; Van der Burgt, 2021; Merdekawati, 2018; Yuhani, 2020; Priliantini, 2020; Ulfah, 2020; Simamora, 2019; Syafrikurniasari, 2020;

Normawati Maryam, 2018). Then a candidate-oriented campaign (Soedarsono, 2020). From these several studies, they were describing the relationship and the close relationship that the campaign can positively change the attitude of the audience.

As described in Gough's research, which discusses the role of skin cancer prevention social media campaigns in Northern Ireland in changing people's attitudes and knowledge (Gough, 2017). Gough's research uses the independent variable of campaign messages, which can be categorized into five significant dimensions such as humorous, shocking, informative, personal story, and opportunistic message approaches that aim to change audience attitudes through Twitter's social media campaign. As a result, a campaign conducted by a non-profit health organization through Twitter can significantly change public attitudes and knowledge on skin cancer prevention campaigns in Northern Ireland. Then Soedarsono's research discusses whether there is a strong correlation or relationship between political campaign messages on the content of the @Ridwankamil Twitter account in influencing the attitudes of followers. The results also state that the campaign has a positive and significant relationship to changes in followers' attitudes (as evidenced by $r = 0.679$, $p < 0.005$) (Soedarsono, 2020).

Furthermore, Syafrikurniasari & Widiani also show the results of data processing that this research has a positive and significant relationship between the @KFCIndonesia Instagram content campaign message and changes in audience attitudes. This explanation can be proven through the T-test on the campaign message variable on attitude change. As a result, it can be explained that the results of this study have a positive and significant relationship between the campaign message variable and attitude change in the followers of the @KFCIndonesia account (Syafrikurniasari, 2020).

Then, Priliantini's research shows that the #PantangPlastik campaign plays a role of 51% in its role in influencing the environmentally friendly attitudes of followers of the @Greenpeaceid Instagram account. In addition, the #PantangPlastik campaign is continuously able to form an environmentally friendly attitude to followers of the @Greenpeaceid

Instagram account (Priliantini, 2020). This change can start from increasing knowledge, the emergence of feelings of guilt, and a sense of responsibility, to starting to grow an attitude to reduce the use of plastic straws by starting to use Tumblr and so on for each audience. Similar to Priliantini, Simamora's research discusses the role of the #GenZHeTikYuk! through Instagram on the eco-friendly attitude of their followers. Then the results obtained stated that the #GenZHeTikYuk! has a positive and significant effect on the environmentally friendly attitudes of followers of the @dutalingkunganpku Instagram account (Simamora, 2019).

Normawati's research shows a significant influence between the 'Lets Disconnect to Connect' campaign initiated by Starbucks Indonesia through LINE social media on the anti-phubbing attitude of its followers. The results also show that the message in the content of the Let us Disconnect to Connect' campaign produces output in the form of knowledge, awareness, interest, and course motivating individuals to apply an anti-phubbing attitude that is in line with the main objectives of this campaign (Normawati Maryam, 2018).

Yuhani's research findings tested the theory of planned behavior and used a quantitative research design with a survey method with a questionnaire as an instrument and research data collection tool. A total of 398 respondents participated in this study. Furthermore, in the end, the results of the processed data show that this research has a positive and significant relationship between changes in attitudes and behavior, level of awareness, perception, and community readiness for the Zero Single-Use Plastic campaign (Yuhani, 2020).

The research of Van der Burgt et al. used an online survey of 6,773 respondents to measure several vital variables. In conclusion, this study shows that the SUPRANET community awareness campaign largely influences the attitude of seeking professional help among the younger generation. Respondents who indicated they had seen public awareness campaigns through social media showed more change in their attitude towards seeking professional help regarding suicidal behavior (Van der Burgt, 2021).

Then, Merdekawati & Lestari's research analyzes the effect of the 'Tropicana Slim YouTube web series campaign "SORE-Wife

from the Future" 'on the 'Healthy Lifestyle Attitudes of Private Higher Education Students in Bandung'. This study uses the theory of Computer-Mediated Communication (CMC), using the independent variable campaign (X1) and youtube video (X2). The dependent variable used is attitude (Y). As a result, after going through a series of data processing, this study has a relatively positive and significant relationship between the research variables (Merdekawati, 2018).

Meanwhile, based on the results of data processing in research conducted by Ulfah, it indicates that there is a positive and significant influence on the two research variables, namely the message of the #NoStrawMovement movement (X) on the attitude of caring for the environment (Y). This statement can be proven based on the results of the processed regression test, which shows an influence on the message of the #NoStrawMovement movement campaign carried out through the @KFCIndonesia Instagram account on the attitude of caring for the environment by 60.6%. At the same time, the other 39.4% can be explained through causes or other factors in the study (Ulfah, 2020).

According to Venus, states that there are two important aspects to measure campaign success, namely message content and message structure. The message content in a campaign is closely related to how the supporting materials, message visualization, harmful message content, dynamic approach, fear, creativity, and humorous approach, as well as the referral group approach in a campaign, are conveyed to the target audience (Venus, 2018). In comparison, the term message structure refers to how the message elements in a campaign can be organized.

As time goes by, several things that distinguish offline campaigns or campaigns through social media. When compared to the two, there are pretty contrasting differences, where offline campaigns are considered less able to reach a wider audience (Faas, 2017). In contrast to campaigns through social media, which are considered to have a broad target audience reach, interactivity, speed of information delivery, and attractiveness of message content (Eldin, 2016). In addition, Rice and Atkin also state that campaigns through social media are considered more interactive and able to build engagement among their audiences (Rice &

Atkin, 2013).

According to Venus, campaigns through social media have functions including 1). Allows to bring up the presence of feedback virtually, 2). Facilitate and streamline communication actors to share campaign messages in the form of content, 3). Then the effect of 'exposure' on social media can also be used as an innovation to disseminate information on campaign messages (Venus, 2018). Therefore, to maximize the use of social media as a campaign tool, it is essential to design campaigns through social media so that audiences can be fully involved in the campaign process by viewing, liking, and commenting through posting campaign content (Eldin, 2016). When attitude change becomes the main objective of the campaign, planning for effective media or communication channels is also essential. Of the various social media platforms, Instagram is considered appropriate as an effective campaign tool for changing attitudes (Khatimah, 2019).

This statement is reinforced based on research conducted by Ashley et al., the content of the research explains that there are several other reasons why campaigns through Instagram are currently in great demand and are mainly carried out by organizations or companies (Ashley & Tuten, 2015). Campaigns through social media, Instagram, are an effective channel in their aim to increase audience awareness, shape corporate image, improve brand image, increase audience involvement, reduce operational costs, and of course change audience attitudes. In addition, several other things make Instagram a popular campaign platform for changing attitudes. This statement is reinforced in research conducted by Newberry on Instagram users in Indonesia 2020. While as many as 63% of Instagram users log into their accounts at least once a day, 42% of users log in to Instagram several times per day. Moreover, only 16% of its users log in less than once a week. Then when Instagram users log into their accounts, they will spend an average of 28 minutes of usage per day in 2020. The data exposure shows an increase in the duration of Instagram usage compared to 2019, with a total of 27 minutes (Newberry, 2020).

In addition to being viewed from the increasing duration of access to Instagram in Indonesia, the high number of Instagram users increasing from year to year also strengthens the background for choosing Instagram as

a campaign channel in changing attitudes. This statement is reinforced based on data reported (Hootsuite, 2020). There were 62 million Instagram users in 2019 and 63 million Instagram users in 2020. The data shows a growth of 1.6% of Instagram users compared to 2019.

Based on this data, it can be concluded that Instagram again showed a positive trend in 2020, as evidenced by the higher number of users, login intensity, and duration of accessing Instagram compared to 2019. This data indicates that there is an increase in the accessibility of Instagram usage compared to the previous year. Furthermore, the findings of Syafrikurniasari & Widiani state that Instagram has advantages over other social media when it is used as a new platform for carrying out campaigns to change attitudes (Syafrikurniasari, 2020). People's habit of using gadgets in their daily lives is indeed very possible for social media such as Instagram to expand their reach and steal the attention of the public. In this case, Instagram has an engagement function, which is helpful in reaching a wider audience when changing attitudes.

One application of crisis communication in restoring attitudes in the form of trust can be made through the use of campaigns (Devlin, 2007). Based on several previous statements, to restore an organization or company in a crisis, it is essential to change and improve attitudes in the form of community 'trust' through a recovery campaign (Kriyantono, 2012). In addition to changing attitudes in the form of trust, the purpose of the campaign is needed to influence the relationship between the organization and its audience (Raudeliuniene, 2018).

As a response to the crisis in the aviation world in the new normal era, PT Angkasa Pura II, as one of the State-Owned Enterprises (BUMN) engaged in the business and management of 19 airports in Indonesia, carried out a recovery campaign through Instagram social media. With the theme #SafeTravelCampaign which aims to change and restore public trust in the use and services of air transportation in the new normal era.

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marked with the hashtag #SafeTravelCampaign to Instagram followers @AngkasaPura2. The educational content displayed is also packaged in an attractive manner, which includes procedures for implementing health protocols at 19 airports managed by PT Angkasa Pura II with a focus on five initiatives. Such as voicing the importance of health screening, psychological distancing, facility cleanliness & hand sanitizing, people protection, and touchless processing (Angkasa Pura 2, 2020). This series of movements are carried out by PT. Angkasa Pura II to change and re-increase public trust in the use and service of air transportation in the new normal era.

The theory put forward by Richard E. Petty and John T. Cacioppo tries to explain that everyone can process exposure to persuasive messages that individuals receive, and as a result, there is a change in attitude after individuals process exposure to messages that have been conveyed (Carpenter, 2020). In addition, another reason for the Elaboration Possibility Theory is a part of persuasion communication theory because it tries to explain and predict how someone can be persuaded or will not be persuaded by a message that will later change an individual's attitude (Widiastuti, 2013).

Elaboration Possibility Theory also explains in detail the process of individuals evaluating messages and information received in changing attitudes. In the Elaboration Possibility Theory, permanent attitude change can be produced through a process that involves opportunity, motivation, and the ability to elaborate the content of a persuasive message. Then, a temporary change in attitude can occur when the ability and motivation of individuals to elaborate or process the content of persuasive messages tends to be low or even non-existent.

Based on the explanation of this background, the researcher intends to conduct research with the following problem formulation: Is there a significant relationship between the #SafeTravelCampaign campaign and the attitude of trust using domestic air transportation in the new normal era.

RESEARCH METHOD

The method used in this study is a quantitative descriptive method. Where the descriptive method is needed by researchers

to describe and interpret a phenomenon such as a condition, a process, a relationship, and a result of the effects that are happening. As an application in the context of this research, the researcher uses a quantitative descriptive approach to describe Crisis Communication in the #SafeTravelCampaign Campaign in the New Normal Era.

The participants that the researchers used in this study were followers of the Instagram account @Angkasapura2. There are several reasons behind the researchers making their follower's research targets: first, the selection of participants was adjusted to the subjects in this study. The subject of this research is the Instagram account @Angkasapura2. Second, the reason the researcher chooses Instagram followers @Angkasapura2 is because their followers are considered the most suitable to the criteria of the research respondents. By following the @Angkasapura2 Instagram account, followers have at least accessed and been exposed to #SafeTravelCampaign content through feeds, Instastory and IGTV.

Because the population of this study is clear, namely 164,000 followers of the Instagram account @Angkasapura2, the researchers used a simple random sampling technique. According to Sugiyono, the simple random sampling technique is a technique of taking samples from all members of the population, which is carried out randomly without regard to the strata in a population. The sampling using the Slovin formula with a significance level of 10%, then the number is 99.99, or it can also be rounded up to 100 followers of the Instagram account @Angkasapura2 (Sugiyono, 2016).

Therefore, it can be explained that the respondents who can be sampled in this study include: (1) Active users of Instagram social media, (2) Followers of the @Angkasapura2 Instagram account, and (3) Have seen, read, and watched #SafeTravelCampaign content in the form of Feeds, Instastory, or IGTV.

RESULTS AND DISCUSSION

This study discusses Crisis Communication in the #SafeTravelCampaign Campaign and Attitudes toward Trust Using Domestic Air Transportation in the New Normal Era. The research was conducted on the Instagram

**Table 1 Analysis of the description of
'#SafeTravelCampaign Campaign**

No	Campaign	Percentage Average	Description
1	Message content	87,4%	Very good
2	Message Structure	88,2%	Very good
	Conclusion	87,6%	Very good

Source: Data Processing, 2020

account @Angkasapura2. Then the subjects of this study were 100 respondents who are active followers of the @Angkasapura2 Instagram account who actively view, watch, and read the #SafeTravelCampaign campaign content on the @Angkasapura2 Instagram account. Analysis of the '#SafeTravelCampaign' Description

Based on the recapitulation table 1 of percentage scores above, it is known that the percentage of the average variable score of the total respondents' responses is 87.6% which is in the 84.1% - 100% category range. This means that, in general, it can be concluded that followers of the Instagram account @Angkasapura2 assess the message content and message structure conveyed in the #SafeTravelCampaign campaign very well. The categorization of this interpretation was chosen using the table 2 processed by the researcher as follows.

Analysis of the Description of 'Attitude of Trust Using Domestic Air Transportation in the New Normal Era'.

Table 2 Categorization of Score Interpretation

NO	INTERVAL	CATEGORY
1	20% - 36%	Very Bad
2	>36,1% - 52%	Poor
3	>52,1% - 68%	Enough
4	>68,1% - 84%	Good
5	84,1% - 100%	Very Good

Source: Research Data Processed, 2021

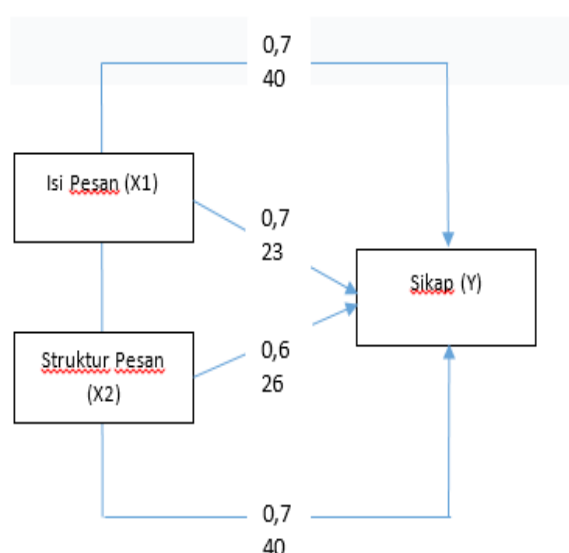
Table 3 Analysis of the Description of 'Attitude of Trust Using Domestic Air Transportation in the New Normal Era'

No.	Attitude of Trust	Percent-age Average	Description
1	Cognitive	89,2%	Very good
2	Affective	88,8%	Very good
3	Conative	89,9%	Very good
	Conclusion	89,4%	Very Good

Source: Research Data Processed, 2021

We can see table 3 that the average total score of respondents' responses is 89.4% which is in the category range of 84% - 100%. This means that, in general, it can be concluded that followers of the Instagram account @Angkasapura2 have a 'very good/very positive' attitude of trust (cognitively, affectively, and conatively) towards the use of domestic air transportation in the new normal era.

As a response to the crisis in the world of aviation in the new normal era, PT Angkasa Pura II, as one of the State-Owned Enterprises (BUMN) engaged in the management and exploitation of 19 airports in Indonesia, carried out a recovery campaign through Instagram social media. With the theme #SafeTravelCampaign which aims to change and restore public trust in the use and services of air transportation in the new normal era. PT. Angkasa Pura II carries out various series of campaigns by distributing educational content in the form of infographic content in feeds and stories or talk shows with experts in IGTV video content. The various contents are marked with the hashtag #SafeTravelCampaign to Instagram followers @AngkasaPura2. The educational content displayed is also packaged in an attractive manner, which includes procedures for implementing health protocols at 19 airports managed by PT Angkasa Pura II with a focus on five initiatives. Such as voicing the importance of health screening, psychological distancing, facility cleanliness & hand sanitizing, people protection, and touchless processing (Angkasa Pura 2, 2020). This series of movements are carried out by PT. Angkasa Pura II to change and re-increase public trust in the use and service of air transportation in the new normal era. Based



Source: Researcher Process, 2021

Figure 1 Multiple Regression Path Diagram

on descriptive correlational analysis of the two dimensions of the #SafeTravelCampaign campaign variable, namely, message content and message structure, both have a powerful influence. Overall from the results of the regression analysis, the independent variable 'SafeTravelCampaign' (X) has a positive influence on the dependent variable, namely 'Attitude of Trust Using Domestic Air Transportation in the New Normal Era' (Y). If there is an increase in the variable X in one unit, it will affect the increase in the variable Y in that unit and vice versa. The multiple correlation coefficient (R) of 0.740 is in the range of values from 0.60 to 0.799. The sub-variables of the message content (X1) and message structure (X2) in the #SafeTravelCampaign campaign on the Instagram account @Angkasapura2 simultaneously have a strong relationship with attitudes toward trust using domestic air transportation in the new normal era (Y) (n=100).

To prove whether the sub-variable message content (X1) and message structure (X2) simultaneously affect the attitude (Y) of domestic air transportation users, a simultaneous test is carried out using the F test. In table 4.21, it can be seen that the Fount value is 58.751 with a significance value close to zero. Then the value of Ftable at a significance level of 5% (0.05) and degrees of freedom 2 and 97 is

3.09. Because Fount (58.751) > F table (3.09) and the significance value is less than 0.05 (0.00 < 0.05). So at an error rate of 5%, it was decided to accept the research hypothesis. Thus, it can be concluded that the message content sub-variable (X1) and message structure (X2) in the #SafeTravelCampaign campaign on the @Angkasapura2 Instagram account simultaneously (together) affect the attitude of trust in using domestic air transportation in the new normal era (Y).

Furthermore, testing the coefficient of determination (R²) is also carried out, which is used to find out how big the percentage of the influence of the message content (X1) and message structure (X2) sub-variables simultaneously on trusting attitudes using domestic air transportation in the new normal era (Y). In table 4.21, it can be seen that the coefficient of determination (R²) is 0.548 or 54.8%. This means that the message content (X1) and message structure (X2) in the #SafeTravelCampaign campaign on Instagram @Angkasapura2 simultaneously have a 54.8% influence on the attitude (Y) of domestic air transportation users. In comparison, the remaining 45.2% is influenced by various other factors outside the message content variable (X1) and message structure (X2).

Then, the theory that is used as the basic assumption to see the process of persuasion communication in the context of this research is the Elaboration Likelihood Theory (ELT), or we can recognize it as the Elaboration Possibility Theory, which is incorporated in the Sociopsychological Tradition (Petty & Cacioppo, 1986). The theory developed by Richard E. Petty & John T. Cacioppo explains that everyone can process a persuasive communication message that is received and has an impact on changing the attitude of the audience after processing exposure to the message (Carpenter, 2020).

Elaboration Possibility Theory also explains in detail the process of individuals evaluating messages and information received in changing attitudes. That someone can process a message critically or even process a message using a simple method without a long thought; of course, this process has a massive impact on changing attitudes in each individual (Petty & Cacioppo, 1986). Furthermore, Faas (Faas, 2017) suggests that the Elaboration Possibility

Theory seeks to explain and explain that attitude change can be permanent or temporary depending on the route of message processing (Faas, 2017). In Elaboration Possibility Theory, permanent attitude change (central route) can be produced through a process that involves opportunity, motivation, and the ability to elaborate the content of persuasion messages highly. Then, a temporary change in attitude (peripheral route) can occur if the opportunity, willingness, or motivation of a person to elaborate the content of the message tends to be at a low level or even non-existent. In digesting an exposure to a persuasive message, the Elaboration Possibility Theory explains that there are two routes of processing a persuasive message that can change a person's attitudes and decisions and depend on which route the message is processed. This term can also know as the central route (Central Route) and peripheral route (Peripheral Route) (Faas, 2017). Message processing on the central route is characterized by high cognitive elaboration, which then raises the audience's accuracy by thinking deeply and carefully about exposure to persuasive messages. In contrast to the central route, the peripheral route discusses how a person produces cognitive decisions that are generated based on less deep thought processes. Wiencierz states that when individuals process information through the peripheral route, individuals tend not to elaborate and pay less attention to the exposure of the message conveyed (Wiencierz, Poppel, & Rottger, 2015). In a sense, messages processed through this route have a low level of elaboration because individuals are less careful in processing a message. When referring to the Elaboration Possibility Theory, respondents are predicted to use the central route when processing a persuasive message exposure. When explained in detail, each process pays attention to messages carefully based on facts and focuses more on the arguments presented in the #SafeTravelCampaign Campaign. This is evidenced by previous statistical tests, which state a high level of a correlation either simultaneously (X-Y) or partially (X1-Y and X2-Y).

That by processing persuasion messages through a central route, respondents elaborate messages with a high cognitive level. Then raises accuracy by doing deep and careful thinking about the exposure of persuasive

messages according to the explanation on the central route. As a result, there is a high level of trust in Instagram followers @Angkasapura2 (positive and permanent) in using domestic air transportation in the new normal era. This is also caused by the success of PT. Angkasa Pura II in initiating message content and message structure in the #SafeTravelCampaign campaign content on Instagram. The message content and message structure in the #SafeTravelCampaign campaign were well-initiated through interesting content distributed through the use of the Feeds, Instastory, or IGTV features on Instagram.

CONCLUSION

Based on the research that has been done, it can be concluded that Crisis Communication in the #SafeTravelCampaign Campaign on the @Angkasapura2 Instagram account simultaneously has the average total score of respondents' responses is 89.4% which is in the category range of 84% - 100%. This means that, in general, it can be concluded that followers of the Instagram account @Angkasapura2 have a 'very good/very positive' attitude of trust (cognitively, affectively, and conatively) towards the use of domestic air transportation in the new normal era. The average variable score of the total respondents' responses is 87.6% which is in the 84.1% - 100% category range. This means that, in general, it can be concluded that followers of the Instagram account @Angkasapura2 assess the message content and message structure conveyed in the #SafeTravelCampaign campaign very well. The results of this study produce implications both theoretically and practically. The theoretical implication of this research is to continue research based on previous research gaps on the subject of the influence of campaigns on attitude change. The researcher sees a gap in the lack of quantitative research that discusses the relationship between product-oriented social media campaigns (Product Oriented Campaign) when changing people's attitudes of trust in the context of crisis and risk communication. Based on this background, the researcher sees another perspective on how the role of product-oriented social media campaigns (Product Oriented Campaign) in the form of services and services carried out by PT. Angkasa Pura II in changing

public trust in the use and service of domestic air transportation in the new normal era. That by processing persuasion messages through a central route, respondents elaborate messages with a high cognitive level. Then raises accuracy by doing deep and careful thinking about the exposure of persuasive messages according to the explanation on the central route. As a result, there is a high level of trust in Instagram followers @Angkasapura2 (positive and permanent) in using domestic air transportation in the new normal era. This is also caused by the success of PT. Angkasa Pura II in initiating message content and message structure in the #SafeTravelCampaign campaign content on Instagram. The message content and message structure in the #SafeTravelCampaign campaign were well-initiated through interesting content distributed through the use of the Feeds, Instastory, or IGTV features on Instagram. The result of this research can apply to different organizations. Then the presence of a campaign that worked can also be an example for other organizations or companies to increase public trust in the use and service of services during the midst of the ongoing pandemic crisis.

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