



Cyber Public Relations for Building Image Restoration of President of Indonesia Joko Widodo Based on Blasphemy Case of Jakarta Governor Candidate Basuki Tjahaja Purnama (Ahok)

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Abstract

The report aimed to investigate activities of the Public Relations Bureau of Press, Media, and Information of the Indonesia State Secretariat Ministry through social media to overcome the crisis and restore the image of President Joko Widodo after Islamic Action 212. The case study method was used to reveal and explain the disrupted image of President Joko Widodo. The study result showed two-way communication could not develop and receive negative comments from social media audiences of the State Secretariat Facebook. It disrupted the image of the President. The bureau activities are limited to upload press releases on websites and not yet communicating with the cyber communities.

Keywords: Cyber public relations, *Peaceful action 212*, Blasphemy-Ahok, President Joko Widodo's, Image Restorations

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1.0 Introduction

Internet has changed the consumer way of benefitting the media. It leads to a new understanding for business-people and Public relation practitioners to rediscover the method of image management and maintenance through an approach that is known as Cyber Public Relations. David Meerman Scott, in the book entitled *The New Rules and Marketing PR (2007)* explained that Cyber PR is a series of online PR activities. The primary function of Public Relations in doing two-way communication and image building becomes easier due to the existence of social networking media, online media, and digital community that leads to the birth of Cyber Public Relations.

Social media users act as Public relations agents in Cyber Public relations (Onggo, 2004). The information they get can be easily re-shared in which this process will help in creating the Public perception of an event or image of a person. Cyber Public Relations contributes to create the image of public figures in a blasphemy allegation case committed by Incumbent Candidate of Jakarta Governor Basuki Tjahaja Purnama who is familiarly called Ahok. President Joko Widodo or Jokowi faced an image crisis regarding the blasphemy allegation case committed by Jakarta Governor Candidate, Basuki Tjahaja Purnama. In his statement, Ahok cited Quran chapter Al Maidah verse 51 during his campaign. It was considered to blaspheme against Islam. The urge to imprison Ahok emerged from Muslim movements. They urged President Jokowi to immediately complete the case in a proper way as the program Nawa Cita he had offered.

The image of the President as a symbol of a nation must be maintained as well as possible because it is his credibility from the perspective of citizens. Any situation that has the potential to impose the president image must be overcome as well as possible by the relevant agencies; in this case, it was the duty of the Ministry of State Secretariat (Setneg RI) through the Bureau of Press, Media, and Information. The strategy was to use Cyber Public Relations to create public opinion. All news shared to the Public both on the website and on social media such as Facebook and Twitter were all directed to convince the people that the President tried to uphold the law

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enforcement well. Based on the reasons that was already explained, the focus of this research is "How are the activities and role of Cyber Public Relations in the image restoration of Indonesian President Jokowi towards the blasphemy case committed by the Jakarta Governor candidate, Basuki Tjahaja Purnama?".

2.0 Literature Review

Deasy Kumala Sari, (2014) in her research entitled "Cyber Public Relations Strategy: Personal Branding Online Dahlan Iskan As President of the Republic of Indonesia 2014" focuses on Cyber Public Relations role as a contemporary way to form a personal branding of public figures who want to get into the political constellation of presidential elections. The character referred to in this study is Dahlan Iskan. The results of this study indicate that online media, in this case, Cyber Public Relations present as a new way of campaigning for the presidential candidate. It aimed at their branding. The shifting of modern society in accessing information through the Internet becomes a potential income for Cyber Public Relations worker to reach a broader community. Also, Cyber Public Relation is possible to reduce the cost of current campaigns, especially for presidential candidates who have a limited fund. The research entitled "Implementation of Cyber Public Relations in Improving Reputation of Gadjah Mada University Yogyakarta as a World Class Research University", by Anditya Y Angwarmase (2015) said that reputation becomes a significant factor in the business competition. UGM, which is working to improve the status of the largest university in Indonesia to become a world-class research university, realizes that one element that plays a role in status is communication.

Based on the results of research that has been described above, public relations play a significant factor to shape image and reputation of a person and an organization especially for those who are experiencing a reputation crisis or eager to improve image and reputation. In the era of cyber media, public relations require the utilization of social media following the development of Internet that has penetrated almost all sectors of life including the management of the State. In the case of image recovery of President Jokowi's administration in law enforcement of alleged blasphemy case by Jakarta Governor Basuki Tjahaja Purnama, the strength of cyber media is used as useful as possible by the State Secretariat's Ministry especially the new media and social media to maintain and return the image of Jokowi that is accused of taking sides Jakarta Governor who was at that time, Basuki Tjahaya Purnama or Ahok in the case of blasphemy.

The theory used in this research is Image Restorations Theory, presented by William L. Benoit, a professor from Ohio University in 1994. Through a book entitled "Account, Excuses, and Apologies" (1994), there was a clear explanation of this image restoration theory. Based on his book, his approach aimed to maintain a positive image or reputation. A damaged reputation or negative image can be caused by two things, either by accident (done by himself or by a competitor) or by accident because of wrong words or misdeeds. When that happens then, the figure or organization is in problem with the image (Benoit, 1994).

Benoit created his theory on the assumption that, because of the wrong presupposition, the communicator will make the best effort or motivated to restore his reputation or image to the expected level. In stable economic and political conditions and situations, well-constructed imagery can possibly be adverse for various reasons. The reputation of a character, a good name of a political party, and a corporate or organizational image may suddenly collapse under certain circumstances moreover in bad economic conditions and unstable politics. It is the very principle that every person or organization wants his name to have a good and honorable reputation, even when making mistakes. Therefore, the efforts will be created in various ways to be able to restore the positive image. According to Benoit in *Communication Crisis* (1995) stated that human beings possess a basic instinct to engage in recurrent patterns of communicative behavior designed to reduce, redress, or avoid damage to their reputation (or face or image) from perceived wrongdoing. Complaints are routinely levelled at people in all walks of life for all sorts of alleged misbehavior; accordingly, we repeatedly faced situations that impel us to explain or justify our behavior, to offer excuses or apologies, for those aspects of our behavior that offend and provoke reproach from those around us. Our face, image, or reputation is valuable. In the context of Public Relations, it assumed that this theory is related to organizational efforts in overcoming threats that can lead to the negative image in front of the Public and drop the reputation of the company. The image is crucial for companies and governments. All institutions need a positive image and avoid the negative image. A positive image will support the program implementation process and achieve the institution objectives; meanwhile, the negative image caused disadvantages for the institution. When the government faces a negative presupposition, then serious efforts are needed to turn the negative presupposition into a positive one. Image Restorations Theory presented a set of image restoration strategies to overcome the crisis (crisis response). This theory did not focus on the description of the crisis development stage, but it focused on the choices of communication to restore the image. The strategy to overcome the crisis is an entry-point for the success in maintaining image and reputation, and otherwise, it is a failed, makes negative images, and reputation damaged (Benoit, 1995).

A company needs to apologize for an action, what do they do? The first place to start would be William Benoit's book, *Accounts, Excuses, and Apologies: A Theory of Image Restoration Strategies* (Akbar & Wahid, 2018), which outlines several tactics public figures and businesses use when their images require repair. Benoit defines image restoration theory as strategies used to mitigate image damage following a threat to a reputation (organizational or personal). However, helpful as these may be, there are other things, tactics, to take into consideration. First, when image restoration involves a public figure or business which must apologize to a large audience, it is very difficult to determine how effective the reparation was. Secondly, it can be hard for a speaker to overcome preconceived and beliefs held by the audience, which makes them more or less likely to accept one's repair, regardless of how well it was delivered. Lastly, the speaker must take into account how persuasion functions in a certain situation; after all, the key to any successful image repair is the ability to persuade the audience (Phillipson, 1981, see Blossenauer, 2014). Benoit in the book *Public Relations of Western and Local Perspectives* (Benoit, 2005 in Akbar & Wahid, 2018) described five strategies (typology) of communication in restoring the built image based on the rhetorical approach as follows:

1. Denial Strategy. Through this strategy, the organization denies any wrong-doing and claims that the organization is not involved as a cause of the crisis.
2. Evasion of Responsibility. Through this strategy, the organization seeks to limit its responsibility to the crisis.
3. Strategies to reduce attacks. In general, the organization does not deny in taking the actions that caused a crisis or at least admits that the crisis is related to the organization activities.
4. Corrective action. Through this strategy, the organization attempts to repair the damage and promises to prevent the upcoming crisis.
5. Endure the consequences of the crisis. The organization declares a willingness to take the responsibility for the crisis, express the regret, and make an apology. (see [www.bu.ac.th/knowledge center/epaper/jan.../pdf_025.pdf](http://www.bu.ac.th/knowledge%20center/epaper/jan.../pdf_025.pdf) (2011)).

Image Restoration theory was used as a basis to see the efforts of President Jokowi in maintaining his trust and image in the society towards the law enforcement on blasphemy cases committed by Jakarta Governor Candidate Basuki Tjahaja Purnama. President Jokowi was facing crisis communication that caused society disbelief towards the attitude and partisanship on the movement of the Indonesian Muslim community which was a peaceful action 212. The crisis appeared in various public responses to the government of Jokowi. The crisis was considered as a form of inappropriate planning and strategy conducted by the government of Joko Widodo in dealing with Muslim movement as the majority population in Indonesia. Crisis communication plans and strategies provide information on how to collect information. Many crisis communication theorists have suggested theoretical models for effective crisis communication (Gamage, 2016).

Facing crisis communication, the government made efforts to restore the image of President Jokowi. State Secretariat Ministry through Cyber Public Relations activities ran the restoration efforts by as much as possible using media and communication technology and computer networks. The actions of Cyber Public Relations are the most used and useful theories by far in the fields of Crisis Communication by Image restoration and Situational Crisis Communicational Theories (Bernstein, 2013). William L. Benoit first introduced The Image Restoration theory (IRT). (in Gamage, 2016, www.ijsrp.org). Benoit (Selzer, 2013) divided his Image Restoration Strategies into five broad categories: denial, evading responsibility, reducing offensiveness, corrective action, and mortification.

The activity of Cyber Public Relations is indispensable in restoring the image of an institution considering amidst the development of new media and social media; the Public is more dominant to access digital communication technology. Therefore, the government of Jokowi through Ministry of State Secretariat has conducted the image restoration. According to Bob Julius Onggo in his book entitled *Cyber Public Relations* (2004), Cyber Public Relations is an initiative of Public Relations who use the Internet as the media of publicity. The interpretation of Cyber Public Relations as follows:

1. E is *Electronic*. The letter "E" in E-PR is similar to "E" of the word before mail or commerce that refers to the electronic media of the internet. By the popularity and multifunction of the internet media, PR practitioners also used them to form a brand and maintain the trust.
2. P is *Public*. The word Public refers to not only the public but also to the consumer market. The public does not apply to only one type of consumer market, but also to various markets or public audiences.
3. R is *Relations*. The word Relations is the relationship that must be maintained between the market and the business, and that is the key to the market trust to succeed business.

3.0 Methodology

The researcher applied the Constructivist Paradigm. This paradigm is almost an antithesis to the notion that places the importance of observation and objectivity in finding a reality of knowledge (Salim, 2006). A qualitative approach was used by the researcher in which the findings cannot be achieved by using statistical procedures or using any other quantification (Strauss and Corbin, 1997). Qualitative research, in this case, is mainly a research procedure that produces descriptive data in the form of written or oral words that observed people and the behavior. Hence the data collection consists of words or sentences and images (not numbers). These data may include interview scripts, field notes, photographs, videos, personal documents, memos, or other official documents (Moeleong, 2011). The researcher used the Case Study method. A case study is applied if the question of 'how' and 'why' are brought against a set of contemporary events that are impossible or at least difficult to be controlled by a researcher (Yin, 2012). The Data collection techniques of this study were primary data and secondary data. Since the research is qualitative, it is necessary to describe that qualitative data is a form of words, sentences, and narrations. This data is related to the categorization, the characteristics of a question or a word (Krisyantono, 2010). To obtain the data, the researcher conducted in-depth interviews, observation, and supporting documents. There were seven informants; their identity in this study is as follows: 1. Bey Triyadi Machmudin (Head of Press, Media and Information Bureau of State Secretariat Ministry), 2. Rayinda Muhamad (a journalist at State Palace), 3. Revi Reivendra (a social media activist), 4. Novita Puspa (a media worker), 5. M. Mahrus Alvy (a teacher), and 6. Ali M (a student). The researcher collected the data validity during the research. In the process of collecting data, the validity lies in the process of research time and interpretative-analysis data process. The valid data consisted of several considerations, namely: 1) the competence of research subjects, 2) trustworthiness, that covered by two things: Authenticity, and triangulation analysis, by analyzing the subject answer through examining the truth with available empirical data, 3) Intersubjectivity agreement, and 4) concretization.

4.0 Results

4.1 The Image Crisis of President Joko Widodo towards Law Enforcement

The statement of Jakarta Governor Candidate, Basuki Tjahaja Purnama (Ahok) in Thousands of Islands (Kepulauan Seribu) on September 26, 2016, triggered the anger of Muslims in Indonesia. They urged the government to immediately imprison Ahok for his blasphemy as he stated, "do not want to be lied to by Quran chapter Al-Maidah verse 51". The peaceful protest on November 4, 2016, which aimed to deliver the aspirations turned into violence in the end.

The absence of President Jokowi to meet the protesters has strengthened the public opinion that the number one person of Indonesia as if trying to wash off his hands of the blasphemy allegation cases committed by Ahok. When the rally took place, the President was reviewing the Soekarno-Hatta railroad project at Tangerang, Banten. The situation made the crisis image of the President, and it indicated the emergence of government distrust among society. Overcoming the situation that had heated up, President Jokowi gave an official statement on early Saturday, November 5, 2016, as an affirmation of the government commitment on law enforcement in line with his program Nawa Cita. The President ordered the relevant parties to immediately investigate and process the blasphemy allegation case committed by Ahok. The presence of President Jokowi in the upcoming protest on December 2, 2016, became a turning point on the image restoration.

The move of President Jokowi was considered as a very appropriate way since it was able to remove the doubts of many parties; especially Muslims joined in the peaceful protest and thought the President would act contradictory. With the assurance of the law, it will produce the other legal objective that is a social policy. Law enforcement should be the goal and content of a modern constitutional state.

4.2 Cyber Public Relations Restoring the Image of President Jokowi

Judging from the two different publications of social media, Facebook and Twitter, the response given from Facebook netizen was more dynamic than that of from Twitter. However, unfortunately, the team of Cyber Public Relations of Press, Media, and Information Bureau missed the publication of President Jokowi statement after the November 4, 2016 protest. The lack of efforts to counter the negative comments seemed to make the rooms for haters to keep spreading their antithetical opinion towards the efforts in restoring the president image.

Cyber Public Relations activities conducted by Press, Media, and Information Bureau of the Ministry of State Secretariat Indonesia were limited into normative ways by releasing publication through the website and social media network. In other words, there lack of two-way communication as the element of Public Relations activities. The image formed in society is the result of a combination of communication and disclosure information. The statements of President after November 4 (411) protest and his presence in the rally among participants on December 2 (212) resulted in a conflict resolution that soon to be might threaten his image.



Foto 4.1: Facebook and Twitter Social Media were used in restoring the image of President Joko Widodo

5.0 Discussion

The image that President Jokowi was trying to restore was not only built from a series of active communications but also helped by the neutral news both from conventional media and online media. In this situation, Press, Media, and Information Bureau played its role by doing media monitoring. The active participation of the reporters in the State Palace in providing accurate and objective information played an important role. The attitude of the reporters who were able to position themselves to be not only as defenders but also as the critics towards the President was an affirmation that there was no manipulation in the effort of restoring the post-conflict image of the President.

In carrying out its duty, the bureau directly coordinated with the Public Relations Unit of the State Secretariat Ministry and strived to adapt to the rapid development of Internet technology that sparked the digital era. The emergence of numerous online news sites and social media (Twitter, Facebook, Instagram, Path, Tumblr, etc.) indicated the era of digital information. The corporate utilized the Internet to build brands and market its products or services. At the same time, the government or institutions maximized the Internet utilization

as a media for public relations to communicate with the Public, known as Cyber Public Relations. Bob Julius Onggo in *Cyber Public Relations* (2004: 7) mentioned Cyber Public Relations is the initiative of Public Relations to use Internet media as a means of publicity.

The Press Bureau of the Presidential Secretariat adopted Cyber Public Relations as a new style of public relations which marked by the launching of its exclusive website that featured social media accounts on Twitter and Facebook. The utilization of both social media (Facebook and Twitter) aimed to spread the news as well as the mean of two-way communication between the Public and the government. Cyber Public Relations helped to ease the bureau in monitoring the media and analyzing news related to the activities of President. For example, when 411 and 212 peaceful rallies took place in Jakarta, the protesters urged President Jokowi to immediately name Basuki Tjahaja Purnama (Ahok) a suspect of blasphemy case and that the mistrust issue towards the President rose.

President Jokowi faced the alleged blasphemy case committed by Jakarta Governor Candidate, Basuki Tjahaja Purnama. Ahok's statement on the Thousand Islands on September 26, 2016, was considered to harass Muslims and then triggered the rally initiated by several leaders of the Muslim community and Islamic-based organizations. The November 4, 2016 demonstration held at Monas was the first act to demand the President immediately name Ahok as the suspect. President Jokowi statement in which order his staffers to handle the alleged blasphemy case was the beginning of his image recovery. His presence in the middle of the 212 rallies, giving a speech on the stage along with the clerics and representatives of Islamic organizations, was claimed to be the culmination of the image recovery. After both rallies, the police and the court carried out their duty in enforcing the law following the order of the President.

Cyber Public Relations acted in trying to restore the Image of the President and regain Public trust. The President instructing to hand over the case to the authorities became the 'ammunition' of the bureau to counter negative issues on social media and restore the Image of the President as expected. Even though some people still doubted the work of Cyber Public Relations, its output was sufficient to raise the Image of the President in the community, especially after the case was legally investigated. A more considerable effort was required to maintain the Image that was commonly called 'Maintain Image'. The phrase was widely known as a way to keep a good face in Public. A public figure that eager to get the attention of the Public determined to make himself as accessible, simple, modest and straightforward to the Public or media.

Two things caused image Restoration and reputation according to William L. Benoit (2004): intentionally done (by themselves or competitors) or not intentionally done (due to wrong words or wrong-doing). A figure would strive to recover the bad image into the expected level. During conducting the efforts through Cyber Public Relations appeared many obstacles, mainly due to circulated hoax or false news on cyberspace that attacked President Jokowi, who was considered too defensive towards Basuki Tjahaya Purnama (Ahok). Various attempts were conducted to deal with hoax news on social media, including building a good relationship with the largest organizations such as Nahdlatul Ulama and Muhammadiyah. The way of President instructing the police to handle the alleged blasphemy cases during his political safari to several community leaders and mass organizations was the excellent news material for both conventional and online media. As a result, it was considered to be quite useful since media monitoring showed a positive tone related to the President image in responding to the case

6.0 Conclusion

Based on the results, the researcher tried to draw some conclusions and suggestions as input and consideration for Cyber Public Relations activities in restoring or building the image of public figures:

1. The image is an important thing that must be able to be maintained by a public figure, including President Jokowi. The image crisis will make him lose the public trust towards him that led to the decreasing number of voters if he is willing to rerun in the upcoming presidential election.
2. The Image restoration must run a strategy that does not synergize the behaviour, speech, and publication. One of which is recovered through Cyber Community Relations activities.
3. Cyber Public Relations became a new way of building or restoring the image of companies, agencies, or public figures. Cyber Public Relations, along with the massive development of the Internet, was easily accessible and ultimately was able to create public opinion.
4. Although it was considered to be a significant influence in forming public opinion through a series of social media postings, Cyber Public Relations activities should also be conducted with two-way communication, so there will be feedback between Cyber Public Relations practitioners and citizens.

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