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## STRATEGY PUBLIC RELATIONS OF PT ANGKASA PURA I INCREASE BRAND AWARENESS DURING THE COVID-19 PANDEMIC

### (Qualitative Description Study At Manado Sam Ratulangi International Airport)

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#### ABSTRACT

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Public Relations of PT Angkasa Pura I (Persero) Sam Ratulangi International Airport Manado sees the need for information for airport service users is increasing during the pandemic. Brand awareness is considered important for the company, especially at Sam Ratulangi International Airport, Manado. Based on this background, this paper aims to find out how the Instagram @samratulangi\_airport social media management strategy at the PT Angkasa Pura I office at Sam Ratulangi Airport Manado branch in increasing brand awareness during the Covid-19 pandemic. The research method used in this paper is qualitative with a descriptive research approach accompanied by netnographic research. Social media management strategies in order to increase brand awareness on Instagram on the @samratulangi\_airport account during the pandemic include creating and maintaining content consistency to be interesting, unique, informative, has its own characteristics and is easily recognized by the public and is supported by other activations to increase engagement and followers. In addition to uploading headlines on the Instagram feed by using the \_ features available on Instagram such as video reels, IG TV, highlights, and Instagram stories. Public Relations of Sam Ratulangi International Airport Manado assesses that gradually the company's brand awareness has reached the brand recall stage 1.

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#### INTRODUCTION

*Corona Virus Disease* is known with the name Covid-19, originally disease this discovered in the city of Wuhan, China at the end of year 2019 in the month December . The virus then given name *severe acute respiratory syndrome coronavirus-2* (SARS-CoV-2) whose disease given the name Coronavirus Disease 2019 (COVID-19) by *the World Health Organization* (WHO). WHO then set this Covid-19 as global pandemic due to disease this epidemic to various countries in the world and difficult for controlled . In Indonesia itself , Covid-19 was first confirmed in Jakarta last month March in early year 2020 (Yuliana, 2020).

Data globally related to Covid -19 until with October 8 , 2021 shows There are 236,500,025 confirmed cases of Covid -19 , including case Dead ([World Health Organization, 2021](#)).

With existence pandemic this , in 2020 the government start To do effort preventive in the form of great supervision strict for various type track enter to Indonesia from foreign countries which include city air , port and postal traffic limit land specifically for some areas that have track direct to China , namely Manado, Jakarta, Denpasar, Padang, Tarakan, Jambi, Bandung, Batam and Palembang ([Gitiyarko, 2020](#)). In its development , policy government created \_ for limit room motion Public During pandemic this has changed several times start from PSBB, then PSBB Transition , then become Emergency PPKM , to PPKM with four level ([Permatasari, 2021](#)). This pandemic caused by Covid- 19 impact to many sector including one \_ sector transportation air and aviation . one \_ impact to sector transportation air and aviation could seen from traffic passenger Angkasa Pura I, which declined in 2020. According to President Director of PT Angkasa Pura I, Faik Fahmi, traffic passengers in 15 airports air Angkasa Pura I reached 17.78 million passengers in the later first quarter of 2020 down of 8.11% if compared with the same period in 2019 where \_ passenger reached 19.3 million passenger . one \_ office branch The airport managed by PT Angkasa Pura I was affected the Covid-19 pandemic is Airport International Sam Ratulangi Manado (“[www.minded-rakyat.com/](#),” 2020.) . Occur drop enough passengers \_ significant , based on Total Movement Data Airport Air Transport Traffic \_ International Sam Ratulangi Manado where the total passengers arrivals and departures in 2020 totaled 938,528 , down 58% compared to where is 2019 amount passenger arrivals and departures totaling 2,229,585 .

Airport International Sam Ratulangi Manado is one of the branch from PT Angkasa Pura I. This company is manager city air that manages 15 airports air in Indonesia. 15 airports the located in Denpasar, Surabaya, Makassar, Balikpapan, Biak, Manado, Banjarmasin, Semarang, Yogyakarta, Surakarta, Lombok, Ambon, Kupang , and Jayapura (“[https://samratulangi-airport.com/en](#),” , 2020.) .

Manado 's own Sam Ratulangi International Airport in progress is one \_ city future air \_ projected for Becomes super hub ([Finda Muhtar, 2020](#)) where for Becomes there are hub and super hub airports a number of criteria that must be support like facilities , location geography , service factor , level demand and movement that has role dominant , and also a factor managerial . in the future Airport International Sam Ratulangi Manado is also expected to be operate as super hub airport in the field logistics . This thing make airport the as export hub airport which includes East Asia region which will also serve flight international *point-to-point* passenger nor product export to China

Condition an impacting pandemic globally and massively , not yet once experienced by all the airport located in previously under the auspices of PT Angkasa Pura I including Airport International Sam Ratulangi Manado, where since establishment company this no once experience loss and experience drop amount very passenger \_ significant accompanied with dynamics change regulation consequence the pandemic that is also coming applied in industry flight like airport naturally make user service airport nor Public by general need clear information \_ about condition journey or applicable regulations . \_

No only that only , because big impact pandemic and development about change dynamic regulation \_ the could Becomes something opportunity for company for increase *brand awareness* company more for Fulfill needs information for user services and society past a medium, where company in effort for introduce social media as a medium of communication from public relations to public who haven't many known by the public .

With so , airport International Sam Ratulangi Manado also needs for use media that can reach the *target audience* intended by the company , in Thing this society . In management communication , Sam Ratulangi Airport Manado has a *Public Relations* division

or in other words called as Public Relations is included in the Stakeholder Relations Section. *Public Relations* Division or public relations this is one of them responsible answer for increase *brand awareness* where is one the method that is manage all form communication to the target audience for the company .

Instagram at first is social media for share photos and *entertainment* only now \_ develop be one \_ media facilities for units in charge of public relations , including one public relations at the airport International Sam Ratulangi Manado for communicate and disseminate information to the public . Activity as well as all form communication through this Instagram also can \_ increase *brand awareness* to company . Social media *platforms* this often used side by side with the development of social media in Indonesia and globally significant (Junawan & Laugu, 2020).

Because of the size impact pandemic and development about change regulation , then make *Public Relations* especially at PT Angkasa Pura I office branch Airport International Sam Ratulangi Manado considering need improved *brand awareness* to company more for Fulfill needs information for user services and society past a deep medium Thing this use social media *platforms* like Instagram.

Airport International Sam Ratulangi Manado do activity *branding* via social media with a minimal budget in the midst of a Pandemic condition, where the company's condition experienced a decline in performance and losses due to a significant decrease in the number of passengers. In general, companies do *branding* at large costs using various media, *channels* , *endorsers* and *influencers* to reach their audience . In a pandemic condition Airport International Sam Ratulangi Manado have where is the opportunity target audience or passengers who come and seek party airports to find information regarding aviation regulations so that could reduce cost in reach the target audience . This is used by Airport Public Relations International Sam Ratulangi Manado to increase *brand awareness* with method introduce social media airport and strengthen *positioning* airport as an informative airport by taking advantage of opportunities existing .

Based on background the back that has been described above , then \_ researcher To do study for researching strategy carried out by the Public Relations division at PT Angkasa Pura I office branch Manado 's Sam Ratulangi Airport in manage Instagram for increase *brand awareness* during the Covid-19 pandemic , where in conditions that have not of course will repeated again , airport International Sam Ratulangi Manado takes advantage of condition difficult in the middle loss Becomes something opportunity for increase *brand awareness* and *positioning* company as informative company \_ via social media Instagram without Secrete cost big for activity *branding* . Based on explanation on background back and summary the above problem , researcher determine that study this aim for knowing how strategy management of social media Instagram @ samratulangi\_airport by *Public Relations* at PT Angkasa Pura I office Sam Ratulangi Airport Manado branch in increase *brand awareness* during the Covid-19 pandemic (Kemur, 2022).

## A. Public Relations

*public relations* or public relations has many formulations or definitions given by experts or scholars. Thus, from the many definitions of public relations, several categories are defined regarding the emphasis on the definition of public relations which are taken based on many different definitions. From the many definitions of *public relations* or public relations, several categories are made regarding the emphasis of the various existing definitions. One of the definitions states that *public relations* is a part of management as well as a communication function.

The formulation of Scott M. Cutlip, Allen H. Center, and Glen M. Broom in the book *The New Paradigm of Public Relations*, explains that *public relations* or public relations is a management function that establishes and maintains mutually beneficial relationships between organizations and the community on which success depends. or failure. In the same book, James E. Grunig explains that *public relations* is part of the management of communication between an organization and its people. From the two definitions, it can be seen that one of the functions of *public relations* is : namely planning and executing strategies to establish good communication between the company and its publics. (Andipate, 2020).

Based on theory Regarding public relations activities, according to Cutlip, and Grunig & Hunt, there are four forms of public relations activities, one of which is *public information* that can produce four forms of relationships, namely *community relations*, *government relations*, and *public relations*. industry (*industrial relations*), customer or consumer relations (*customer relations*), or *marketing relations* (Andipate, 2020).

## B. Public Relations Strategy

Public relations strategy is approach thorough or program and explanation rational behind the tactical program and will determined by the problems that arise based on from analysis and research . Scoot M. Cutlip & Allen H. Center (Lerbinger, 2006) says , in To do a activities , public relations requires strategy about how is the planning process the program that will Becomes reference or something base for implemented .

Four main processes in this public relations strategy that is *defining the problem* or determine problem done \_ with assessment and *monitoring* of opinions , knowledge , attitudes , and related behaviors with actions and policies organization . This thing for reach destination Specific for a public relations officer for reach program targets . Step this determine who will \_ do and tell this program , when , where and how . Then the second one that is *planning and programming* or planning and programming . Step this will use information that has been collected in steps first as reference for make decision about public , goal , Action as well as strategy communication , tactics and program objectives . Step second this also determines what to do changed , done or said next . Third step \_ that is *taking action and communicating* or action and communication . Step third this load program implementation from actions and communications that have been planned in step previously (Muthia, 2017).

## C. Brand Awareness

David A. Aker in his book entitled *Managing Brand Equity* defines *brand awareness* as the ability of potential customers to recognize or remember that a brand belongs to a certain product category. The ability of a customer to recognize or remember a brand varies depending on the level of brand communication or customer perception of the product brand offered (Aaker, 1991).

Here are the first levels of brand awareness ( Ampangallo & Dewi, 2020) that is *unaware of brands* where At this stage, the customer has doubts or is not so sure whether they are familiar with the mentioned brand or not. This stage should be avoided by the company. Then Step *brand recognition* where at this stage, the customer has been able to recognize and identify the brand . Stage next that is where is the *brand recall* at the level stages this , customer capable associate and remember brand without need given a stimulus. At the last brand awareness stage that is *top of mind* , customers are able to remember, recognize and

identify the brand as the first thing that comes to mind when talking about a particular product category.

#### D. Branding Through Social Media

In a journal article entitled Branding Strategies for Social Media Marketing, Vinerean explains social media as an interpersonal and interactive marketing tool, social media can be used for various branding purposes. One of the goals of branding that can be achieved through the use of social media is to increase brand awareness.

*As an interactive and interpersonal marketing tool, social media can serve multiple branding purposes. As such, branded social media activities can be used to 'increase brand awareness and brand liking, promote customer engagement and loyalty, inspire consumer word-of-mouth communication about the brand, and potentially drive traffic to brand locations on and offline' (Vinerean , 2016)*

Media social as wrong one *Marketing Tools* (Means/media from marketing strategy ) which is currently an effective means of reaching consumers/customers, especially those belonging to generation Z and millennials who are the largest market segmentation of the platform provider. Social media can reach consumers quickly and widely, and can interact directly with consumers. Companies are now starting to use social media as a means of marketing, both introducing products, attracting buyers, and as a medium for delivering information. (Septiani, Widaaattullah, Akbar, & Sudiarto, 2021).

Branding using social media is an obligation for companies today to be able to compete and remain relevant to their consumers/customers. (National & Pillars, 2020). Branding through social media benefits companies in terms of its wide coverage in reaching customers and also lower costs compared to other conventional media.

#### METHOD RESEARCH

Method research used \_ in study this is qualitative with approach study that is descriptive, Election method descriptive qualitative this because study this no use control certain to behavior in object research and focuses on events that have happen . Study to use this social media is for maintain and improve *brand awareness* in the middle The Covid-19 pandemic , according to researcher could studied through study qualitative and explained with method describe strategy Instagram management @ samratulangi\_airport for increase *brand awareness of* PT Angkasa Pura I office branch Airport International Sam Ratulangi Manado during the Covid-19 pandemic .

Study carried out in the office PT Angkasa Pura I branch of Sam Ratulangi Airport Manado which is located on Jl AA Maramis , Manado, North Sulawesi. Location study chosen because company Keep going attempted maintain and increase get closer self to Public especially those who will use Manado's Sam Ratulangi Airport terminal services in the middle Pandemic where is covid 19 ? passenger experience confusion due to limitations access information consequence appearance various rule by Keep going continuous limiting and suppressing \_ people travel . Besides it , airport International Sam Ratulangi Manado is the only airport in Indonesia that requires whole arriving passengers \_ for To do test Covid19 checks during the Covid19 Pandemic conducted by the Department of Health North Sulawesi Province.

According to Sugiyono (2017:41), object study is target scientific for get data with purpose and use certain about something Thing valid objective \_ could accounted for answer , in other words *valid* and *reliable* (Kusmanto, 2018). Object study focused on social media management specifically Instagram *platform* on account @ samratulangi\_airport managed *Public Relations Officer* or *Communication Officer* at PT Angkasa Pura I office branch Airport International Sam Ratulangi Manado and Subject in study this are employees of PT Angkasa Pura I office branch Manado 's Sam Ratulangi Airport , especially in the Stakeholder Relations Section unit in charge of the *Public Relations* division that is *Stakeholder Relations Section Manager* and *Communication Officer* in depth Thing this managing social media Instagram Sam Ratulangi Airport Manado.

On research In this case , the researcher also uses methodology research qualitative that is netnography where researcher will observe and study about implemented public relations strategy through social media and then observe enhancement *brand awareness* with notice *engagement* and improvement amount *followers on* social media Instagram during the covid-19 pandemic .

Netnography is approach new past research ethnography that combines interaction and archive online who need observation and data collection \_ digital (Iskandar, 2020). Through research netnography this , researcher will view social media from Airport International Sam Ratulangi specifically instagram and interactions with user service airport .

Study this will using primary data that will obtained through Interview to Manager of the Stakeholder Relations Section and *Communication Officer* who designed strategy and managing social media Manado 's Sam Ratulangi Airport and secondary data obtained through research netnography , company internal documents as well as supporting data that can be accessed by the public .

## RESULT AND DISCUSSION

The Covid-19 pandemic in Indonesia began in March 2021, then declared by the Presidential Decree (Keppres) of the Republic of Indonesia Number 12 of 2020 (Indonesia, 2020) concerning the Determination of Non-Natural Disasters for the Spread of CORONA VIRUS DISEASE 2019 (COVID-19) as National Disaster on April 13, 2020, then regulations related to restrictions on the movement of people and the application of health protocols began to be issued in the second quarter of 2021 and regulations related to flight eligibility requirements began to be enforced so that people began to reduce the frequency of traveling due to the high spread and death rate due to Covid19, only people who have a high enough urgency to travel where they will seek information regarding the eligibility requirements to fly first.

PT Angkasa Pura I as a provider of public services in airport services, especially at Sam Ratulangi International Airport Manado, strives to provide the best service to the public. The best service to the public that is intended to be provided by Manado's Sam Ratulangi International Airport is not only limited to providing services such as facilities in the airport terminal, providing runways and aprons, and paying attention to flight safety, but also providing information services to the public. At Sam Ratulangi International Airport itself, providing information to the public is one of the tasks of the *public relations division* in the Stakeholder Relations Section.

## A. Activity Public Relations and Public Information during the Covid19 Pandemic

Public relations has role among others as : (1) *Images Maker* where public relations is required for create , maintain and improve positive image . \_ (2) *Communicater /Mediator* for doing activity communication two direction for internal and external public company . (3) *Backup Management* as gift support to support activity every affiliated departments \_ in company for reach destination company (Ardhoyo, 2013) . Activity public relations the covers formation image and perception public to company where is one activities that is facilitate needs information public .

Public information or *public information* , as the name implies is a process of providing information to the public intended by an organization or company to its publics based on an honest communication approach because one of the roles of *public relations* is to provide information objectively (Butterick, 2011).

Seeing the current conditions where public information needs are also increasing due to the Covid-19 pandemic, the *Public Relations division* through the *Communication Officer* at PT Angkasa Pura I branch office of Sam Ratulangi International Airport Manado provides services in the form of information to the public as a form of *public relations activity* . Most of the information needed by the public regarding Manado's Sam Ratulangi International Airport is regarding the latest *updates* in the form of content regarding travel regulations and regulations.

*According to Ms. Chyntia Eliza as Communication Officer Sam Ratulangi International Airport Manado , through content containing information for the public uploaded on Instagram, this can achieve the company's goal of increasing the company's brand awareness. Mrs. Chyntia said: "As our company hopes to continue to be an informative and top-of-mind company in the airport business, it is hoped that the public can remember PT Angkasa Pura I when looking for certain needs or information related to airports and can even understand the business the company runs."*

In 2021, the majority of the public will be required to receive vaccine doses, examinations and tests for Covid-19 are more easily accessible and the cost of examination tests is getting lower as indicated by the spread and death rate due to Covid19 starting to decline where more people are traveling compared to the previous year but are required to do so. fulfill certain special requirements set by both the central and regional governments which are dynamic, in this case affecting the increase in the search for information related to the airworthiness requirements, which is used by PT Angkasa Pura I , the branch office of Sam Ratulangi Airport, Manado as the right time to escalate *brand awareness* . *Brand awareness* is indicator key in the middle competitive market and company performance (Ankur Kumar Rastogi, 2018).

In addition to meeting the information needs of the public and the public during the pandemic, PT Angkasa Pura I Sam Ratulangi International Airport Manado also sees the increased need for public information as an opportunity or opportunity to increase the company's *brand awareness* . Through the interview process that has been carried out by researchers,

*Mr. Rendy Anindito as PTS Stakeholder Relations Section Manager at Sam Ratulangi International Airport Manado said that because PT Angkasa Pura I branch office Sam Ratulangi International Airport Manado is a company*

based on a service business in the form of services to airport service users, efforts to increase brand awareness or brand awareness can increase emotional bonds with consumers which with this emotional bond will have a positive impact on the company as a whole. large. In the interview process that has been conducted by researchers,

**Mr. Rendy Anindito** also said that in the midst of the current pandemic situation, Sam Ratulangi International Airport hopes to have an image as an informative company and contribute to every government program.

Not only that, according to **Ms. Chyntia Eliza as Communication Officer at PT Angkasa Pura I branch office of Sam Ratulangi International Airport Manado** , by having good brand awareness, PT Angkasa Pura I can be recognized by the public well, has credibility and builds a sense of loyalty or trust. among the community and not just limited to service users.

### B. Public Relations Strategy of PT Angkasa Pura I Airport International Sam Ratulangi Manado Increase Company Brand awareness

During a pandemic year 2020, enforced various rule restrictions and requirements flight for perpetrator journey for push number covid-19 case . With enactment the rules that , the perpetrator journey experience difficulty in get information about condition travel and eligibility for could To do journey use transportation air . Every issued rules \_ impact to down amount passenger so that appear urgency for company for give information related requirements flight by short however clear in order to help increase amount traveling passengers \_ use transportation air . Condition this is also encouraging company for could catch opportunity for introduce social media as means communication company . Airport International Sam Ratulangi Manado is quite airport \_ is known Public by wide , however From this momentum the public relations division at PT Angkasa Pura I Bandara International Sam Ratulangi Manado decided for increase *brand awareness* company via Instagram so that people more *aware* that During pandemic , airport International Sam Ratulangi will using social media as means communications managed by public relations or *communication officer* company .

Correlation Among set rule restrictions requirements flight with fluctuation amount passengers and number Covid-19 cases can seen in Figure 1.

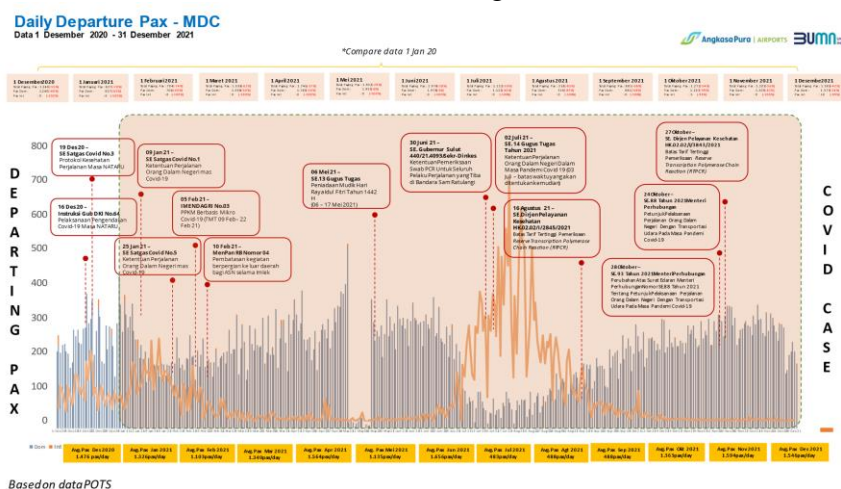


Figure 1 : Correlation set rule requirements flight with amount passengers and cases of Covid-19



According to David A. Aaker in his book entitled "Managing Brand Equity", *Brand awareness* is one of the 5 categories in *Brand Equity* or brand equity which is a set of brand assets and liabilities related to a brand, its name and symbol, which provide added value or reduce the value provided by an item or service to the company or the company's customers. *Brand awareness* or brand awareness is understood as the ability of potential customers to recognize or remember that a brand belongs to a certain product category (Aaker, 1991). This definition and statement regarding *brand awareness* also applies to PT Angkasa Pura I branch office of Sam Ratulangi International Airport Manado, which through its public relations activities wants to increase the company's *brand awareness* so that it is better known to the public, especially to help the company realize its *image* or image as an informative company by taking advantage of the situation. the current pandemic. To increase *brand awareness* , of course, Manado's Sam Ratulangi International Airport through its public relations activities has several strategies.

*Mr. Remy Anindito said that one of the strategies of public relations at PT Angkasa Pura I branch office of Sam Ratulangi International Airport Manado is to increase the company's brand awareness amidst the dynamics of changes in regulations and travel rules during the COVID-19 pandemic, namely by intensifying the delivery of information through platforms. social media about adjusting or adapting the application of health protocols at airports. The social media platform used by Manado's Sam Ratulangi International Airport in disseminating information related to the airport and travel conditions to increase the company's brand awareness through the provision of public information is Instagram.*

Because the COVID-19 pandemic was first discovered in Indonesia in March at the beginning of 2020 and most of the public are active users of social media Instagram, the *public relations division* of Manado's Sam Ratulangi International Airport is considering Instagram social media to be used as a tool to increase the company's *brand awareness* . .

According to Simona Vinerean in a journal article entitled "Branding Strategies for Social Media Marketing", branding activities through social media As an interpersonal and interactive marketing tool, social media can be used for various branding purposes (Vinerean, 2016). One of the branding goals that can be achieved through the use of social media is to increase *brand awareness* and this is also realized by the *public relations division* or public relations at Manado's Sam Ratulangi International Airport.

Instagram itself was originally developed from the iPhone application and allows users to share photos because at first the Instagram social media platform was focused on improving the photo sharing experience for its users (Shalihah, 2021) and now it has grown tremendously and not only focused on being a *platform* for sharing photos. share photos, but Instagram itself has developed with several additional features such as *Instagram Story, Reels Video, Highlight Story, Ig TV, Direct Message* , and even has a feature located on the account profile that is directly directed to *e-mail* so that someone can directly send an *e-mail*. *-mail* or electronic messages without having to know the *e-mail address* of the owner of the Instagram account in question. With these additional features, of course, it is also one of the added values of the Instagram application to become *tools* or tools to increase *brand awareness* of PT Angkasa Pura I, Sam Ratulangi Airport, Manado, especially during a pandemic like now which requires the public from Sam Ratulangi International Airport and the public. widely to seek and obtain information through digital media and based on technology.

*In an interview conducted by the researcher, Ms. Chyntia Eliza said that considering social media, especially Instagram, is one of the most widely used platforms by the Indonesian people according to data released by Napoleon Cat in the period January-May 2020 where Instagram users in Indonesia reached 69.2 million users, it can be said, of this number, active Instagram users in Indonesia reach more than 25% of the total population in Indonesia. From the statement from Ms. Chyntia, it can be seen that Instagram social media is widely used in Indonesia and if it is used to provide information and is used to carry out branding activities that aim to increase brand awareness or brand awareness from the public and the public towards PT Angkasa Pura I Sam Ratulangi International Airport. Manado, then Instagram can be the right tool or media.*

*In the interview process, Mrs. Chyntia Eliza also said: "In short, social media, especially Instagram, is a fairly effective choice for companies to become one of the tools to achieve brand awareness". Mrs. Chyntia also explained that there were several points that were also considered by public relations from Manado's Sam Ratulangi International Airport in choosing Instagram as a tool or media to increase the company's brand awareness during the pandemic, such as:*

- 1. The scope is wide not limited by time, age, gender, region, etc.*
- 2. Cost effective and even free.*
- 3. It can easily be analyzed through the available insights feature. This feature helps public relations or public relations in understanding the audience persona from communication activities carried out through Instagram. Furthermore, the public relations party can even see the audience criteria achieved, such as gender, domicile, and age.*
- 4. Ease of two-way communication with the audience.*
- 5. Can determine the information to be conveyed to the audience.*
- 6. And finally, Instagram's own social media encourages companies to continue to be innovative and creative to create closeness with the audience where the goal is for companies to be top of mind in the airport sector.*

*In managing an Instagram account with the account name @samratulangi\_airport which is an account from Manado's Sam Ratulangi International Airport which is managed by the Public Relations division through the Communication Officer, Ms. Chyntia Eliza explained that "As is known the basic difference between marketing content and brand awareness content, namely content marketing focuses on on the sale of products/services although it can also be done but the main focus of the company (PT Angkasa Pura I) is in carrying out communication activities through social media, namely for brand awareness. Therefore, the content presented is in the form of positive and informative information from the company.*

Social media can fulfill this goal, which is to become a communication medium for companies to reach the public more easily and of course with content in accordance with the form expected by the company where the company hopes that positive content will produce positive implications.”

*Based on the information taken from the researcher's interview with Mrs. Chyntia Eliza as the communication officer of PT Angkasa Pura I branch office Manado's Sam Ratulangi International Airport, as well as the content uploaded to the @samratulangi\_airport account, contains positive information about the company and informative for the public. Uploaded content is also presented with more variations such as videos, infographics, and photos to achieve closeness and meet the expectations or information needs of the public. Information in the content is made in words that are easy for readers to understand with the aim of minimizing misperceptions from readers regarding information, which are given.*

It can be seen in Figure 1, the content uploaded on Instagram that informs about the temporary suspension for passenger flights that has been made attractively using graphic designs which are summarized based on the Regulation of the Minister of Transportation of the Republic of Indonesia No. PM 25 of 2020 so that it is easy to read and understand by readers.

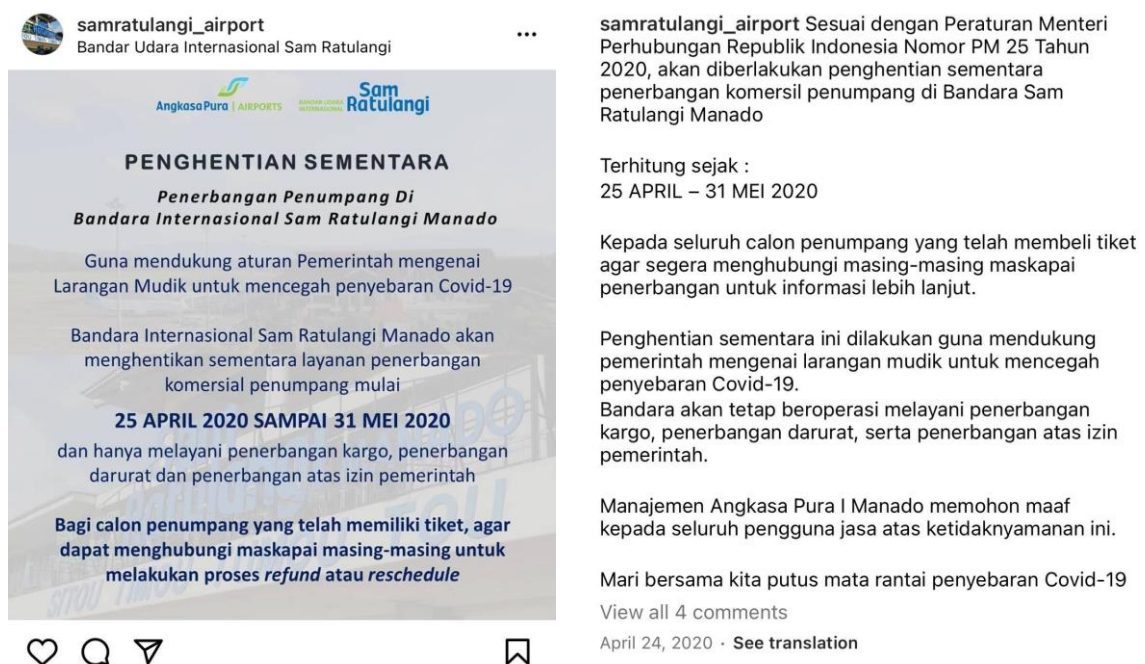


Figure 2 : Example presentation Instagram content @ samratulangi\_airport about termination flight passenger temporary

As a unit in charge of public relations in PT Angkasa Pura I branch office of Sam Ratulangi International Airport Manado, the Stakeholder Relations Section is tasked with taking advantage of opportunities in the midst of a pandemic so that the company's *brand awareness* can increase. In managing the @samratulangi\_airport account, it also has a strategy in its management, such as maintaining the consistency of the uploaded content so that it has its own characteristics and is easy for the public to recognize as the audience, by regularly presenting content on a regular basis and being able to present unique content, for example, content containing regional elements. By maintaining the consistency of the uploaded content and making each content have a characteristic so that it is easily recognized

by the public, making the public as the *audience* more familiar with PT Angkasa Pura I branch office of Sam Ratulangi International Airport Manado.

The consistency of the uploaded content can be seen from the color *tone* of the upload, which is mostly blue because it is the corporate color of Angkasa Pura I, the consistency of the image size, includes the company logo, and uses photo backgrounds that are related to the content or related to the airport. In addition to these things, to make it easier for Instagram *followers* to find information through the @samratulangi\_airport Instagram account, the *highlights feature is used* which can be accessed through the @samratulangi\_airport Instagram account profile. *Highlight* titles are grouped according to the content of each content such as Update, PCR and Antigen, Info Covid, Eat Shop & Fly, Earth Hour, AP1 Recruitment, PKD MDC, and the last template.



Figure 3: Highlight feature on profile Instagram account @ samratulangi\_airport

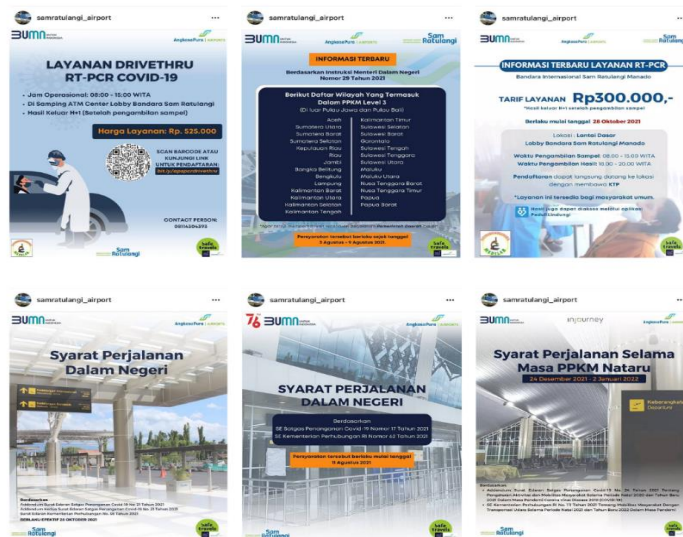


Figure 4 : Example consistency content uploaded on Instagram feeds @samratulangi\_airport

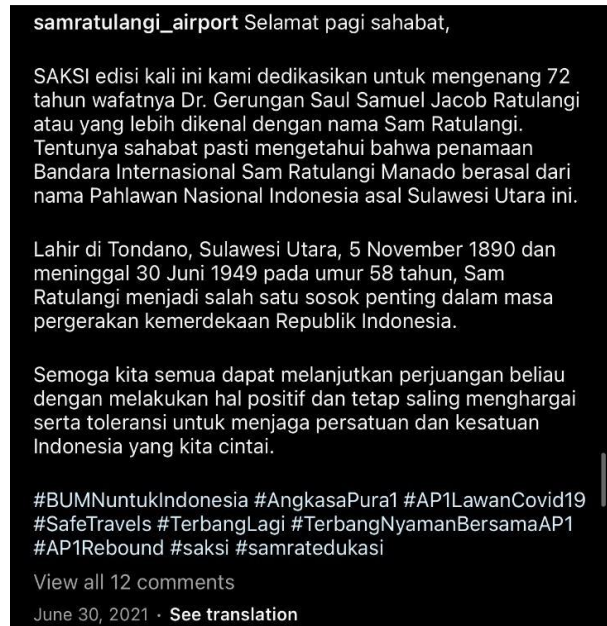


Figure 5 : Example content containing \_ element regional and caption written in the content regional

By having a good bond with *followers* or followers by actively providing *feedback* , it is expected to get a *real time response* from Instagram *followers who need information*. In addition, activations are also prepared to increase *engagement* with Instagram *followers @samratulangi\_airport* by uploading content such as *questions and answers, quizzes, challenges* , and other similar content by utilizing existing features on Instagram.

*According to Ms. Chyntia Eliza, who is a Communication Officer where she herself manages Instagram @samratulangi\_airport , the results of the strategy carried out have not met the company's expectations, but have been quite effective. "We're working on it, but what we have said is still not meeting our expectations, but of course because we are working with that strategy, we can say that for now it is quite effective."*

As there are several levels of *brand awareness* as described in a journal article with the title " *Public Relations Strategy in Building Brand awareness Fourhoms Design*" where there are 4 levels of *brand awareness* starting from *unaware of the brand, brand recognition, brand recall* , and the last is *top of mind*. (Ampangallo & Dewi, 2020), PT Angkasa Pura I branch office of Sam Ratulangi International Airport Manado has now reached the *Brand Recall stage* . The *Brand Recall* stage is the stage where customers or in this case airport service users and the public are able to remember and associate brands without having to be given a stimulus first. This can be seen where people who want to find or submit information related to airports have already understand to contact PT Angkasa Pura I branch office of Sam Ratulangi International Airport Manado to get the information needed. This can be seen from *followers* ' questions in the comments column on content uploads on Instagram.



Figure 6 : Some example question in column comments on the uploaded content on the account @ samratulangi\_airport

*Mrs. Chyntia said , "In terms of interaction, reach, and followers during the Covid-19 pandemic, it shows that the need for information related to flights and airports is increasing. People are starting to understand the Angkasa Pura I brand as a company engaged in the airport business, so it can be concluded that there is an increase in brand awareness in the community regarding the company through Instagram." Furthermore, according to Ms. Chyntia , one example of the increase in the company's brand awareness is that throughout 2019, the highest number of likes was 393 with 32 comments on 1 content post and the average likes of other posts was not more than 70. Meanwhile, when compared with the data in 2021, the highest number of likes is 693 with 104 comments and the average likes of other posts is more than 200 likes.*

growth data of PT Angkasa Pura I Instagram followers at the Sam Ratulangi International Airport Manado branch office can be seen in Figure 6.

Tahun	Jumlah Followers
2019	2751
2020	3612
2021	8052

Figure 7 : Data on the number of followers on the Instagram account @ samratulangi\_airport year 2019-2020

Before the Covid19 Pandemic at the end of 2019 the Instagram followers of Sam Ratulangi Airport Manado were 2,751 followers . There was a significant increase in the number of followers during the Covid-19 Pandemic in 2020 and 2021 where in 2020 it increased from the previous year by 31% to 3612 followers and in 2021 it increased by 122%

compared to 2020 to 8052 *followers* . This data shows that Instagram *followers* on the @samratulangi\_airport account, during the Covid19 Pandemic (2020-2021) increased by 5,301 *followers* with a 193% increase in *followers percentage*. The Instagram account @samratulangi\_airport started in 2016 and until the end of 2019 the number of *followers* was 2751, the growth of *followers* for 3 years was far below the growth of *followers* during the Covid19 pandemic which had lasted for 2 years. This shows that the strategy to increase *brand awareness* by PT Angkasa Pura I Sam Ratulangi International Airport Manado, which in this case is carried out by the *Communication Officer* through the management of social media as a means of providing public information at Manado's Sam Ratulangi Airport, has proven to be effective. Emphasizing that the public as service users need and information related to regulations regarding eligibility requirements to be able to fly at a time when the central and regional governments issue regulations that regulate and limit the movement of people as well as dynamic health protocols that are continuously updated within a certain period of time through easily accessible social media and searched. By carrying out this strategy, it is also followed up by evaluating the strategy and steps for managing Instagram @samratulangi\_airport to increase the company's *brand awareness* .

*According to Mr. Rendy Anindito , the strategy that has been implemented is evaluated by assessing how much catchment and engagement on Instagram social media is, and furthermore if the strategy implemented is still deemed lacking, it is necessary to find new ideas so that catchment and engagement on Instagram @samratulangi\_airport can continue to increase, especially in the Covid-19 Pandemic period was used as the right time to increase the catchment and engagement in question. Social media management strategy, especially using the Instagram platform by PT Angkasa Pura I Sam Ratulangi International Airport branch office in Manado implements continuous improvement and improvement through evaluating the results of engagement and catchment strategies that have been implemented previously, as well as taking advantage of opportunities and the right momentum in implementing the said strategy.*

## CONCLUSION

This paper describes descriptively the strategy carried out by the Stakeholder Relations Section unit in carrying out the *public relations function* at PT Angkasa Pura I branch office of Sam Ratulangi International Airport Manado to increase *brand awareness* during the Covid-19 pandemic. Based on the discussion of the results of interviews with resource persons and literature studies to support the results of the interviews, the authors found results that answered the formulation of the problem, namely knowing how to manage the Instagram @samratulangi\_airport social media strategy by *Public Relations* at PT Angkasa Pura I branch office of Sam Ratulangi Airport Manado in increasing *brand awareness* during the covid-19 pandemic.

The strategy carried out by *Public Relations* at Manado's Sam Ratulangi International Airport in managing the @samratulangi\_airport Instagram account in an effort to increase *brand awareness* during the pandemic by seeing and taking advantage of opportunities where during the pandemic there is an increasing need for information related to regulations and eligibility requirements to fly for the public. which also includes the target audience of PT Angkasa Pura I branch office of Sam Ratulangi International Airport Manado, social media

such as Instagram is used as a *tool* or media to increase *brand awareness* which is one of the duties and functions of *Public Relations* or PR. Instagram, which is used as a *tool*, is managed in such a way that public *brand awareness* of the company, namely PT Angkasa Pura I, the branch office of Sam Ratulangi International Airport, Manado increases during the COVID-19 pandemic.

These management strategies include creating and maintaining consistency of content to be interesting, unique, informative, has its own characteristics and is also easy for the public to recognize and is supported by other activations to increase *engagement* and *followers* apart from the main uploads on Instagram feeds by utilizing the following features. features contained in Instagram such as *video reels*, *IG TV*, *highlights*, and *Instagram stories*. The consistency and characteristics of @samratulangi\_airport's posts are in the form of similar color tones, upload *frame sizes*, *to writing fonts* and consistent *font sizes*. The contents of the content also vary from the latest *updates* regarding travel requirements and government regulations related to airports, airport development and construction, content containing regional elements, and other content such as *questions and answers*, *challenges*, and *quizzes* related to airports. Content uploaded on Instagram is also packaged in several content formats in the form of images or photos, infographics, and videos.

This paper also reveals that the strategy used by *Public Relations* at PT Angkasa Pura I branch office of Sam Ratulangi Airport Manado in increasing *brand awareness* during the COVID-19 pandemic has not yet reached the company's expectations, but the strategy is considered to have been implemented with enough good could be seen from the enhancement amount Instagram social media *followers* increase by significant and interaction *followers* with company on Instagram via features like *direct message*, *comment section*, *likes*, *question and answer*, and interaction past activations more on the Airport Instagram *platform* International Sam Ratulangi Manado. This strategy is still being used and developed so that the @samratulangi\_airport Instagram management strategy can achieve results in accordance with the company's expectations, namely being *top of mind* in the airport sector. Could be concluded that at the time this, in stages *brand awareness*, airport International Sam Ratulangi Manado is at the stage *brand recall* where is the target audience company i.e. users – service city air and society by general could associate and seek company without given more stimulus first.

Based on the results of the discussion, the suggestions that the author wants to convey to the Stakeholder Relations Section unit, especially the *Public Relations* or Public Relations section in managing Instagram social media in order to increase the company's *brand awareness* during the covid-19 pandemic, are to be more responsive in updating important information related to the Bandar Air, such as adding entertainment content and basic knowledge about flight safety, adjusting the position of the *layout* or layout of *feeds*, and finally grouping content in the *highlight* feature periodically on the @samratulangi\_airport Instagram profile to make it easier for users who want to find information quickly.



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