

Crisis Communication on Yayasan Dunia Mega Bintang's Cyber Public Relations: Case Study to Aurra Kharisma's Cyberbullying

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Abstract

This study examines crisis communication at Yayasan (Foundation) Dunia Mega Bintang regarding cyber public relations activities. The foundation experiences cyberbullying through hate comments on its social media account. Aurra Kharisma, the winner of Miss Grand Indonesia 2020, is often the target of cyberbullying because of her alleged plastic surgery. This situation impacts the foundation's reputation and the loss of public trust. Therefore, crisis communication is required to maintain the foundation's image. The theories used are crisis communication, situational crisis communication theory, public relations, and cyber public relations. With a qualitative approach and case study research type, this study uses in-depth interviews, documentation, and a qualitative content analysis method. The results indicate that the foundation used four stages of public relations strategies in crisis communication. A fact-finding strategy helped determine the cause of the crisis, namely negative comments on social media, and the foundation took a defensive stance. As communication facilitators, the team planned dynamic programs supported by social media planning in line with the Situational Crisis Communication Theory. Communication strategy is divided into denial, diminish and bolstering strategies. The internal and external evaluation strategy is rarely conducted formally, although it is important to maintain the continuity of the crisis communication strategy. Based on the results, the researcher suggests the foundation should construct a specific social media team and establish a stronger boundary with pageant lovers as these factors may cause a crisis. The usage of open, dialogical, and participatory social media can serve as a model for crisis communication. The message's speed and accuracy are crucial factors to consider and must have a consistent approach to presenting positive information. Evaluation is also important to maintain reputation.

Keywords: beauty pageants; crisis communication; cyber public relations; cyberbullying; hate comments.

INTRODUCTION

Companies face various crises (Jin, Pang, & Smith, 2018; Nova, 2011; Soemirat, 2002). A crisis can be caused by negative public perception, which can negatively impact the company's image and reputation (Nova, 2011). The perception generated by the public can affect the perception of a company or organization (Kriyantono, 2015), which then

gives birth to a reputation (Coombs, 2006). Priscilla & Lestari's research (2019) shows that negative public perceptions of Wonosari Hospital services, which are considered unfavorable, can harm decreasing public trust.

The crisis also occurs in popular cultures, such as beauty pageants which can be seen as a double-edged sword. On the one hand, beauty contests provide opportunities or platforms for women to achieve independence, freedom of choice and power in decision-making. While on the other hand, it is considered to lead to an increase in certain commodification and standardization of ideal beauty standards and reject the diversity and heterogeneity among women in a country or throughout the world (Srivastava, 2020).

This study examines the public perception crisis at the Dunia Mega Bintang Foundation in terms of cyber public relations activities carried out by the foundation. The Dunia Mega Bintang Foundation is an organization formed by renowned fashion designer Ivan Gunawan in November 2019. As a beauty observer, Ivan hopes to expand his work through fashion and beauty. Through the foundation, he is lined up to prepare Indonesian representatives who will compete on the international stage at the Miss Grand International event (Tionardus, 2019). The Dunia Mega Bintang Foundation was formed through a beauty contest called Miss Grand Indonesia to empower Indonesian women (Jonata, 2020).

The crisis can be caused by public perception, which can negatively impact the company's image and reputation (Nova, 2011). This statement is in line with the results of this study that Dunia Mega Bintang Foundation experienced a crisis due to public perception of cyberbullying in the form of hate comments on its social media official account. The foundation carries out cyber public relations activities because it is heavily on social media. This public relation type is also unavoidable in a crisis (Onggo, 2004; Prastya, 2011).

This situation is also a concern for the Dunia Mega Bintang Foundation, which continues to strive to empower the potential of Indonesian women. Ivan Gunawan, as the director, took cyberbullying seriously on social media, including at Miss Grand Indonesia 2020 - Aurra Kharishma. Both deplore the disgraceful behavior that attacks other people in cyberspace and hopes that people enjoy beauty contests from a positive side (Gunawan, 2021). This is discussed in the video entitled "Delighted! Parents' Struggle for Aurra Kharishma (Part 2)" uploaded by the YouTube channel 'Ivan Gunawan' on April 22, 2021.

Along with the times and technology, the birth of multi-way communication makes two-way communication no longer sufficient for organizations to maintain relations with the public (Chaaban & Sezgin, 2015). The Dunia Mega Bintang Foundation has built a lot of communication with the public through the official Instagram @yayasanduniamegastar. Unfortunately, communication technology developments that are not used properly can lead to various negative impacts. One of them is cyberbullying, which can occur in various

forms, for example, hate speech (Kuruç & Opiyo, 2020) which can trigger acts of violence and prejudice (Mawarti, 2018) and usually hate comments (Juditha, 2017).

The negative impact of social media through cyberbullying in the form of hate comments was experienced by the Dunia Mega Bintang Foundation, as shown in Figure 1. On the foundation's social media account, there were many accusations related to plastic surgery. Aurra Kharisma, the winner of Miss Grand Indonesia 2020, Indonesia's representative at Miss Grand International, is often the target of cyberbullying because she is considered to have participated in plastic surgery. Not to mention the many negative comments about religion. Thus, crisis communication is needed to maintain the image of the foundation.

Figure 1. Comments regarding Plastic Surgery on Aurra Kharisma



Source: @yayasanduniamegastar Official Instagram Account, 2021

Empowering Indonesian women is the main goal of the Dunia Mega Bintang Foundation through the Miss Grand Indonesia contest. So, the presence of Aurra Kharisma as one of the queens is the spearhead for the foundation's reputation and image. Thus, negative comments on Aurra Kharisma and other queens on the foundation's social media also negatively impacted the foundation's reputation and image and decreased public trust (Cutlip et al., 2013). For instance, in Figure 2, @baim0111's comment compares the Dunia Mega Bintang Foundation with the Puteri Indonesia Foundation, marking a decline in public trust and reputation.

Figure 2. Comments regarding Public on Dunia Mega Bintang Foundation



Source: @yayasanduniamegastar Official Instagram Account, 2021

Early on, it can be concluded that the crisis communication at the Dunia Mega Bintang Foundation did not originate from the Foundation itself but was caused by public perceptions that came from negative comments on social media in the form of cyberbullying in the form of hate comments. This is realized because the foundation's need for social media can have a negative impact. In addition, there is misinformation about the foundation and the queens that did not originate not from the foundation.

"The foundation mostly uses social media, so they are aware of the negative potential. (The crisis) must have happened because of the public's perception of us. Most of the time, cyberbullying is like hate comments. In addition, there is also misleading information that did not come from us, because we are trying to avoid clashes, negative comments, we avoid what will be a feud, it will be very, very we avoid." (interview with Dardo Andrio Siregar, 6 November 2021).

Communication, new media, public relations and crisis are closely intertwined. Technological developments also impact this relationship (Carlina & Paramita, 2017). Cyber public relations are unavoidable from a crisis (Onggo, 2004; Prastya, 2011). Companies cannot ignore the presence of social media in their crisis communication (Husaina et al., 2014) because it can be used to deal with crises (Verčič et al., 2015). Although it can have a negative impact, the study results show that social media can positively impact the recovery of issues (Carlina & Paramita (2017).

This study aims to reveal the crisis communication strategy carried out by the Dunia Mega Bintang Foundation in rejecting cyberbullying in the form of hate speech that occurred on social media from June 2020 to May 2021. The researcher is interested in conducting qualitative research to understand the foundation's crisis communication strategy for responding to social media public perception crises. Cyber public relations crisis communication in beauty contest companies is a new and interesting research topic to address because it involves the commodification of beauty.

Some of the literature used as a reference for this research has discussed crisis communication (Jin, Pang, & Smith, 2018; Priscilla & Lestari, 2019; Prastya, 2011). Other studies have also examined crises that occur through new media (Carlina & Paramita, 2017; Husaina et al., 2014; Kuruç & Opiyo, 2020). However, no one has discussed the crisis through cyber public relations activities. Differences in theory and research methods lead to adjustments in determining the stages of crisis communication. With this gap, researchers will study the company's strategy in resisting crises with a larger and more complex scope.

From the background described, the research will discuss how the Dunia Mega Bintang Foundation carry out the crisis communication strategy in responding to and preventing cyberbullying in the form of hate comments for Miss Grand Indonesia 2020, Aurra Kharisma, on social media?'

A crisis is scary for companies (Jin, Pang, & Smith, 2018; Nova, 2011; Soemirat, 2002). However, Kasali (2003) stated that the crisis is a critical and decisive time because it can bring a company to the brink of collapse and take many victims, but it can also bring good luck. The occurrence of a crisis is not spontaneous but begins with certain symptoms that are sometimes not detected or seen by the company. The crisis happened gradually. If a crisis is difficult to overcome early, it will expand and enlarge until it can harm the company and the public Nova (2011).

Every company needs to develop crisis communication (Coombs, 2006; Husaina et al., 2014) to maintain the company's sustainability (Coombs, 2006; Lee, 2020; Priscilla & Lestari, 2019) and maintain its image (Carlina & Paramita, 2017; Priscilla & Lestari, 2019). The role of public relations is one of the main keys in crisis communication for an organization or company (Cutlip et al., 2006). One of them is as a communication facilitator to maintain two-way communication and mediate/facilitate interactions by removing barriers in relationships and keeping communication channels open (Sitepu & Faulina, 2011).

The importance of developing a crisis communication strategy is widely discussed in Situational Crisis Communication Theory (Coombs, 2006), developed by W.T. Coombs and Holladay S.J. This theory can be used to describe the public regarding crises and reputations that occur in an organization when facing a crisis. This theory also provides a useful framework for organizations or companies to understand how best to protect their reputations when implementing crisis communication (Coombs, 2006).

The role of public relations is one of the main keys in crisis communication for an organization or company (Cutlip et al., 2006). Crisis communication strategies through public relations are generally carried out with a managerial approach. Kasali said the strategy consisted of gathering facts, problem definition, planning and programs, action and communication and evaluation. According to Cutlip and Center, this approach includes strategic planning, which includes four important processes: fact-finding, planning, communication and evaluation (Ardianto & Soemirat, 2015).

Technological developments have changed the concept of crisis (Carlina & Paramita, 2017; Lee, 2011). Like public relations in general, cyber public relations are unavoidable from a crisis (Onggo, 2004; Prastya, 2011). Social media has an open, dialogical and participatory nature (Bonsón, Perea, & Bednárová, 2019). Thus, the use of social media is important in crisis communication in the digital era (Husaina et al., 2014; Valentini, 2015). Furthermore, social media crisis communication cannot be ignored by companies (Husaina et al., 2014; Verčič et al., 2015) because it has a positive impact on the recovery of issues (Carlina & Paramita (2017).

METHOD

This research uses a qualitative approach, with the type of case study research, which is a series/process of scientific activities carried out intensively, in detail and in-depth about a program, event, and activity, either individually, a group of people, institutions, or

organizations (Rahadjo, 2017). The unit of analysis in this research is the crisis communication strategy of the Dunia Mega Bintang Foundation in rejecting the crisis in the form of negative comments. Data collection techniques were carried out through in-depth interviews, and documentation and qualitative content analysis were used as primary data.

In-depth interviews using an interview guide (Sutopo, 2001) were conducted online through the Zoom Meeting platform twice, namely on Saturday, 6 November 2021 and Sunday, 28 November 2021. Key informants in this study held important positions at the Dunia Mega Bintang Foundation. They are Dardo Andrio Siregar, Creative Head; Mistia Ningrum, Project Officer; and Wahyu Andriansyah Zainal, Fashion Stylist, who also played a role in the foundation's crisis communication. The researcher also chose a second informant, the Miss Grand Indonesia 2020 Winner - Aurra Kharisma, who was the target of the crisis based on the background of this research.

Aurra Kharisma, as one of the queens, is the spearhead of the Dunia Mega Bintang Foundation. Negative comments on him also have an impact on the reputation and image of the foundation. From June 2020 to 2021, Aurra Kharisma was competing at Miss Grand International, so the @yayasanduniamegastar account received many negative comments. This is analyzed in the study, although there are limited resources because the foundation's team has deleted some negative comments, and a high-risk track is carried out on negative accounts.

The documentation and qualitative content analysis are carried out on the official Instagram account @yayasanduniamegastar, where the Dunia Mega Bintang Foundation has established much public communication through social media. The researcher collected documentation from photos and negative comments that brought about a crisis based on public perception at the Dunia Mega Bintang Foundation. In addition, secondary data in this study were obtained from literature studies to facilitate the author in conducting research and knowing the authenticity of the sources submitted by the informants in providing information on various matters relating to the research object.

Research data were analyzed qualitatively through a systematic process of searching and compiling data obtained through interviews, observations and qualitative content analysis (Sugiyono, 2015). analyzed and reviewed the collected data to reveal the crisis communication strategy carried out by the Dunia Mega Bintang Foundation in rejecting cyberbullying researchers in the form of hate speech that occurred on social media. The validity of the research data was tested using source triangulation by comparing/rechecking the degree of trustworthiness of the data obtained from different informants (Kriyantono, 2006).

RESULTS AND DISCUSSION

This study's findings were obtained from in-depth interviews, participatory observations and documentation. Through this research, it was found that the Dunia Mega Bintang Foundation implemented four important stages in public relations that needed to be

carried out: fact gathering, planning, action to evaluation (Ardianto & Soemirat, 2015) as analysed by the following research results.

Fact-Finding on the Crisis

Fact-Finding is the first step for the Dunia Mega Bintang Foundation to seek data and collect facts related to the crisis at the foundation. According to Cutlip et al. (2013), this initial step can be used by the foundation to determine the condition of the crisis being experienced. Based on the research results, the researcher divides the Fact-Finding stage into three important stages at this foundation.

Defining Problems and Gathering Facts

The foundation's team defined the problem and gathered facts until it was found that the crisis that occurred at the foundation was in the form of public perceptions that came from negative comments containing cyberbullying in the form of hate comments. The foundation received many negative comments accusing the foundation of exploiting the queens by making physical changes through the operating table. The above statement is supported by Figure 3.

"The foundation mostly uses social media, right. What is the public opinion about the foundation? It's all here. Cyberbullying, such as hate comments, is bound to happen. An example is an allegation that queens are exploited by undergoing physical changes on the operating table" (interview with Aurra Kharisma, 6 November 2021).

Figure 3. Negative Comments regarding Plastic Surgery at Dunia Mega Bintang Foundation



Source: @yayasanduniamegastar Official Instagram Account, 2021

This was done with consent and is a form of symbiotic mutualism between the foundation, queens, and sponsors. This is because people pay attention to physical appearance. With the aesthetics added to the queens, they will have the confidence to compete and perform optimally in front of the camera and support the queens' careers. The foundation aims to empower Indonesian women by becoming the best version of themselves. Thus, the foundation's team took a lot of defensive stances to protect its image and reputation.

"From the beginning, we have been informed that there will be modifications that we will make. We have asked from the beginning whether we agree or not. With the approval of

the five finalists we gathered, they are ready for battle. After you win , you will be on the operating table for aesthetics. Yes, we may make up on the outside or physically, but we are still ourselves on the inside. With aesthetics, we want to empower them with their best appearance" (interview with Dardo Andrio Siregar, 6 November 2021).

Situation Analysis of Internal and External Factors

The Dunia Mega Bintang Foundation realizes that social media has positive and negative sides and is unavoidable from a crisis on social media in the form of public perception that comes from cyberbullying in the form of hate comments. Through situational analysis of internal and external factors, it was found that some comments tend to be irrelevant to social media content and are included in the high-risk track if deemed disturbing. The above statement is supported by Figure 4.

"The foundation has realised that with the social media platforms, there will be positives and negatives. It's not that we only want positive comments. Negative comments also, if it's constructive criticism, we will accept it because we also want to improve. Sometimes, the correlation is disconnected and irrelevant to what we post. So we put the account into the high-risk track if it is at the disturbing stage" (interview with Mistia Ningrum, 28 November 2021).

Figure 4. Negative Comments on Plastic Surgery at Dunia Mega Bintang Foundation



Source: @yayasanduniamegastar Official Instagram Account, 2021

The crisis at the Dunia Mega Bintang Foundation occurred in two stages. At the warning stage, it is marked by negative comments containing criticism and input that can still be accepted. The crisis is considered to be entering a more serious stage if negative comments in the form of cyberbullying in the form of hate comments on official social media are deemed to have crossed the line. Several other negative comments were included in the high-risk track if they were deemed too rude and disturbing. This also applies to comments that contain slander both for the foundation and the queens.

"Cyberbullying, such as hate comments, definitely exists. If it can still be tolerated, we think it's okay and can be accepted, such as criticism and input. Not infrequently those who go too far. If it's too harsh and hurtful, including slander, it's usually a high-risk track by the foundation's team" (interview with Aurra Kharisma, November 6, 2021).

Define Crisis Cluster

The Dunia Mega Bintang's high demand for social media use has been realized to impact the foundation negatively. It is proven that the need has led the foundation into a crisis caused by cyberbullying in the form of hate comments on their social media account. In addition, there is also misleading information about the foundation and the queens, which the foundation's team will avoid. Therefore it is believed that public perception can lead to negative impacts, so the foundation's team have avoided those negative potentials. These findings indicate the importance of crisis communication to respond to and prevent such crises.

"The foundation mostly uses social media, so they are aware of the negative potential. (The crisis) must have happened because of the public's perception of us. Most of the time, cyberbullying is like hate comments. In addition, there is also misleading information that did not come from us because we are trying to avoid clashes and negative comments. We avoid a feud, and it will be something that we highly avoid. In today's fast-paced era, all of it quickly spread. Negative comments hate comments, false news and other bad things about the foundation spread quickly. So it needs to be addressed and prevented" (interview with Dardo Andrio Siregar, 6 November 2021).

Referring to the crisis, the foundation determined that they were a victim cluster. The reason is that the first crisis did not come from the foundation's team but was caused by public perceptions that came from negative comments on social media in the form of cyberbullying in the form of hate comments. This indicates that they took a defensive stance and were reluctant to admit that the crisis had occurred because of them. Serving in the field of beauty contests, the spearhead of the foundation is the queens like Aurra Kharisma. Not surprisingly, social media contains content about queens, so negative comments on queens also harm the foundation. Therefore, it is the foundation's responsibility to maintain the public perception crisis.

"We have prepared everything as well as possible, but there are still accounts that make bad comments about clothes too. We are also annoyed because cyberbullying, like hate comments, comes from pageant lovers who don't find the right words to comment. The queens are the spearhead of the foundation, so our content is them. If there are negative comments, the foundation will be hit too" (interview with Wahyu Andriansyah Zainal, 28 November 2021).

Planning the Crisis Communication

After determining the conditions experienced, the next step taken by the Dunia Mega Bintang Foundation is Planning to plan programs to implement decisions related to the strategies to be implemented. According to Cutlip et al. (2013), the foundation can use

this step to determine the best program to overcome the crisis. Based on the research results, the researchers divided the Planning stage at this foundation into three types of planning.

Determination of Crisis Response Strategy in Crisis

Planning is marked by determining a crisis response strategy that is in line with the Situational Crisis Communication Theory through establishing a foundation's team as the person in charge of the crisis both conventionally and cyber. By becoming Communication Facilitators, they plan dynamic programs to maintain the foundation's reputation and introduce its vision to empower Indonesian women.

"Each foundation's team is important in dealing with existing cyberbullying. We communicate with the audience so that we can maintain the reputation of the foundation. We are also planning a dynamic program and introducing the foundation's vision for empowering women." (interview with Dardo Andrio Siregar, 6 November 2021).

Program Planning to Maintain Reputation

The research results show that the Dunia Mega Bintang Foundation programs tend to be dynamic and think things through carefully. Even though it was well planned, some programs received other intrusions. Some plans have to change following the trends that are developing in society. The foundation's team tends to be creative and doesn't get satisfied quickly, including holding press conferences.

"Our program is dynamic. There is a plan after winning what to do, but after it is done, there will be an interruption that must be done. The plan that we make can change according to what kind of trend. We are driven to give from the foundation what we can do, so give creative variety to the pageant world" (interview with Dardo Andrio Siregar, 6 November 2021).

Program Planning to Anticipate and Respond to Crisis

The Dunia Mega Bintang Foundation seeks to involve queens in various activities or programs. For example, involving them in activities involving sponsors is a form of symbiotic mutualism with sponsors. In addition, social activities such as charity and vaccination are also included in the foundation's program. With these positive activities, the foundation's team also helps maintain its image that they look beautiful, optimal, and maximal wherever they work and have a social spirit.

"So if we think of queens as a commodity for sponsors, it's not true because it's a form of symbiotic mutualism. We have to get our queens involved. In charity events like yesterday's vaccine event, they become volunteers in the registration section. So we are trying to maintain the image of the foundation. It is not just a beauty pageant, even though in the beauty pageant our queens must look optimal, wherever they go" (interview with Wahyu Andriansyah Zainal, 28 November 2021).

Adapting to the development of social media is important for the Dunia Mega Bintang Foundation, considering that the foundation is heavily on social media in terms of relations and publications. The foundation's team also uses social media to overcome the crisis plus plans to expand to YouTube to expand its reach. Social media planning is also important to anticipate and respond to crises that occur in the form of negative comments.

"We also observe social media, so there are always improvements to make it even better. We interact and respond to hate comments, all from social media. We also have plans to make YouTube even wider. Yes (social media planning), there is already a timeline. There's also a caption" (interview with Mistia Ningrum, 28 November 2021).

Communication

Communication is the next step for the Dunia Mega Bintang Foundation to implement the results of the two previous public relations strategies, namely in the form of program implementation and strategic communication that has been designed for more specific goals for each public to achieve program goals. According to Cutlip et al. (2013), this step is crucial for foundations to influence the public and maintain their reputation. Based on the type of public relations promoted, the researcher divides the Communication strategy into two types of crisis communication.

Crisis Communication with Conventional Public Relations Practices

In conventional public relations practice, the Dunia Mega Bintang team involved queens as the spearhead of the foundation's reputation in positive activities such as charity and vaccination to highlight their social spirit. In addition, the foundation's team strives to maintain good relations with stakeholders to gain their support and minimize crises. This is supported by Figure 5, which shows the foundation's team during the delivery of donations in the form of 1,000 food packages for people affected by COVID-19 on 24 July 2021.

Figure 5. Dunia Mega Bintang Foundation while Conducting Social Activities



Source: @yayasanduniamegastar Official Instagram Account, 2021

The foundation's team also strives to maintain good relations with beauty pageant lovers to gain support from them. In addition, through collaboration with sponsors, the foundation also helps increase the existence of the queens. The established relationships also rely heavily on social media to spread positive information about the foundation and the queens. The above statement is supported by Figure 6.

"It is undeniable that we need PL to support what we have been doing, so we take care of our relationship with them. Likewise with sponsors. In every activity, almost all queens will be involved. Keeping that relationship with us, we must keep up by giving good information, and their approach is through social media" (interview with Wahyu Adriansyah Zainal, 28 November 2021).

Figure 6. Mega Bintang Foundation World with Beauty Pageant Lovers



Source: @yayasanduniamegastar Official Instagram Account, 2021

Crisis Communication with Cyber Public Relations

With social media openness and dialogue, the practice of cyber public relations at the foundation with clarification and confirmation through direct messages. At the warning stage, the steps were to confirm/clarify via direct message and explain the misinformation related to the foundation and the queens. The confirmation/clarification provided attempts to educate and sometimes uses targeted language. It is also an attempt to deny the current crisis. Feedback is accommodated by the foundation's team, as opposed to negative comments, which are sometimes ignored.

"The foundation usually uses direct messages for clarification and confirmation. We confirm what it means by posting like this. Then we try to explain, and we have an explanation about ourselves. So we won't let bad news come to us, as much as we can clarify and confirm to educate them with targeted language. On the other hand, there are things we ignore. Not all comments need to be confirmed" (interview with Dardo Andrio Siregar, 6 November 2021).

Instagram is widely used to present the latest information and collaboration with sponsors. Not only through messages in direct messages, but interaction is also only limited to the likes and comments features. In addition, social media is used to prevent crises. There are times when Ivan Gunawan, Director of the Dunia Mega Bintang

Foundation, does Live on Instagram to interact and communicate with beauty contest lovers.

"Mostly use Instagram to present the latest news, including collaboration with sponsors. Interaction can be through likes and comments, not just direct messages. We also encounter hate comments there. Sometimes Ivan makes a live Instagram say anything, and everything is explained there. He interacts and communicates with pageant lovers" (interview with Dardo Andrio Siregar, 6 November 2021).

The Mega Bintang World Foundation's team thinks carefully about the content uploaded on the foundation's social media so that it can present positive content. This aims to prevent cyberbullying, hate comments and any comments that can tarnish the name of the foundation. Content-based on social media planning is complete with a special timeline and caption (content description) to overcome the crisis.

"What we post must be carefully thought out, so we try to give good content to the audience. Some restrictions prevent hate comments or any comments that can tarnish the name of the foundation. We also carry out social media planning, including timelines and captions to present content that can overcome the crisis." (interview with Dardo Andrio Siregar, 6 November 2021).

To analyze social media planning at the Dunia Mega Bintang Foundation, the researchers used the Instagram account @yayasanduniamegastar as the analysis target from June 2020 to May 2021. Researchers conducted a content analysis based on the categorization of content regarding crisis response strategies in Situational Crisis Communication Theory which Coombs initiated (2017), namely: denial (deny), diminishing and strengthening (bolstering). The results of the categorization are presented in Table 1 below.

Evaluation

Evaluation is certainly the last public relations strategy implemented by the Dunia Mega Bintang Foundation in overcoming the cyber public relations crisis. Although it is important for the continuity of the three strategies that have been implemented previously, internal evaluations are rarely carried out formally and tend to be mostly carried out through discussions in Whatsapp groups. An internal evaluation was also carried out by supervising the queens, especially in terms of content on social media. In addition, the evaluation also comes from comments from lovers of beauty contests on social media.

"If the evaluation is not very formal, it is more like a small group on WhatsApp. We will usually discuss what was lacking from the event or event earlier. Because of that, in the end, everything is back for our good. For example, if the clothes are lacking, it's just an evaluation to revelation for the future." (interview with Mistia Ningrum, 28 November 2021).

Table 1. Crisis Response Strategies on Accounts @yayasanduniamegabintang

Crisis	Upload Date	Response Strategy	Crisis Communication	Upload Date
<i>Hate comments regarding the nose change on Aurra's photo when she cuts her hair</i>	1 July 2020	Deny	Publish photos related to nose changes with more HD photo quality	2 July 2020
<i>Negative comments related to nose changes that are not liked because they are considered less natural</i>	2 July 2020	Diminish	Gucci after-black photo publication for relaxing weekends	4 July 2020
<i>Hate comments regarding nose changes</i>	2 July 2020	Bolstering	Publication of relations with YT Utama as the crown sponsor	5 July 2020
<i>Comments regarding clothes that are considered too vulgar</i>	7 July 2020	Deny	Publication of photos with similar outfits and related captions accepts criticism and suggestions	8 July 2020
<i>Hate comments related to clothes that are considered too vulgar</i>	7 July 2020	Bolstering	Publication of positive activities: learning English	8 July 2020
<i>Hate comments related to nose changes that are considered too excessive and forced</i>	15 July 2020	Deny	Publication of similar photos with a focus on nose changes	17 July 2020
<i>Hate comments regarding dresses that are considered too revealing</i>	15 July 2020	Deny	Publication of similar photos and jeans combined with a bra as a top	17 July 2020
<i>Hate comments related to clothes that are considered too revealing</i>	16 July 2020	Bolstering	Publication of positive activities: Public Speaking practice session	17 July 2020
<i>Hate comment regarding the change in the nose that makes Aurra's face different and difficult to recognise</i>	1 August 2020	Deny	Publication of similar photos with captions related to the beauty of women in dresses	4 August 2020
<i>Hate comments related to teeth and nose that are considered unnatural</i>	7 August 2020	Bolstering	Live Instagram themed 'The Power of Social Media.'	10 August 2020
<i>Hate comments related to noses that are considered unnatural</i>	12 August 2020	Bolstering	Publication of positive activities: fashion show with sponsors	13 August 2020
<i>Hate comments related to noses that are considered unnatural</i>	22 September 2020	Deny	Publish close-up photos with a focus on the beauty of the nose	24 September 2020
<i>Hate comments related to nose changes that are considered too excessive and forced</i>	24 September 2020	Diminish	Publish a photo wearing a pink wig	24 October 2020
<i>Hate comments related to noses that are considered too sharp and unnatural</i>	24 October 2020	Diminish	Publication of smiling photos in between activities	1 November 2020
<i>Hate comments related to nose changes that are not liked because they are considered less natural</i>	27 November 2020	Deny	Publication of similar photos with satire captions regarding how to see things from various angles	2 December 2020
<i>Hate comments related to noses that are considered too sharp and unnatural</i>	30 December 2020	Deny	Similar photo publication but not focusing on the beauty of the nose	5 January 2021
<i>Hate comments related to the nose that is considered less Indonesian</i>	5 January 2021	Diminish	Publication of headshot photos with traditional headaddresses	7 January 2021
<i>Hate comments related to photos in bikini</i>	14 January 2021	Bolstering	Publication of training results with the theme 'Up Close Personal.'	16 January 2021
<i>Hate comments regarding the lack of social activities</i>	21 January 2021	Bolstering	Publication of positive activities: Dunia Mega Bintang Foundation Donation	22 January 2021
<i>Hate comments related to clothes that are considered too vulgar</i>	10 February 2021	Bolstering	Publication of positive activities: Public Speaking practice session	12 February 2021
<i>Hate comment regarding the hairdo that makes Aurra look old like a grandmother</i>	10 February 2021	Bolstering	Publication of training results with the theme 'Up Close Personal.'	13 February 2021
<i>Hate comments regarding the green dress, which is considered too vulgar</i>	17 February 2021	Bolstering	Live Instagram with beauty contest experts from abroad	22 February 2021
<i>Comments so that the next Miss Grand Indonesia won't have plastic surgery</i>	20 May 2021	Bolstering	<i>Caption related to the beauty of a smile in women</i>	24 May 2021

Source: Content Analysis by Researcher

Crisis and Discussion

The crisis can be caused by several factors: public perception, which can negatively impact the company's image and reputation (Nova, 2011). This statement is in line with the results of this study that Dunia Mega Bintang Foundation experienced a crisis due to public perception. The foundation carries out cyber public relations activities because it is heavily on social media. Like public relations in general, cyber public relations are unavoidable from a crisis (Onggo, 2004; Prastya, 2011).

The development of communication technology that is not utilized properly can lead to various negative impacts, such as cyberbullying (Kuruç & Opiyo, 2019). Dunia Mega Bintang Foundation receives cyberbullying through online platforms, especially hate comments on Aurra Kharisma, who competed in Thailand. The foundation is considered to have exploited Aurra by making physical changes through the operating table. However, many foundations take a defensive stance to protect their image and reputation by rejecting these comments and claiming to provide aesthetics.

In dealing with the cyber public relations crisis, the foundation's team took on the role of a communication facilitator in responding to the crisis at the foundation. Thus, this study's findings emphasize the importance of public relations as one of the main keys in crisis communication, especially in maintaining a positive image and establishing relationships and mutual understanding (Cutlip et al., 2013). The foundation's team utilizes social media to maximize its role as a mediator (Sitepu & Faulina, 2011) for the foundation and the public.

As a communication facilitator, the results of this research show that the foundation's team uses a public relations strategy to maintain a positive image and establish relationships and mutual understanding. This is because public relations is one of the main keys to crisis communication (Cutlip et al., 2013), and companies need to understand the function of public relations to overcome the crises that occur (Sitepu & Faulina, 2011). This strategy includes four important strategies that need to be carried out: fact gathering, planning, and action to evaluation (Ardianto & Soemirat, 2015).

The findings above are important in this study that the public relations strategy applied by Dunia Mega Bintang Foundation and the role of the foundation's team as communication facilitators are independent of the presence of a special public relations division. Thus, the foundation has implemented the function of public relations as a method of communication in which all companies can carry out the function of public relations (Cutlip et al., 2006) to support the effectiveness and efficiency of achieving company goals (Machmud, 2004).

Various literature has studied crisis communication as references in this study (Jin, Pang, & Smith, 2018; Priscilla & Lestari, 2019; Prastya, 2011). Likewise, the occurrence of crises through new media (Carlina & Paramita, 2017; Husaina et al., 2014; Kuruç & Opiyo, 2020). This study adds a new study to the crisis that occurred through cyber public relations activities. Moreover, researchers examine the importance of the role of social media in crisis communication which has not been widely discussed in previous studies.

Dunia Mega Bintang Foundation has built a lot of communication with the public through social media, considering that the presence of social media helps rapidly disseminate information. Likewise, negative perceptions about a company can spread quickly and become a crisis (Prastya, 2011). Technological developments bring changes to the concept of crisis. Companies cannot ignore the presence of social media in their crisis communication (Husaina et al., 2014). The foundation uses open, dialogue and

participatory social media in cyber public relations crisis communication (Bonsón, Perea, & Bednárová, 2019).

Research by Carlina & Paramita (2017), Husaina et al. (2014) and Kuruç & Opiyo (2020) have examined the use of new media in crisis communication. However, no research proves the effectiveness of Instagram in overcoming the crisis. Specifically, this research focuses on using the official Instagram @yayasanduniamegastar as a tool to respond to and prevent crises. The speed and accuracy of responding to a crisis are important to pay attention to. The results of this study contribute both academically and practically to the study of cyber public relations crisis communication. In collecting data, researchers experienced limitations in finding data related to hate comments on the official Instagram @yayasanduniamegastar, which was the trigger for the crisis at the foundation. Informants in this study stated that the foundation's team had deleted several negative comments from June 2020 to May 2021. The remaining negative comments were comments beyond the reach of the foundation's team.

The disappearance of some negative comments is because the foundation's team is trying to prevent cyberbullying by deleting negative comments and putting them on a high-risk track to reduce the potential for negative comments in the future. In addition, the owner's account of negative comments will be blocked. This effort is a crisis response strategy in Situational Crisis Communication Theory by reducing (minimising) negative information circulating (Coombs, 2017).

The findings that caught the attention of researchers were that negative comments such as those in Figure 1, Figure 2, Figure 3, and Figure 4 received support in the form of likes (likes) from other users. On the other hand, the comments did not receive any opposition from other accounts. This indicates that negative comments can spread quickly (Juditha, 2017) and collectively (Suryaningrum, 2019). Unfortunately, the large number of negative comments that have been deleted has limited the researchers to carry out further analysis.

Apart from the limitations that have been described, this study confirms that the most appropriate cyber public relations crisis communication is to use social media, which cannot be ignored in every company's crisis communication (Husaina et al., 2014). This is due to the wider public reach of social media and the rapid dissemination of information (Prastya, 2011), so it can maintain a two-way relationship with the public (Chaaban & Sezgin, 2015; Verčič et al., 2015). In addition, it is important to increase participation by using open social media and dialogue (Bonsón, Perea, & Bednárová, 2019). Consistency in presenting positive content and information must be continued (Theaker, 2008; Wright & Hinson, 2009).

In addition, the results of this study confirm that cyber public relations crisis communication is inseparable from the four stages in the public relations strategy used by Dunia Mega Bintang Foundation. The reason is that applying these four stages can help the foundation implement a crisis communication strategy based on finding facts.

The reason is that the implementation of these four stages can help foundations implement a crisis communication strategy based on the results of finding facts related to the crisis that has occurred so that they can carry out strategic planning to respond to crises, implement programs and evaluate the crisis communications (Cutlip et al., 2013). The foundation's success in responding to and preventing crises is marked by the success of the four stages, although it has not yet implemented a formal and holistic evaluation stage.

Theoretical and Practical Implications

This research hoped to be useful theoretically and strengthen theories related to Crisis Communication, Situational Crisis Communication Theory, Public Relations, and Cyber Public and Communication Science. The researcher also hopes this research can be used as input for the Dunia Mega Bintang Foundation in dealing with controversial issues.

Furthermore, the researcher hopes this research can provide basic data/pictures related to crisis communication, so it becomes a reference for future researchers with similar topics and research theories. Although this study has limitations, it can be used as input for future researchers. Companies as crisis communicators are the focus of this research, so further researchers are expected to examine from the audience's point of view related to the crisis that occurred in a company.

CONCLUSION

Cyber public relations activities carried out by the Dunia Mega Bintang Foundation depend a lot on social media, so they are experiencing a crisis due to public perception through cyberbullying in the form of hate comments. The foundation's team takes on the role of a communication facilitator to respond to and prevent the cyber public relations crisis by referring to the four stages of public relations strategy fact-gathering, planning, action to evaluation. An interesting finding in this study is that the Dunia Mega Bintang Foundation has implemented the function of public relations as a method of communication. That is a public relations strategy that is implemented without the presence of a special public relations division.

The study of the crisis that through cyber public relations activities became a new study that contributed to the results of this research. Not many previous studies have discussed the importance of social media in crisis communication. The results of this study indicate that the foundation's team uses social media for relations and publications and in crisis communication. Furthermore, this research also proves the effectiveness of Instagram in overcoming the crisis, thus contributing academically and practically to the study of cyber public relations crisis communication.

The speed and accuracy of responding to a crisis are important to pay attention to. Consistency in presenting positive content and information needs to be continued. Through this research, it was found that the foundation's team took a lot of defensive stances by deleting negative comments and being included in the high-risk track. The disappearance of some of these negative comments is because the founding team is

trying to prevent cyberbullying through a minimization strategy in the Situational Crisis Communication Theory. In addition, crisis communication by utilizing social media that is open, dialogical and participatory can be a reference for overcoming the crisis that occurs.

This research is limited to the crisis communication strategy of the Dunia Mega Bintang Foundation in rejecting cyberbullying in the form of hate comments that occur on social media. From the perspective of Communication Science, research on crisis communication is still rarely associated with the commodification of beauty. Therefore, the researcher recommends further research to explore crisis communication from a different perspective. In addition, further research recommendations are to explore crisis communication in small organizations and terms of larger and even multinational organisations.

From the results of the research that has been submitted, data is obtained that the Dunia Mega Bintang Foundation does not yet have a special social media team. In addition, it removes the boundaries between the foundation's team and beauty contest lovers. Both of these things brought a crisis to the foundation. Through this research, the researcher's practical recommendation is to form a special social media team and establish a firmer boundary. Moreover, the Dunia Mega Bintang Foundation is on social media and is an official organization. In addition, it is important to carry out regular and formal evaluations to achieve the foundation's goals.

Based on data from research results, the crisis communication of the Dunia Mega Bintang Foundation can be applied to organizations with a similar focus on the field, namely beauty contests. Crisis communication by utilising social media that is open, dialogical and participatory can be a reference for overcoming the crises that occur. The speed and accuracy of responding to a crisis are important to pay attention to. Consistency in presenting positive content and information needs to be continued.

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