

## ABSTRAK

**Denda Saepul Ulum**, Strategi Public Relations di Masa Pandemi COVID-19 (Studi Deskriptif pada Badan Pengelola Ciletuh-Palabuhanratu UNESCO Global Geopark)

Badan Pengelola Ciletuh-Palabuhanratu UNESCO Global Geopark merupakan lembaga dibawah naungan Pemerintah Kabupaten Sukabumi yang memiliki wewenang pelaksana urusan pemerintahan dibidang pariwisata. Badan Pengelola Ciletuh-Palabuhanratu UNESCO Global Geopark memiliki tugas dan wewenang dalam mengelola strategi *public relations* dimasa pandemi COVID-19. Penelitian ini bertujuan untuk mendeskripsikan proses strategi public relations yang dilaksanakan oleh Badan Pengelola Ciletuh-Palabuhanratu UNESCO Global Geopark dalam rangka penyelesaian dan pengelolaan krisis yang terjadi di masa pandemi COVID-19 melalui identifikasi masalah, perencanaan program, tindakan dan sosialisasi, dan evaluasi.

Konsep yang digunakan pada penelitian ini yaitu konsep *four step public relations* (empat langkah humas) berupa; identifikasi masalah (*fact finding*), perencanaan dan program (*planning and programming*), mengambil tindakan dan komunikasi (*action and communication*), dan evaluasi (*evaluation*). Paradigma yang digunakan adalah paradigma konstruktivisme dengan pendekatan interpretif dan metode deskriptif kualitatif. Data-data yang dikumpulkan dalam penelitian melalui wawancara mendalam dibantu observasi dan studi pustaka.

Hasil penelitian menunjukkan bahwa strategi public relations di masa pandemi COVID-19 yang dilakukan oleh Badan Pengelola Ciletuh-Palabuhanratu UNESCO Global Geopark diawali dengan tahap (1) identifikasi masalah secara internal dan eksternal meliputi; koordinasi, konsultasi, diskusi, monitoring, observasi, dan survey. Tahap (2) perencanaan program meliputi; penyusunan rencana dan anggaran, perencanaan program di masa pandemi COVID-19, dan perencanaan program setelah masa pandemi COVID-19. Tahap (3) mengambil tindakan dan sosialisasi meliputi; sosialisasi kebijakan pemerintah di masa pandemi COVID-19, melaksanakan seluruh kegiatan berbasis *online*, kerjasama dengan publiknya terkait penyelesaian krisis di masa pandemi COVID-19, ikut serta dalam kegiatan kepariwisataan nasional dan internasional. Tahap (4) evaluasi meliputi; observasi, monitoring, dan koordinasi dalam tingkat evaluasi dampak dan efek.

**Kata Kunci:**

Strategi *Public Relations*, Pandemi COVID-19, Ciletuh-Palabuhanratu UNESCO Global Geopark, Pariwisata.

## **ABSTRACT**

**Denda Saepul Ulum**, *Public Relations Strategy during the Pandemic COVID-19 (Descriptive Study at the UNESCO Global Geopark Ciletuh-Palabuhanratu Management Agency).*

*Ciletuh-Palabuhanratu UNESCO Global Geopark Management Agency is an institution under the auspices of the Sukabumi Regency Government which has the authority to implement government affairs in the tourism sector. The Ciletuh-Palabuhanratu UNESCO Global Geopark Management Agency has the duty and authority to manage public relations strategies during the COVID-19 pandemic. This study aims to describe the public relations strategy process implemented by the Ciletuh-Palabuhanratu UNESCO Global Geopark Management Agency in the context of resolving and managing crises that occurred during the COVID-19 pandemic through problem identification, program planning, action and socialization, and evaluation.*

*The concept used in this research is the concept of four steps of public relations in the form of; fact finding, planning and programming, action and communication, and evaluation. The concept was chosen because it is relevant to the public relations strategy carried out by the Ciletuh-Palabuhanratu UNESCO Global Geopark Management Agency. The paradigm used is constructivism paradigm with interpretive approach and descriptive method. The data collected in the study through in-depth interviews assisted by observation and literature study.*

*The results showed that the public relations strategy during the COVID-19 pandemic carried out by the UNESCO Global Geopark Ciletuh-Palabuhanratu Management Agency began with stages (1) identification of internal and external problems including with; coordination, consultation, discussion, monitoring, observation, and survey. Phase (2) program planning includes; preparation of plans and budgets, program planning during the COVID-19 pandemic, and program planning after the COVID-19 pandemic. Stage (3) taking action and socialization include; socializing government policies during the COVID-19 pandemic, carrying out all online-based activities, collaborating with the public regarding crisis resolution during the COVID-19 pandemic, participating in national and international tourism activities. Stage (4) evaluation includes; observation, monitoring, and coordination in the level of impact and effect evaluation.*

**Keywords:**

*Public Relations Strategy, COVID-19 Pandemic, Ciletuh-Palabuhanratu UNESCO Global Geopark, Tourism.*