



NTB Tourism Image Recovery Strategy After the Earthquake

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ABSTRACT

This study aims to find out how to restore the tourism image of the West Nusa Tenggara (NTB) area after the 2018 natural disaster through the NTB Bangkit Recovery program implemented by the Tourism Office. The paradigm used in this research is constructivism and an interpretive approach using case study research methods. Researchers want to understand how to restore the image of NTB tourism destinations to restore the number of tourist visits. Data collection techniques by conducting observations and in-depth interviews. The results showed that the strategy of restoring the image of the post-earthquake tourism destinations in NTB was carried out: First, identifying opinions. Second public awareness. Third, identify the issue. Fourth, evaluation with the category of assessment of pre-implementation and evaluation of post-implementation of the Recovery NTB Bangkit program.

Keywords: NTB, Recovery of Tourism Imagery, Earthquakes

ABSTRAK

Penelitian ini bertujuan untuk mengetahui cara pemulihan citra pariwisata daerah Nusa Tenggara Barat pasca bencana alam tahun 2018 melalui program Recovery NTB Bangkit yang dilaksanakan oleh Dinas Pariwisata. Paradigma yang digunakan dalam penelitian ini adalah konstruktivisme dan pendekatan interpretif dengan menggunakan metode penelitian studi kasus. Peneliti ingin memahami proses pemulihan citra destinasi pariwisata NTB untuk memulihkan jumlah kunjungan wisatawan. Teknik pengumpulan data dilakukan dengan observasi dan wawancara mendalam. Hasil penelitian menunjukkan bahwa strategi pemulihan citra destinasi pariwisata NTB pasca gempa bumi dilakukan dengan cara: Pertama, identifikasi opini. Kedua, public awareness. Ketiga, identifikasi isu. Keempat, evaluasi yang dikategorikan menjadi evaluasi prapelaksanaan program dan evaluasi pasca pelaksanaan program Recovery NTB Bangkit.

Kata Kunci: NTB, Pemulihan Citra Pariwisata; Gempa Bumi

INTRODUCTION

Until 2019, tourist visits to West Nusa Tenggara had not recovered as in 2017. This was a result of the Lombok natural disaster in 2018. Tourism was the sector most affected by the earthquake. Because one of the local revenue comes from tourism. Based on data from the association of tourism service providers in Lombok, the Association of the Indonesia Tours and Travel Agencies (ASITA), the loss due to the Lombok earthquake reached one trillion rupiah (Cahyani, 2018).

At the beginning of 2019, Lombok tourism was still not recovering. Based on Sukmana's records (2019), Lombok tourism is still facing challenging times because it is still in the stage of overall reconstruction and rehabilitation, physical infrastructure, economy, and human resources (Sukmana, 2019). This loss was experienced not only because tourism facilities were damaged by up to 20%, such as hotels and restaurants and destinations, but also because of the departure of tourists. According to data from the Indonesian Hotel Restaurant Association (PHRI), 70% of tourists make an exodus, and only 30% live in Lombok (Affan, 2018). Still, based on Sukmana's records (2018), many tourism experts state that it is a formidable challenge to carry out post-disaster tourism recovery. Foreign media reports added to the widespread impact on the disaster-affected areas.

Therefore, the government is trying to restore the condition of Lombok tourism. Convincing tourists to carry out these efforts through tourism recovery. Public Relations perspective to convince tourists through the rally by converting the image of tourism. Image is an impression or assessment given by the public to a company, agency, or organization seen from objective conditions, which can then be in the form of positive or negative evaluations and will affect the level of public loyalty to the agency concerned.

The image is not only pinned on the company but also the tourism of an area. The image of tourism can be positive or negative, depending on how the management and packaging of the tourism face the area itself. The image of tourist attractions that lead to the interest of tourists to stay longer cannot be separated from the condition of the object being sold and the packaging of the tourism object (Himawan, 2014). Lombok has great tourism capabilities. The strength lies in tourist destinations in the form of the sea, beaches, mountains, islands, and other Lombok cultures. In 2017, the NTB Province, especially in the Lombok area, pre-research data from researchers from the republica.co.id page (Aini, 2019) showed that the NTB Provincial Government managed to exceed the target of 3.5 million tourists, to be exact, 3,508,903 tourists. consisting of 2,078,654 domestic tourists (minus) and 1,430,249 foreign tourists (tourists). The negative image formed in the public's mind regarding the image of Lombok tourism occurs because earthquakes occur continuously with a fairly large earthquake strength

intensity. Even after the BMKG declared Lombok was safe, earthquakes with a magnitude above 4.5 SR often occurred, resulting in tourists not daring to visit Lombok and not fully trusting the security provided by the local government.

Restoration of the image of tourism through the three acceleration programs of NTB Rising, which were carried out by the NTB Tourism Office in collaboration with various related parties, became a concept used by the NTB Tourism Office to achieve its goals in carrying out a program so that it could give a deep impression in terms of restoring a positive image towards tourism. NTB for tourists will be an essential point in the recovery of NTB Rising, attracting tourists, and recovering losses due to the earthquake.

Similar research was conducted by [Agustina Sari Wijayanti \(2010\)](#) regarding the "Come to Jogja" Campaign Planning, which raised the issue of the restoration of tourism in Jogja after the eruption of Mount Merapi. This study aims to analyze the planning of the "Come to Jogja" campaign to restore the image of Jogja as a tourist destination after the Merapi disaster in 2010. This study uses an interpretive and descriptive approach. The method used in this research is a case study. The research used documentation, literature study, and in-depth interviews, as well as using descriptive analysis. The results showed that the planning for the "Come to Jogja" campaign was quite effective, especially by using a persuasive communication strategy to deliver messages through massive media to create a favourable climate. For the Department of Tourism and Culture of the City of Yogyakarta to attract back the interest of tourists visiting Jogja, especially Merapi.

Subsequent research with Public Relations (PR) Strategy in Improving the Positive Image of Tourism Villages by Bogor Agricultural University students ([Lianita, 2014](#)). The purpose of the study was how a PR's role and strategy in improving a tourist village's positive image. The research used a descriptive qualitative approach with case study methods and data collection using literature studies, documentation, non-participant observations and in-depth interviews, and descriptive analysis. The results of his research show that a PR becomes a liaison between the tourist village and the public through two-way communication to obtain opinions, positive images, understanding, trust, and support from the community.

The last research was conducted by [Angga Sonia Eko Putra and W.E Tinambunan \(2012\)](#), entitled Analysis of Policy Strategy for Promotion of the Culture and Tourism Office of West Sumatra Province. This study aims to determine the promotional policy strategy carried out by the Culture and Tourism Office of West Sumatra Province in increasing the interest of potential tourists to West Sumatra tourism and to find out the West Sumatra Province Culture and Tourism Office to increase cooperation in advancing tourism objects to support activities. Tourism promotion. This research is a qualitative descriptive type with

the method used is phenomenology and data collection techniques using interviews, observations, and literature studies. The results showed that the role of the Department of Culture and Tourism of West Sumatra Province in recent years was quite successful with the increasing number of tourists to West Sumatra every year. Even though the increase is not too high, the increase every year indicates the growing interest of tourists in West Sumatra Province.

The studies carried out above differ in object, paradigm, or approach. This study uses a constructivist paradigm and uses an interpretive approach, as well as using a case study method to find out that with the natural disaster in the form of an earthquake that occurred in NTB, today's social constructs that NTB is an area prone to disasters so that there is fear and distrust of the public to visit. To NTB. The types and sources of data in this study are qualitative data from answers to questions on the focus of research, which are obtained from primary data sources in the form of observations, documentation, and interviews with the first person or source. Other data is obtained from secondary or secondary data in the form of references through literature studies taken from books, scientific journals, papers, archives, documents, and articles related to research. The technique of determining informants in this study used a purposive procedure, namely a strategy to assess informants, informants according to criteria relevant to the research focus. In contrast, the informants in this study were staff from the West Java Tourism Office and parties from outside the NTB Provincial Office.

Based on the background and previous studies, the authors in this study intend to understand how restoring the image of NTB tourism destinations can convert the number of tourist visits. Through this understanding, it is hoped that this research can become an academic work that contributes theoretically and practically to the development of Public Relations and other local governments with similar experiences with West Nusa Tenggara. The focus of the author's research was to identify opinions on the implementation of the NTB Rise Recovery program, public awareness, and public issues about the program carried out by the NTB Tourism Office.

RESULTS AND DISCUSSION

This research was conducted in Lombok, West Nusa Tenggara, at the NTB Tourism Office through the NTB Bangkit recovery program. The NTB Tourism Office is the implementing element of government affairs in the tourism sector, which is the regional authority that owns and implements activities to restore the image of NTB tourism through the Post-earthquake Recovery NTB program. This program is an activity initiated by the Indonesian Ministry of Tourism through the NTB Tourism Office as a concrete step to restore the wrong image of NTB tourism caused by natural disasters that initially occurred at the end of

July 2018, resulting in reduced tourist confidence to visit NTB tourism destinations.

Pre-observation data in July 2018, an earthquake was one of the biggest disasters in Lombok's history. This disaster is a disaster that claimed the most victims and losses. Last time, the Lombok earthquake not only claimed residents' lives and property but was also estimated to have a significant impact on Lombok tourism, as evidenced by the drastic decline in the number of tourist visits. The earthquake on 29 July 2018 seriously impacted the tourism sector, which is estimated to cause considerable losses due to many delays and even cancellation of tourist visits to Lombok. The earthquake disaster that occurred in several areas in NTB, especially Lombok Island, which was the most affected at the end of July 2018, the government has launched a recovery program for tourist attractions that were affected by the disaster with the aim of tourism life being able to return to normal or even become better. Better than before to develop its potential to make improvements and be able to offer itself as a tourist area worthy of a visit by tourists to improve the image and positive reputation of Lombok tourism destinations after the natural disaster. The Lombok earthquake is estimated to have affected the confidence level of domestic and foreign tourists, especially in the tourism sector.

Reviewing the steps taken by Public Relations in improving the image and reputation of a company that is already threatened in the eyes of the public due to a wrong public perception of the company is very compatible with the theory of image restoration. According to [Kriyantono \(2014:227\)](#), Image Restoration is an effort to maintain the company's good name by improving the image and reputation of the company that is threatened in the eyes of the public. Image Restoration theory is developed from the existing idea. According to Combs & Benoit (2010 & 2005) in [Kriyantono \(2014\)](#), the apologia theory is the basis for the theory developed into Image Restoration Theory using a rhetorical approach. Apologia theory was also developed by Ware & Linfugel (1973) in [Kriyantono \(2014\)](#).

Opinions on the Implementation of the NTB Recovery Program Rise

After the Lombok earthquake, the opinion that developed in the community regarding tourism was that many people and potential tourists did not dare to visit because their conditions were not yet stable. This is evidenced by the decrease in the number of tourists visiting and the cancellation of aeroplane flights from various regions to Lombok. This opinion causes the image of NTB tourism to be bad for the general public. The negative thought formed regarding the idea of NTB tourism occurs because earthquakes occur continuously with a relatively large intensity of strength. Even after BMKG declared NTB safe, there were still aftershocks with a magnitude above 4.5 on the Richter Scale. This incident

resulted in tourists still being careful visiting NTB. This is because people do not believe in the security provided by the NTB government to tourists.

The identification of opinions in the implementation of the NTB Bangkit Recovery program was not only carried out by the NTB Provincial Government through the NTB Tourism Office, but also involved other parties who participated in the implementation of the program consisting of the TCC (Tourism Crisis Center) team, GENPI (Generasi Pesona Indonesia), the media, and other parties involved to identify public opinion as to the first step in solving problems caused by the earthquake as a form of effort to restore the image of NTB tourism through the Recovery NTB Bangkit program. Based on the results of interviews by researchers with several informants regarding the identification of opinions on the NTB Bangkit Recovery program after the earthquake, four types of opinion identification were obtained, as follows:

First, identify the number of tourist visits after the earthquake. The initial process of identifying opinions regarding the decrease in the number of tourist visits caused by the quake was initiated by collecting facts and data related to the number of tourists visiting NTB after the earthquake. The number of tourist arrivals initially targeted by the Regional Government was 4 million. The quake's impact was very influential on the decrease in tourist visits, so the visiting target could not be achieved. The effect that emerged after the earthquake caused a significant reduction in the number of tourists in the following month, namely August. The number of tourist visits in August 2017 stood at 469,215; the number decreased in the same month in 2018 to 19,758 visits, so tourist interest was significantly reduced due to security reasons that the local government could not guarantee. This is also because there are still aftershocks that can endanger tourists in specific tourist destinations, which sometimes become the earthquake's epicent

Rachmadi stated that collecting facts and data to build public opinion in Pamungkas (2020) is the first step to creating an image. According to Pamungkas, fact-finding was conducted to find out the situation and conditions in the field and to gather public opinion, whether recovery activities, for example, were supported or hindered.

Second, identify the post-earthquake tourism market. Identify the initial opinion that developed by knowing the source of the birth of the NTB Bangkit Recovery program, namely due to a natural disaster in the form of an earthquake whose impact made tourists uncomfortable so that the tourism image slumped. The success of this program cannot be carried out by the NTB Tourism Office alone. Still, it will involve all levels of SKPD (regional work units), starting from the Fisheries Service, Plantation Service, Agriculture Service, and others. Tourism is part of the system because tourism consists of multi sectors, multi-dimensions, and conditions.

Regarding tourism promotion, NTB is not a single player; NTB generally

competes locally, nationally and internationally. Local competition means competing between destinations in NTB; for example, Senggigi Beach competes with various Gili types or other destinations in NTB. Nationally, this means competition for tourist destinations in NTB with Bali or Jogja, which also massively promote their tourism regionally, nationally and internationally. In international competition, NTB competes with Thailand, Vietnam, neighbouring countries, or other countries outside the scope of the Asian continent.

Third, identify the post-earthquake impact. The Indonesian Ministry of Tourism formed the TCC (Tourism Crisis Center) team to restore destination conditions and strengthen tourism promotion to various regions and abroad. Identification of opinions related to the NTB Bangkit Recovery program, which is an important point, is the restoration of the bad image of NTB tourism after the earthquake that hit at the end of July to September 2018, which caused a decrease in tourist interest in visiting NTB tourist destinations. The leading tourism destinations affected by the earthquake include the Mount Rinjani National Park area in the Sembalun area, East Lombok Regency, 3 Gilis in North Lombok Regency, and several other tourist destinations spread across NTB.

Fourth, identify the post-earthquake tourism promotion strategy. The initial step is the identification of opinions carried out by GENPI as one of the actors involved in the process of implementing the NTB Bangkit Recovery program, which was formed and owned by the Indonesian Ministry of Tourism to promote NTB tourism destinations that were affected by natural disasters, thus making many potential tourists cancel their visits to several tourist destinations in NTB. The purpose of the identification of opinions is to find out how far the community still perceives and imaged NTB as a disaster-prone area that is not ready to be visited due to safety reasons that cannot be fully guaranteed by the Regional Government due to the unpredictable disaster conditions when the time will come so that a plan can be formulated. And the right promotional strategy to restore the state of tourism in NTB was in a slump due to the incident.

The author analyzes that from the identification of opinions on the NTB Bangkit recovery program, there is a correlation with the theory put forward by Moore (2005: 58), explaining that the agency's goal is to determine and analyze and identify people's attitudes and opinions to understand and possibly anticipate public opinion regarding controversial issues being faced by the relevant agencies. Furthermore, according to Soemirat and Elvinaro (2012: 181), every agency must expect the occurrence of problems that could be caused by various factors, such as natural disasters in the form of earthquakes that will affect people inside or outside the agency.

The recovery program through opinion building is also in line with the statement of Soemirat and Ardianto (2012: 91) as a strategy related to victory, life,

or fighting power. Matters related to whether or not the company or organization can face pressures from within or outside the company's business environment, namely by winning opinions. If a positive statement about NTB tourism can be built properly, then as written by Purwanto (2012) can increase Market Share and Competitiveness. This is part of the steps whose objectives are to develop and realize the vision and mission of the institution, set the company's strategic and financial goals, and plan strategies to achieve these goals to provide the best customer value.

Through the development of positive opinions, a positive image will be built. Image is a set of perceptions of an object in people's memory. The image of an institution cannot be engineered. The image will be formed automatically from the efforts made so that the institution's communication and openness are essential to getting a positive image. A good image not only serves as a tool to attract the audience's interest but also improves and provides satisfaction that leads to loyalty. An institution that successfully builds an image will increase the audience's satisfaction and trust and provide a characteristic that distinguishes it from its competitors.

A positive opinion will lead to a positive image, and a positive image will encourage and motivate people to visit NTB. This goes through various stages; [Soemirat and Ardianto \(2012:115\)](#) explain that the idea of a company or institution can be known by examining a person's attitude, be it the internal public or the external public of the company, all of which will be based on cognitive values, namely knowledge and skills. The information we have. Image can be formed based on knowledge and information received by someone. Stimulus or stimuli given to the community will then enter the stage of perception, giving meaning to stimuli that adapt to the experience of the object. The next stage is cognition, a condition in which the thing will understand the given stimulus. The urge then appears to do a particular activity or is called motivation. The last stage is the attitude which is a form of a tendency to act, perceive, think and have deep feelings about objects, ideas, situations, and values. Image, such as the results of research conducted by [Rustandi \(2013\)](#), can motivate individuals to do something. If it is related to tourism, it will encourage individuals to return to NTB.

Public Awareness in NTB Recovery Program Rise

After the earthquake, the NTB Bangkit Recovery Program was not completed at the opinion identification stage; it continued at the location of knowing the program's public awareness. Based on the results of interviews with several informants, researchers obtained four types of public awareness, as follows:

First, Public Awareness Implementation of Post-Earthquake Government Programs. Long before the post-earthquake NTB Recovery program carried out by the NTB Tourism Office, it was aimed at all elements of government and

society to participate in restoring and re-promoting NTB tourist destinations that were affected by the earthquake. The NTB Regional Government, through the NTB Tourism Office, will first carry out activities that collaborate and involve the community as a whole. The NTB Tourism Office knows that tourism significantly impacts regional progress. The central and local governments jointly plan for 100 tourist villages. The primary mission of a tourist village is to improve the economic standard of the local community. The criteria or requirements of the tourist village must be able to support programs the region sells, ranging from culture, infrastructure, clean water, and other access to tourist attractions and social impacts that would affect the wider community. The Indonesian Ministry of Tourism plans to install telecommunications facilities that can record events anytime in tourist villages. Significantly to accelerate the promotion of destinations and at the same time invite people to start social media productively as a means of tourism promotion.

The characteristics of each tourist village can be said to be almost the same, which distinguishes it geographically and its culture of each tourist village. Several things distinguish one tourist village from another, such as the different Sasak dialects ranging from the Sasak dialect of Mataram City, Central Lombok, East Lombok, and also West Lombok. Other cultures that differentiate also like the wedding process or courtship style, which usually adapts to the customs of each region. These points are the difference from one village to another. It is the same with the differences in beach destinations in NTB. As an archipelagic country, many beach destinations surround NTB with various characteristics that sell each destination.

Second, Public Awareness of Victims Affected by the Earthquake. The following condition is public awareness which still does not understand the impact caused by the earthquake. Still, it expects direct assistance from those who provide service without being clear about the program being implemented by the local government, namely the NTB Bangkit Recovery program. According to the informant, public awareness in implementing the NTB Rise Recovery program is still not optimal because people only expect and rely on outside assistance without knowing the conditions due to the NTB earthquake, which caused various kinds of losses, both personal losses and group losses. Especially the losses that hit NTB tourism caused a total loss of up to Rp. 12.15 trillion, that figure included damage to buildings of Rp. 10.15 trillion and economic losses of Rp. 2 trillion. The direct assistance received by the earthquake victims with the worst level of house damage reached 50 million rupiahs, the earthquake victim with moderate house damage went 25 million rupiahs, and the earthquake victim with minor house damage reached 10 million rupiahs by only being given this assistance so that they don't care about the recovery and promotion of tourism destinations through the NTB

Bangkit Recovery program implemented by the government.

Third, Public Awareness of Post-Earthquake Tourism Actors. Informants' explanations regarding the threats or impacts caused by earthquakes when they are not appropriately managed by the relevant parties in the implementation of the program and course, if all elements, especially the community, do not support it, it is felt that this program will be difficult to complete. The Indonesian Ministry of Tourism has budgeted around 20 billion for promotional activities. One of the suggestions in the TCC work report is internal marketing. The program's suggestion is to make people aware not only of tourism but also to be mindful of the prospects for the future. Our country is in the ring of fire, which, indeed, in the future does not rule out the possibility that there will be other disasters that befall our nation. Such potential disasters should not be used as a real threat but rather to explore the natural beauty of NTB. All related elements no longer discuss what disasters will be faced in the future because they are not part of the focus of implementing this program. The people of NTB are not yet fully aware that the prospect of tourism in the future could be threatened because of the lack of public awareness to convey information in the form of restoring the image or promotion of destinations because what is widely exposed to disaster news is not its natural beauty.

In this regard, [Moore \(2005: 52-55\)](#) explains that events play an essential role in changing attitudes, awareness, and opinions. In particular, events that directly concern the interests of members of a group are a determining factor in attitudes or beliefs. Events' dynamic, realistic, and sometimes dramatic nature strongly influence attitudes.

Fourth, Public Awareness of Post-Earthquake Tourism Promotion Actors. The form of public awareness through this explanation is that GENPI supports all existing activities that the government has determined because the Minister of Tourism himself already has a post-earthquake recovery program targeted for completion in April. It is these various post-earthquake recovery programs that GENPI is trying to make viral and help promote. One of them invites people to return to visit Lombok in particular and NTB. GENPI is committed to restoring post-earthquake conditions through promotions using social media and various hashtags. The hashtag was raised in the form of the latest news updates after the earthquake until the state of hotels, restaurants and all things related to tourism were also presented as a form of news value and to re-promote NTB tourist destinations that were affected by the disaster.

GENPI makes an effort to provide a positive image so that public awareness is built. This is the purpose of these positive reports. [Ardianto \(2008: 130-133\)](#) explains that image is the main goal and, at the same time, the result to be achieved by management. The notion of the image itself is abstract and cannot be measured systematically. Still, its form can be felt in the results of good or bad

assessments, such as positive or negative acceptance and responses, especially from the public (target audience) and the wider community.

The image of NTB tourism will be formed by itself through the positive news carried out by GENPI. This effort makes communication and openness one of the essential keys to getting a positive image. A good idea not only serves as a tool to attract the audience's interest but also improves and provides satisfaction that leads to loyalty. What GENPI has done through social media has become quite effective in the digital era. As the results of Siagian's (2015) research, building public opinion and awareness through social media is an effective way to influence public opinion.

Identification of Issues in the Implementation of the NTB Bangkit Recovery Program

The emergence of an issue was initially caused by a mismatch of understanding between the management and the company's public; to better understand the definition of the issue, here are some issues raised from various sources: Issues occur when a problem becomes focused on a specific question that can lead to conflict and several types of resolution. The definition of an issue is a question of fact, value, or policy that can be debated. So understanding the meaning of the issue leads to a problem in an organization, institution, or group that requires handling. Based on the results of researcher interviews with several informants related to the identification of issues in the post-earthquake Recovery NTB program, four types of issue identification were obtained, as follows:

First, Identification of Negative and Positive Issues by Post-Earthquake Media. The Regional Government does not turn a blind eye to the possibility of circulating negative news conveyed by the media or journalists related to the condition of NTB after the natural disaster because there are demands from the companies that oversee each media. The government cannot force the media, especially the Indonesian Tourism Journalists Association, which is quite intense, to report on the process of implementing the tourism recovery and promotion program as a whole and in its entirety; information from the media that sometimes received can be 100% or 50% 50%. The press will compete with other media. Similar to what the NTB Regional Government, through the NTB Tourism Office, is doing to restore and promote tourism destinations, the NTB Dispar is also competing to encourage tourism with competitors who are equally engaged in the same tourism sector. The success of this program can, of course, be achieved not only by recovery and promotion through the NTB Dispar, but there must be the involvement of all levels of SKPD starting from the Fisheries Service, Plantation Service, Agriculture Service, and others to help the recovery process of tourism after the NTB earthquake.

Second, Identification of Post-Earthquake Program Recommendations.

The NTB local government chose to concentrate its activities there because it was seen that it was a meeting place for potential tourists who spread out everywhere for tourism. The socialization of tourism events which will be held for one year is expected to get attention from the public that the NTB tourism destination has begun to have a movement to be restored from the local government through promotion or socialization for activities that will be carried out in the future. The NTB Tourism Office has also carried out the *Pesona Bau Nyale* activity, which is an annual event in NTB and has full support from the Indonesian Ministry of Tourism, which is also one of the activities of the 100 beautiful events calendar in Indonesia that gets the attention of the central government. The event's primary purpose is to recover and restore the confidence of the tourists to be sure again to visit the tourist destinations of NTB. The central government, through the ministry, also fully supports this activity by bringing national media in the form of roadshows to bringing 20 national press to cover the *Pesona Bau Nyale* event. The government also observes the extent of the implementation and recovery progress through the NTB Bangkit program.

Third, Identification of Issues for the Post-Earthquake NTB Recovery Program. Based on the data, there are several reasons for the birth of the NTB Bangkit Recovery program, which is intended to restore the condition of NTB in all sectors, especially the tourism sector, which is the leading sector that the Regional Government continuously develops to the Central Government. The post-earthquake NTB Bangkit Recovery Program consists of 3A's, namely Amenity, Accessibility, and Attractions, as follows: One, Amenities are more focused on the number of damaged tourism properties that must be restored immediately because the appearance is less attractive to tourists and even those who Seeing that, sometimes you can still imagine the earthquake that happened before, so to remove the tense impression from the earthquake atmosphere, it is necessary to restore it. Two, Accessibility, namely repairing roads, bridges, and docks. The worst conditions that were most affected were bridges and piers. This accessibility is also intended for climbing Mount Rinjani, which to this day has not been fully opened to the general public. Three, Attractions are an amalgamation of the government (city/district, province, to the centre), community, and industry. For example, the hotel industry carries out activities as attractive as possible to attract tourists. The sector makes musical art performances or traditional arts that showcase the culture of NTB.

Fourth, Identification of Post-Earthquake Tourism Promotion Management Issues. Social media campaign activities were carried out after the earthquake by trying a trending wave. GENPI has its strategy to achieve trending; it is to increase news and constantly update about events in Lombok, especially the condition of tourism in NTB. This news production is carried out in collaboration with several national media to online media to post news that has

been made. GENPI also uses online media, which then goes viral using social media. Some of the things that are being done are, first, GENPI produces content. There are two types of content, namely photo and video content, which update tourism conditions in NTB after the earthquake. In the past, when there was an earthquake, we anticipated the impact on social media by producing and viral the hashtag #GenpiPeduliGempa and updating other current conditions. In digital PR activities, GENPI acknowledged that the earthquake shook tourism in NTB. No statement can guarantee that NTB is safe to visit, but slowly GENPI is trying to raise the image of tourism through the NTB Bangkit recovery program on its social media. An example is when the latest update on tourism conditions is made as a vlog (video blog) specifically for foreign tourists whose activities are more focused there. One of the keys is to post continuously.

From a public relations perspective, by identifying issues, local governments are managing issues. Issues management can help management compete and adapt to changes, situations or events, as in NTB. This is made possible by the choice of control to implement an open management policy. Available management policies bring the consequence of the ability to quickly identify environmental dynamics and public expectations of the existence and performance of organizations in the community (Prayudi, 2007). This is also, at the same time, responding to the crisis that occurred due to natural disasters. Because the problem also needs to be addressed. As researched by Safitri, Kemala, and Aslati (2019).

GENPI also does not carry out the promotion itself; on various occasions, our promotional activities are assisted by GENPI throughout Indonesia, not only in Lombok. GENPI plays an essential role in promoting and doing endorsements to partners outside NTB, especially for social media; GENPI produces content that is then uploaded to brand ambassadors. This moment can bring good news for NTB tourism that NTB has risen and is ready to be visited. This is linear with what Arianto (2020) researched, that the presence of GENPI is part of the ecosystem in digital marketing. The opinion built by GENPI will enhance and re-image NTB tourism.

CONCLUSION

The NTB tourism office cannot alone complete this program and, of course, requires assistance from all elements to fully assist the implementation of the program to get maximum results, and all parties, especially the community, must participate in helping the success of this program to restore and restore the positive image of NTB tourism as before. Earthquake disaster.

Based on the research above, it can be concluded that the NTB Tourism Office in carrying out the restoration of the image of NTB tourism through the

Post-Earthquake NTB Recovery Program was carried out in several categories, as follows:

First, the identification of opinions for restoring the image of NTB tourism in the implementation of the post-earthquake recovery program for NTB Bangkit carried out by the NTB Tourism Office has a categorization in the identification of opinions consisting of identification of the number of tourist visits, identification of the tourism market, identification of impacts, and identification of promotional strategies. Post-earthquake tourism.

Second, restoring the image of NTB tourism can be carried out properly if all parties have full awareness to participate in the recovery program for NTB Rising. The categorization of public attention in the NTB Bangkit recovery program consists of a general understanding of implementing government programs, public awareness of disaster victims, tourism actors, and tourism promotion actors after the earthquake.

Third, the growing issue has caused a bad image of NTB tourism, thereby reducing the confidence of tourists to visit tourist destinations in NTB. Categorization in identifying issues for restoring the appearance of NTB tourism in the NTB Bangkit recovery program consists of identifying negative and positive issues by the media, identifying program recommendation issues, identifying topics for the NTB Bangkit recovery program, and identifying post-earthquake tourism promotion management issues.

Fourth, evaluation is the last step of a program cycle that has been implemented. The evaluation categorization for the restoration of the NTB tourism image in the implementation of the NTB Bangkit recovery program consists of a pre-implementation evaluation and a post-implementation evaluation of the program.

Based on the conclusions obtained in this study, the researcher will submit several suggestions as follows: first, it is suggested that the results of this study can be used by the NTB Tourism Office as a reference to further optimize the implementation of the restoration of the NTB tourism image through the NTB Bangkit recovery program after the earthquake. Second, it is recommended that the restoration of the idea of NTB tourism through the post-earthquake NTB recovery program continue to be carried out consistently and sustainably so that the public, especially tourists, can get more information regarding the condition of NTB tourism destinations that are feasible and ready to be revisited. Lastly, it is recommended to optimize the dissemination of information and promotion through the restoration of the image of tourism in NTB tourism in the NTB Recovery program after the earthquake, not only by using mainstream media but by fully involving the community for more massive promotion for the sustainability of the program.

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