Public Relations Strategy against Pro-Israel Negative Issue Management in PT. Coca Cola Europacific Partner Indonesia (Southern Sumatra Branch)

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ABSTRACT: *This research aims to find out and analyze the management of PR issues at PT. Coca Cola Europacific Indonesia in addressing the negative pro-Israel issue and any measures in anticipating so that the issue does not widen and expand that will affect the image products and jemen company. The method used is a qualitative case study of the issues that occurred in Coca Cola. The results show how important issue management is to the company's oblique or negative news, because the negative effects that arise not only affect the image of the product but affect the The image of the company's management ended in the boycott of all Coca Cola products. The pro-Israel issue is the old news that always comes up when there is an Israle attack on Palestine. But Coca Cola has a PR start-up in managing the negative issue. Coca Cola issue management, ranging from issue identification to issue evaluation. One of the results of the PR start-up in memanage issu negative, namely most people are already aware that Coca Cola Indonesia has nothing to do with Israel's incurse into Palestine,and Coca Cola opened the company from America, but Coca Cola's shareholders are Australians. With good issue management, Coca Cola can maintain its presence in Indonesia, even becoming the beverage product with the largest sales during the day celebrations, the muslim festival (Eidul Fitri).*

I.   Introduction

In the last 100 years, public relations have developed very rapidly. But the development of public relations in each country is not the same in both its form and quality. The process of public relations development is more determined by complex societal situations. Public Relations is a very strategic approach using communication concepts as quoted from Rheinald Kasali in the book Public Relations Management (2005: 1). The International Public Relations Associations (IPRA) defines Public Relations (PR) as the function of management of its and sustainable traits through private or public (public) organizations and institutions to gain understanding, sympathy and support from those concerned or there may be 11 to do with public opinion research between them (Soemirat and Ardianto, 2003: 14). According to Frazier Moore in the book Public Relations, Building An Image with Communication, the understanding of Public Relations is a social philosophy and management expressed in wisdom and its implementation through a sensitive interpretation of events based on two-way communication with the public, trying to gain mutual understanding and good faith (2004: 6).

Another understanding of Public Relations according to the British Institute of Public Relations, Public Relations is the whole effort made in a planned and sustainable manner in order to maintain goodwill and mutual understanding between an organization and all its audience (Jeffkins, 2004: 9). According to Frank Jefkins (2004:10), Frank defines "Public Relations is all forms of planned communication, both in and out, between an organization and all its audiences in order to achieve specific goals based on mutual understanding." So the concept of public relations is basically concerned with the activity of understanding creation through knowledge, and through these activities will arise impactful changes. In addition, the essence of the concept of Public Relations is to maintain good relations with the public so that there is a reciprocal activity between the public relations institution and its public and all forms of planned communication between an organization and its audience. Reciprocity means not only from the public relations side that conducts activities for the public, but the public also gives something or does activities to the public relations institution, so as to create a relationship and mutual understanding to achieve common interests.

II.   Company Issues

Issues and concerns are different. Harrison (2008:550) in (Kriyantono, 2012) provides a definition that an issue is a variety of developments, usually within the public arena, if it continues, and can significantly affect the operational or long-term interests of the organization. It can be called that the issue is the starting point for conflict if not managed properly. While Prayudi defines the issue arises when there is a discrepancy between public expectations and organizational practices that if ignored can have a detrimental impact on the organization. Issues can include problems, changes, events, situations, policies or values. (Prayudi, 2008:36).

a.   Types of issues

In essence, the issue can be a problem, change, event, situation, policy or value. According to Crabble and Vibert categorize four types of issues. Here is an understanding of each type of issue: 1) The issue of facts, is an issue that does not need to be contested.

A definition or category issue, this issue can have more than one definition and is better to discuss in the boardroom, in media discussions and sometimes in court. 3) Value issues, including whether an issue is good or bad, ethical or unethical, right or wrong. 4) Policy issues, including disputes over actions to be taken in certain situations. Meanwhile, the types of issues conducted by Regester and Larkin in 1995 showed that the company's management paid more attention to the following issues:
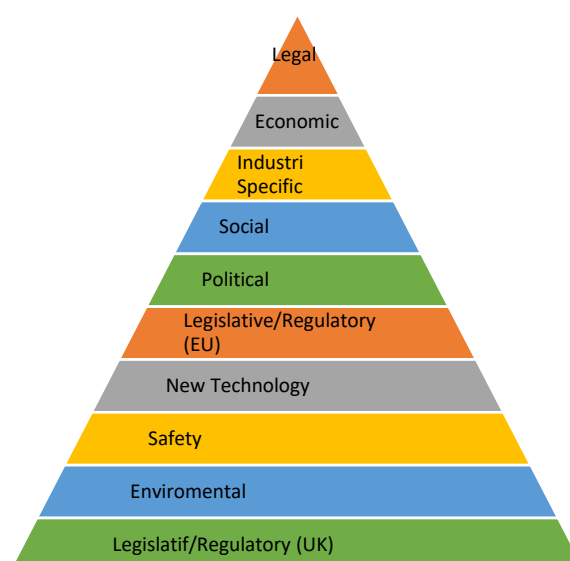
Types of issues (Prayudi, 2008)

Based on the above image, a high level of dynamics can cause management to face several issues at once or one issue can have an impact on various public organizations that require the handling of diverse management parties. For other situations, one issue that arises can be a trigger for the emergence of other issues that can cause multi-impact for the company. Therefore, the action of issue management policy becomes very important (Zainal AG, Toni Wijaya, Andy Corry, 2021: 40) as a step of anticipation of management before the issue becomes a crisis. Prayudi defines in (Prayudi, 2008) issue management is a proactive process in managing issues, trends or potential events, external and internal, which have both negative and positive impact on and make the issue as an opportunity to improve the company's reputation. Thus it is clear that anticipating the issue as early as possible is very important so that the management is actively involved in public policy efforts, not only preventing the issue from developing into a crisis but also being a management party that has directly built a good reputation in the eyes of organizational stakeholders.

b. Issue Management Process Model

The issue management process model is in principle a tool for identifying, analyzing, scaling priorities, determining responses and evaluating outcomes for changes in the external and internal environment to organizational activities. There are five 12-step issue management models developed by Chase, Jones and Crane, namely:

1) Identify issues (issue identification) Issues can arise due to trends (trends), changes or events. Therefore issue identification is a major step in the issue management process developed by Chase, Jones and Crane. With specifically the management can think of an issue anticipation strategy so that the issue does not develop. Therefore, the identification process has the goal to help net and select some potential issues to deal with.

2) Issue analysis In this second step the first thing to do is determine the source of the issue. In this case, data and information knowledge is needed to support the role of management, if the data and information that exist today are not supported, then it is necessary to develop a situation analysis of the issue. According to cutlip et al. (2000), in the process of situation analysis, a practitioner can clearly and specifically define and correct a statement problem.

3) Choice of issue change strategy in this step required several alternative strategies that can be the organic policy of the issue that arises. According to Bucholz (in Grunig and Hunt, 1984:296) identified four possible responses to public policy issues: a. Reactive – against change b. Accommodative – adapting change c. Proactive – influencing change d. Interactive – adapting to change

4) Issue action programming The choice of how to respond to the issue has been done, management must implement policies to support the chosen strategy. This stage becomes the standard for viewing and evaluating the kineja of issue management. The importance of this stage is to look at how the issue management team applies the organization's issue management policies with the organization's business strategy planner.

5) Evaluation of results (result evalution) Evaluation is also required for the management team before the issue management process is declared complete. This evaluation becomes an important part of the issue management process because through this process will produce conclusions about the success of the issue action program carried out. From the above explanation of management and issues it can be concluded that issue management is a program carried out by an agency or institution to face the discrepancy between public expectations and existing reality. Issues here can be problems, changes, events, situations, policies or values. With the above definition, an issue can be addressed with issue management. Especially for an institution, how can the management identify, analyze and respond to various issues before the issue develops into a crisis.

Public Relations Strategy Relationship on Issues

Public relations strategies are applied to support product promotion and image creation activities. Public relations strategy has the ability to provide contriusi in shaping the image of the coorporat by providing good projections of the company's products and management.

But sometimes over time sometimes the company gets oblique issues that are not good and have an impact on the company's image, then here the company needs to have an external communication strategy to be able to straighten out and clarify the issues that arise.

With the company's strategy, the company will be better prepared in taking the next steps to resolve the issue so as not to become more developed.

Framework of Thought

The musicianing framework is the result of rational thinking which is a description that is critical and estimates the possibility of research results that reach rasiaonal who are critical in estimating the possibility of research results to be achieved.

(Frame of Thought)

The Waiting Hypothesis

Based on the above frame of mind, the following hypothesis is compiled: PR strategy is very significantly influential on the management of negative issues pro-Israel.

III.   Research Methods

Short of Research

This research was conducted at PT. CCEP Indonesia branch of Southern Sumatra, the form or type of research in its implementation is qualitative descriptive with case study methods, namely research that aims to interpret the relationship between valiable by interpreting the conclusions that will be obtained through the submission of hypotheses. Descriptive methods describe or describe each dataaktual and existing phenomena. The purpose of this decryptive research is to make a systematic, actual and accurate description of the facts in the lapagan, as well as the properties and relationships between the phenomena investigated. The type of research used in this research is explanatory with a qualitative approach. The location of this study was conducted at PT. CCEP Indonesia Southern Sumatra Branch, South Lampung. Varibel researched public relations strategy and issue management PT. CCEP Indonesia.

Variable Classification

Based on the title of this study "**External Public Relations Strategy in The Management of Pro-Israel Issues at PT. Coca Cola Europacific Partner Indonesia"** branch of Southern Sumatra and the framework of thought that has been presented before, then the author distinguishes the object of the study into 2 (two) variables, namely:

- Free Variable

  Variables in an experiment are simulated by researchers. Bound variables are variables that are not manipulated by researchers and provide effects that have been suspected by researchers from the beginning. And the free variable is **the external public relations strategy (X)**

- A

  research variable that is measured to find out the magnitude of the effect or effect of other variables. The magnitude of the effect is observed from the absence, loss, magnitude of shrinking or changes in variations that appear as a result of changes in other variables. And the bound variable is Issue Management **(Y).**

Variable Operationalization

Based on the above research variables, the operational variables are as follows:

Varibel	Variable Concept	Indicator	Scale
Public Relations Strategy	Public Relations Strategy is consumer perception of public relations programs designed to clarify and straighten out bad news that develops outside the world.	1. Social activities 2. News 3. Sponsorship 4. Identity media	Nominal
Negative Issue Management	Negative issues are news or rumors that are formed with the aim of dropping	1. Credibility of the company management 2. People&relationship 3. Common and product	Nominal

IV.   Results of Research and Discussion

Coca-Cola Europacific Partners (CCEP) is one of the world's leading FMCG (consumer goods) companies. Here, we produce, manufacture and sell the world's most beloved brands – serving more than 600 million consumers and supporting 1.75 million customers in 29 countries and one of them is Indonesia. Move as a powerful multinational business with a wide scale of the region supported by a great team as well as knowledge and service to customers and a strong community. At a time when the issue that the coca cola company was pro-Israel was growing, Coca Cola itself was still under amatil goup before switching to Europecicf Partners.

And here is a profile of Coca Cola Amatil, Coca-Cola was first introduced in Indonesia in 1962 and produced locally since 1932. After briefly ceased operations in 1942, Coca-Cola began to be reproduced by Indonesia Bottler Limited (IBL), a national company founded by TH Ticoalu, Tatang Nana, and Harry Handoyo. The plant produces 1,000-1,500 cases of Coca-Cola every day, and employs 25 people assisted by 3-7 trucks for distribution.

Since the 1960s, various products of The Coca-Cola Company have been introduced to the Indonesian market. **And in 2000, 10** bottling operations were consolidated under Coca-Cola Amatil Indonesia.

The growing issue that Coca Cola is pro-Israel runs from 2014 to 2015, especially in the event of an Israeli army incursing into Palestine. There was even a boycott of Coca Cola products, this was based on:

1. The assumption that Coca Cola is an American company that contributes funds for the movement of Israeli army weapons against Palestinians
2. Supporting human rights violations and violence against women and children
3. Indonesia is a country with a majority of the diverse population of Islam, so there is an act of solidarity to denounce all products and companies originating from America.

With the emergence of these issues to the general public, it has a negative impact as follows:

1. Affect the company's image
2. Decrease in voume product sales

What issue management actions Coca Cola takes in response to theissue:

- *Identify issues*

  The issue was identified as stemming from public misunderstanding of the origin of Coca Cola products themselves, where people already believed that Coca Cola products in Indonesia came from America.

- *Issue Analysis*

  The result of the issue analysis is derived from online media that spread invalid news.

- *Strategy Choices*

  The strategies taken by Coca Cola to address the issue are:

  a. The information system in internal and social media that Coca Cola originated from the Coca Cola Australia group (before 2021), and is currently joining the European group (after 2020).
  b. Active in humanitarian activities to break social or humanitarian issues and publish them
  c. Participate in the delivery of aid to Palestine and publish it
  d. Conduct humanitarian campaigns and cooperate with humane activists

- *Issue action programming*

  Instruct all branches of Coca Cola to conduct social activities every month as a form of corporate CSR

- *Evaluation*

  PR evaluates all activities and community responses to Coca Cola programs. This is as an improvement and correction for the next PR strategy.

  And here is one of the clarifications from Coca Cola on the part of

V.   Conclusion

PT. Coca Cola has taken precautions so that the oblique issue does not develop further and further, by applying issue management to externals starting from the process of forming issues, why this issue can occur to the evaluation stage of issue management.

VI.   Reference

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