

## Public Relations Campaign Management for Supporting Responsible and Sustainable Tourism

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### Abstract

Local community in Thousand Islands should know how to manage public relations campaign properly for supporting responsible and sustainable tourism. This research aims to know how Jejak Seribu can involve youth community in Tidung Island in managing public relations campaign for education exploration : Jelajah Edukasi : Entrepreneur Millenials 2019. This study uses qualitative-descriptive research approach with case study. The method of data collection in this study is in-depth interviews with the head of Jejak Seribu, the head of entrepreneurship division of Jejak Seribu, and members of Jejak Seribu. The results of this study show that Jejak Seribu has implemented the stages of campaign management in conducting the Entrepreneur Millennials campaign, and the application of the concept of responsible tourism, sustainable tourism and public relations campaign proves more effective in achieving campaign objectives. This research only focused on the very specific program of "Jelajah Edukasi Jejak Seribu: Entrepreneur Millenials 2019" conducted in Tidung Island. This study has a small sample size that may not represent the population. This study is expected to provide useful insights for any community in the management of public relations campaign.

**Keywords:** Campaign management; jejak seribu; public relations campaign; responsible tourism; sustainable tourism

### Introduction

As one of the largest archipelago countries in the world, based on 2018 data from Statistics Indonesia (BPS), Indonesia has 16,056 islands, which are often called Nusantara. With thousands of islands and vast oceans, Indonesia has abundant natural resources, one of which is the natural beauty of its islands and sea that can be used as a destination for recreation and development in the tourism sector. Tourism is one of the country's industrial sectors which has developed rapidly and significantly in the past two decades. According to BPS, the number of

tourist arrivals in Indonesia reached 397,770 during January – May 2022. This figure increased by 616.40% from the previous year (BPS, 01 July 2022). The Ministry of Tourism and Creative Economy has set a target of tourist arrivals at 1.8 - 3.6 million, with the targeted tourism revenue of IDR 6.74-24.40 trillion in 2022 ( [mediaindonesia.com/2022](http://mediaindonesia.com/2022)).

Almost all tourist destinations or tourism in the world, including Indonesia have the same problem. One example is Bali, the Island of the God. Bali is a favorite destination for foreign tourists who visit Indonesia. The increasing number of visitors also means a threat of

environmental damage in certain areas. The threat includes environmental pollution due to increasing plastic waste. Garbage is one of the many problems that arise in the tourism sector.



**Figure 1.** Trash that filled Kuta Beach cleaned up with heavy equipment on October 25, 2022  
Source: Triwidianty/detikBali

As shown in figure 1, Kuta Beach in Bali received an onslaught of garbage washing onto the shoreline due to extreme weather on Tuesday (25/10/2022). The Badung Environment and Hygiene Service (DLHK) noted that from November 2021 to April 2022, the volume of waste reached 3,000 tons. DetikBali which monitored the Kuta Beach (2022) reported the garbage including wood, bamboo, coconut, plastic and banana trees appeared to scatter on the beach. In addition, the pile of garbage also remained visible on the site. A total of 80 tons of garbage washed ashore on Kuta Beach, Badung, Bali, are still scattered.

Other problems such as the development of the tourism sector in remote areas often affect indigenous people or local residents. They often lose their homes due to evictions. Cultural problems also frequently arise as a result of tourists' ignorance and indifference to the local community's cultures, customs, or beliefs, so that they feel offended or even get angry. This can lead to the locals' unfriendly or unwelcoming attitude towards tourists and makes both sides feel discomfort. As such, the progress of tourism development in the area can be hindered. The negative impacts of tourism, which pose a problem for the tourism sector around the world, clearly become a cause for considerable concern among local governments and international organizations. To deal with this problem, there are many theories or concepts to counter the negative impacts of tourism. One of the theories or concepts deals with responsible tourism.

According to Hanafiah, et al (2016), responsible tourism practice in Langkawi Island in Malaysia has become the most popular concept and principle for modern tourism development. Responsible tourism practice promotes the protection and conservation of the natural environment, local cultures and contributes towards a better quality of life. Mathew, Paul V. and Sreejesh (2017), explained that in India, the local residents' favourable perception of responsible tourism practices have a significant positive relation with the destination sustainability (economic, social, cultural, and environmental) perceived by the local community, and quality of life of community. According to Ford, A.E.S. and Acott, T. (2015), all stakeholders have a responsibility towards delivering sustainability through tourism.

In Indonesia, the implementation of responsible tourism has begun in several regions and has received support from the government and the World Wide Fund Indonesia. One of Indonesia's tourist destinations which is located north of the capital city Jakarta's coast is the Kepulauan Seribu or Thousand Islands. With a significant increase in development activities in recent years, the Thousand Islands has made it to the 10 Priority Tourist Destinations commonly called '10 New Bali' set by the government in 2016. Thousand Islands has also participated in implementing or promoting responsible tourism by involving the government and communities that care about the environment.

One of the communities is *Jejak Seribu* that socializes responsible tourism. *Jejak Seribu* is a community and non-profit social organization that was established on March 5, 2016. *Jejak Seribu* is focusing on sustainable programs involving youth and the general public to enable them to lead a better life through integrated programs in the fields of education, environment, tourism, and socialpreneur in the Thousand Islands. Even though it was set up only in 2016, *Jejak Seribu* has grown and has several programs focusing on each field. *Jejak Seribu's* programs include the *Jejak Seribu Literacy Village (Kampung Literasi Jejak Seribu)*, *Jejak Seribu Friends (Sahabat Jejak Seribu)*, *Jejak Seribu Preneur*, and *Thousand Islands Educational Exploration (Jelajah Edukasi Kepulauan Seribu)*. Until now, *Jejak Seribu* has succeeded in having Education Programs on five Islands, four

cooperation partners, Community Reading Gardens, and Reading Corner, as well as three groups assisted by the Socialpreneur program.

One of the campaigns that the Thousand Islands Educational Exploration program has implemented since 2017 is a campaign in collaboration with President University's AIESEC (Association Internationale des Étudiants en Sciences Économiques et Commerciales) student organization, with different themes and focuses for each year. In 2019 the activity which carried the theme of "Entrepreneur Millennials" was held on Tidung Island. In this activity held on August 13-20 2019, a total of 25 foreign students from several different countries, including India, Cambodia, Vietnam, Taiwan, England, Egypt, Hong Kong, and Indonesia were invited to socialize and get to know local potential and insight. The participants also carried out various activities including environment-loving actions covering mangrove planting, beach clean-up actions, coral transplantation in association with the Tidung Kecil Island Marine Cultivation and Conservation Center (PBKL). In addition, the participants were also invited to take part in community activities in celebrating Independence Day.

In this activity, *Jejak Seribu* also involved local youths who mostly work as tour guides and held a sharing or discussions together in the development of educational tours in order to foster entrepreneurial enthusiasm among young people. In the sharing activities or workshops entitled "E-Millennials: Tidung for Sustainable Tourism " the foreign students and local youths discussed analysis, evaluation, criticism, and suggestions to increase awareness of the importance of improving the quality and sustainability of tourism on Tidung Island by preserving the environment and its beauty and reminding them to love and care for their island. The involvement of local youth and students in this campaign is a representation of the millennial generation who are considered the agents of change.

The millennial generation is a population born between 1980 and 2000, in Indonesia. The millennial generation accounts for one-third of Indonesia's population. The millennial generation is a generation with higher technological adaptation and capabilities than the previous generation. This can be seen from the high percentage of information technology

that this generation used. Even though the percentage of this generation's entrepreneurial interest is still low, the millennial generation who are technologically literate and connected through social networks plays a role in influencing the direction of government policy, the government's response, and even spurring government performance.

Therefore, creating millennial participation is important to make a change in society. In an effort to maintain and reach responsible tourism, it is necessary to educate the public to understand the dangers and negative effects of badly-maintained tourism areas or destinations, and to monitor how to prevent environmental damage. The role of Public Relations in educating and socializing responsible tourism is of course very essential. One of the functions of PR itself, is to educate the public as well as to change the target audience's perceptions and even behavior according to the views of the organization.

### **Theoretical Framework**

In educating or disseminating responsible tourism to the community, there are various ways that can be done, one of which is by conducting a campaign. In order to achieve the specified campaign objectives, campaign management is required. Campaign management is the process of managing campaign activities effectively and efficiently by utilizing all available resources. This campaign management includes the stages of planning, implementation, and evaluation.

In general, campaign can be defined as a communication activity that aims to change the behavior, opinions, and thoughts of the target public per the objectives of the campaign organizer. According to Rogers and Storey in Anter Venus (2018), a campaign is a series of planned communication activities to create a certain effect on the majority of the audience which is carried out sustainably at a certain time.

Meanwhile, according to Rosady Ruslan (2013), a campaign is an activity that includes: (1) The existence of a campaign communication process activity to influence certain audiences; (2) To persuade and motivate audiences to participate; (3) Desire to create a certain effect or impact as planned; (4) It is carried out with a specific theme and clear resources; (5) Within a certain time or has been determined. Carried out in an organized and

planned manner whether for the benefit of both parties or unilaterally.

Based on some definitions of the Public Relations campaign according to these experts, it can be concluded that a campaign is a communication activity that has a specific message and purpose to influence opinions, behavior, or individual and public interests that are planned, systematic, and sustainable. A campaign is the right technique to do, especially in order to influence public opinion and behavior which in this case is related to environmental and tourism issues as raised in this study, namely the "Jelajah Edukasi Jejak Seribu: Entrepreneur Millenials 2019" which was conducted on Tidung Island.

In general, the concept of sustainable tourism can be interpreted as a concept of tourism development so that tourism or the area itself can be maintained and continuously become an object of tourism. Generally speaking, the sustainable tourism is a form of tourism which is generally small in scale, more sensitive to the environment and more socially aware than before. Mihalic, T.; Mohamadi, S.; Abbasi, A. and David, L.D. (2021) in their research about *Mapping a Sustainable and Responsible Tourism Paradigm: A Bibliometric and Citation Network Analysis* believed that a combination of sustainable and responsible tourism by concept and triggers would significantly increase the level of knowledge and quality of tourism research and implementation.

Responsible tourism is generally related to the concept of responsible behavior and action in tourism with a sustainable tourism agenda as the goal. There are several reasons why responsible tourism began to be used or appear. According to Tanja Mihalic (2016), it can be interpreted as follows, the first is the need to address what has become evidence of the actual discourse on sustainability due to the inability of sustainable tourism to be more strongly implemented on tourism in practice. The second reason is more ideology-based and refers to an attempt to combine the tourism-based environmental debate with the language spoken in other sectors, especially the business and corporate sectors, with the aim of increasing the acceptance and interest of the tourism-related concept among all tourism stakeholders.

Goodwind, Harold (2016) said that responsible tourism is in principle inherently

optimistic : as its heart, the imperative to make tourism better. All forms of tourism can be better and more responsible if we, individually and collectively, take responsibility. According to the Cape Town Declaration on ICRT (2010), responsible tourism can be identified travels that minimise negative environmental, social and cultural impacts ; generate greater economic benefits for local people and host communities ; make positive contributions to the conservation of natural and cultural heritage and to the maintenance of the world's diversity. It can be concluded that responsible tourism is not a synonym for sustainable tourism. Responsible tourism is an action or behavior that emphasizes the involvement of all parties in taking responsibility for tourism in order to achieve sustainable tourism.

### **Material and Methodology**

This research uses a constructivist paradigm also known as interpretive and a qualitative approach. Researchers try to dig up information about campaign management in the "Jelajah Edukasi Jejak Seribu: Entrepreneur Millenials 2019" program for Responsible Tourism by *Jejak Seribu*. Through in-depth interviews, direct opinions ranging from preparations to evaluation as well as the informants' knowledge of these activities can be obtained. The data obtained through in-depth interviews is descriptive data in the form of spoken words from informants and key informants.

The unit of analysis is all things that we examine to get a brief description of the whole unit and to explain the differences between the units of analysis. Therefore, it is important to clearly define the unit of analysis. The unit of analysis in this study is individuals who are members of the *Jejak Seribu*, especially the Head of *Jejak Seribu*, the Chair of the Entrepreneurship Division, and the members of *Jejak Seribu*.

### **Result and Discussion**

*Jejak Seribu* Public Relations is tasked with managing social media, distributing press releases to the media to communicate *Jejak Seribu's* activities and campaigns as well as establishing and maintaining relationships with related parties who have the capacity and potential to collaborate with *Jejak Seribu*. This aligns with the role of public relations stated by Ruslan (2016), namely: (1) The communicator

in this campaign is the public relations of Jejak Seribu, to communicate directly and indirectly to the audience of *Jejak Seribu*. In conducting indirect communication, Jejak Seribu's public relations uses social media platforms such as Instagram, Facebook, Twitter, and website. Direct communication is also carried out by public relations, the Head of the Entrepreneurship Division, and the Head of *Jejak Seribu* to communicate or disseminate this campaign to the public through personal approaches so as to attract the public to get involved in this campaign; (2) Building relationships. Jejak Seribu's public relations cooperates with several of the various programs that Jejak Seribu has. In this campaign program, Jejak Seribu has collaborated with AIESEC President University since 2017.

According to Blasko, E. (2016), collaboration with university student groups is an opportunity based on SWOT analysis when creating situation analysis for a public relations campaign. *Jejak Seribu* public relations also collaborates with the local government so that it received facility assistance from the latter. *Jejak Seribu* public relations also fosters relationships with the locals, such as involving them in this campaign with the aim of adding their knowledge of how to further develop their area, especially their business. Involving the locals to develop their entrepreneurial spirit has been done by Jejak Seribu in the Jejak Seribu Preneur program, where they invite housewives to make regional specialties and help sell them, such as inviting these mothers to join a bazaar in Jakarta; (3) Back-Up Management. The *Jejak Seribu* public relations is doing its part well, by building a good image, fostering relationships with stakeholders, and also serving as a *Jejak Seribu* communicator with the public. By playing its role properly, *Jejak Seribu* public relations can achieve its goals, which will eventually help other divisions play their roles well; (4) Good Image maker. In an effort to maintain and improve the positive image of *Jejak Seribu*, the *Jejak Seribu* public relations conducts campaigns on social media, collaborates with many parties and foster this collaboration well. Thus, the image of *Jejak Seribu* is maintained and continues to grow. Another effort to improve the image of *Jejak Seribu* is made by the *Jejak Seribu* public relations by sending out press releases and cooperating with the media. This way the activities of *Jejak Seribu* can be promoted by

the media and create a more positive image for *Jejak Seribu*.

Several steps must be taken in Campaign Management 2019 Entrepreneur Millennials planning, including: *First Stage*. Campaign Planning by making:

(1) Problem analysis. Based on the results obtained through interviews with informants, *Jejak Seribu* did not officially carry out a SWOT analysis but the analysis that can be concluded from the interview results is the SWOT analysis of this campaign: Strength. By inviting Global Volunteers, the community and participants will be more interested. Weakness. There are still many residents who are not aware of the existing problems. Lack of time in preparation. The budget is limited so not all volunteers can get involved. Opportunity: Many tour guides who are young will be more motivated and interested in this activity because it is fun, namely traveling and meeting friends. *Threat*: Existing problems such as garbage will persist because it is always generated not only from the Tidung area;

(2) Goal Setting. This campaign aims to educate the public and tourists about maintaining and developing regional potential, both from natural potential, tourism facilities, environmental cleanliness, and the quality of human resources so that they do not rely solely on the natural potential for tourism;

(3) Target identification and segmentation. The target and segmentation of participants in this campaign are the same as the target and segmentation of *Jejak Seribu*, namely young people. This campaign targets the island's young people who were mostly work for tourism as tour guides, with the aim of changing the mindset of the island's children who didn't care about education and by educating these young people;

(4) Define Message. The message that *Jejak Seribu* wants to convey in the 2019 Entrepreneur Millennials campaign is to educate the public about the importance of awareness and responsibility in protecting the environment for the sustainability of the region and the development of its resources. By doing so, it can become an attraction for tourism;

(5) Campaign Strategy and Tactics. The strategy and tactics used in this campaign are to conduct campaigns in social media and personal approaches to attract participants. The activities carried out are also designed to be

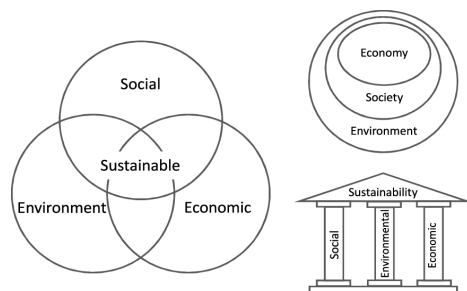
appealing activities for young people so that they can attract them to join this campaign;

(6) Allocation of time and resources. This campaign takes three months during the joint planning period of AIESEC President University and it requires human resources, funds, and facilities.

This campaign was held on August 13-20, 2019, the timing of this campaign was generated based on discussions with the AIESEC President University by considering the schedule of global volunteers or exchange participants (EP), climate or weather conditions, and major holidays. In this activity, there are 5-7 committee members from the *Jejak Seribu*, 25 from A IESEC and Exchange Participant committees, and 20 workshop participants, bringing the total to more than 40 people. But if you add the community or other tourists who participate in beach cleaning activities, it can reach up to 100 people. *Jejak Seribu* conducts research in discussion and surveys by utilizing existing social media to find out what activities or things the audience are interested in.

According to Wilcox et al. (2015), after research is done, a program's objectives can be purely informational to create awareness or more motivational to increase participation in achieving responsible and sustainable tourism. In general, the concept of sustainable tourism can be interpreted as a concept of tourism development so that tourism or the area itself can be maintained and continuously become an object of tourism.

The three-pillar conception of sustainability (social, economic and environmental), generally known as three intersecting circles with overall sustainability at the centre, has become found everywhere as seen on figure 1 based on the explanation from Purvis, Ben et al. (2019).



**Figure 2.** Left: Sustainability as Three Intersecting Circles. Right: Alternatife Depictions: Literal 'Pillars' and a Concentric Circles Approach

Source: Ben Purvis, Yong Mao and Darren Robinson. 2019

According to Mc Cool as cited by Aldira, Wibowo, and Yuniati (2014), sustainable tourism is a form of tourism which is generally small in scale, more sensitive to the environment and more socially aware than before. Another definition of sustainable tourism, according to *The World Tourism Organization* in S.P Bansal & Prashant Gautam (2007), is that sustainable tourism development meets the needs of tourists and host countries while protecting and increasing opportunities for the future.

It is thought to lead to the management of all resources in such a way that economic, social and aesthetic needs can be met while maintaining the integrity of culture, essential ecological processes, biodiversity, and life support systems. Sustainable tourism is the goal or target of tourism so that tourism or tourist areas can be maintained while the surrounding community flourished. With the aim that tourism can last or maintained until future generations of sustainable tourism cannot be separated from responsible tourism because it is a practice or implementation in achieving sustainable tourism.

Mihalic, T.; Mohamadi, S.; Abbasi, A. and David, L.D (2021) on their research about Mapping a Sustainable and Responsible Tourism Paradigm: A Bibliometric and Citation Network Analysis believed that a combination of sustainable and responsible tourism by concept and triggers would significantly increase the level of knowledge and quality of tourism research and implementation. From the results of this research, *Jejak Seribu* found that the mindset of young people on the island is still less concerned with education, lack of public awareness of the environment, inadequate tourism facilities, lack of knowledge of foreign languages, and the problem of waste.

*Second Stage: Preparing Campaign Budget.* Campaign budget planning also has an important role in the evaluation process and the supervision of managerial functions. The funds needed in this campaign are estimated at more than 20 million. The funds come from Jejak Seribu and AIESEC President University, where the larger sum comes from AIESEC President University. In this campaign, there is no financial assistance from sponsors or the



government, although the government provides assistance in the form of ship facilities and RPTRA rooms.



**Figure 3.** Poster of The Public Relations Campaign Management

*Third Stage: Campaign Execution.* The execution of this campaign took place on August 13-20 2019. Among the activities carried out during the campaign were inviting the AIESEC President of the University to tourist spots which would later be reviewed by Exchange Participants to provide advice on tourism development during workshops, mangrove planting, coral transplantation, and cleaning the beach. The execution of the 2019 Entrepreneur Millennials campaign as a whole can run smoothly, but several obstacles occurred during execution. The obstacles are language limitations between exchange participants and local participants, lack of planning, and lack of human resources. However, these obstacles are overcome by having a translator to assist the exchange participants, conducting daily evaluations so that schedule changes can be made according to what is happening in the field, and changing the work system to help each other in terms of assignments. Overcoming these problems is done really well because the bonding and cooperation between the Jejak Seribu committee and AIESEC President University this year is better than the previous year.

The involvement of the locals and tourists as well as good responses and support from the locals are also proof that the campaign runs smoothly. Obstacles including a lack of planning and a shortage of human resources can

be dealt with by conducting daily valuations and changing work systems to cover each other.



**Figure 4.** Campaign Execution: Conducting coral transplantation by some exchange participants and local participants

*Fourth Stage: Campaign Evaluation.* The evaluation carried out by Jejak Seribu on the campaign or program that it carries out is through discussion without an official evaluation report in writing. Considering that the 2019 Entrepreneur Millennials campaign is the third of its kind carried out in the Jelajah Edukasi (Education Exploration) program, evaluations on the campaign in the previous year are applied as an input in this campaign. The problems that existed in previous years concern the lack of public awareness of environmental responsibility and self-development.

Planning time is inadequate so that preparation is not optimal: (1) Lack of human resources leads to quite a lot of job descriptions done by everyone; (2) Lack of adequate facilities on Tidung Island; (3) Promotion of Tidung Island is still inadequate; (4) AIESEC wants Jejak Seribu to get involved more actively in initial planning or concept.

Overall, 2019 Entrepreneur Millennials campaign can be considered successful, considering that the activities carried out run smoothly and there are also changes in community behavior such as the public's increasing awareness of environmental cleanliness and the growing interest of young islanders to learn English. This campaign can also be said to be better or there has been an increase in several ways compared to the campaign in previous years.

In this activity all stakeholders involved carry out their roles well, as indicated by the

local government that carries out the activity well with the help of facilities and support, tourists who play an active role in displaying the potential of the region by carrying out all campaign activities properly, local people who participate in campaign activities such as helping clean up trash to attending workshops,

and the Jejak Seribu and AIESEC President University who work together in carrying out a whole series of campaign activities. The 2019 Millennial Entrepreneur campaign management process can be summarized in the following scheme:

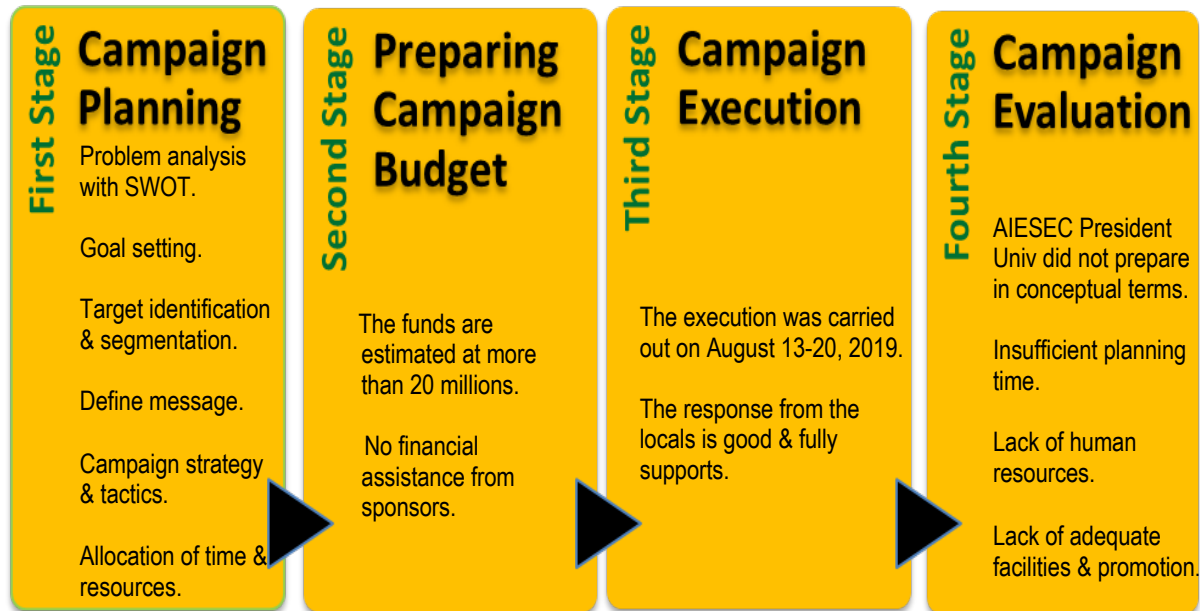


Figure 5. Campaign Management Process

Generally speaking, responsible tourism is the involvement of everyone in taking responsibility for making tourism more sustainable. Goodwin, Harold (2016) said that the ambition of Responsible Tourism is to address the impacts of mainstream tourism, to enhance the positive impact and reduce the negative impact. In this campaign, Jejak Seribu applies this concept to achieve the objectives of the campaign. This concept is applied to almost all campaign activities. The activities in this campaign also accord with the characteristics of responsible tourism, namely:

(1) Minimizing negative impacts on the economy, environment, and social life. This aligns with the objectives of the 2019 Entrepreneur Millennials campaign, namely educating the public and tourists to maintain and develop regional potential, both from natural potential, tourist facilities, environmental cleanliness, and quality of human resources. so that they do not solely rely on natural potential for tourism. With this aim, it is expected to minimize negative impacts on the economy, environment, and social life in Tidung Island, such as the

economy of the local community who is not yet prosperous;

(2) Environmental conditions that are starting to get dirty with garbage, people who do not care about education, inadequate tourism facilities, to lack of good awareness of the community, government, and tourists about a sense of responsibility for existing tourist sites;

(3). Economic Sector: Generate greater economic benefits for local communities and improve the welfare of host communities, improve working conditions, and access to the industry. With the theme of entrepreneurship and by involving the local youth of Tidung Island as participants, this campaign is expected to increase the entrepreneurial spirit of the youth and local communities so that it can help improve the economic welfare of the community and the surrounding area;

(4) Social Sector : Involve local communities in making decisions that will affect their lives and life opportunities. In this campaign, Jejak Seribu involves local government and local communities in the implementation of campaign activities, from



permits to involvement in campaign activities that indirectly have the aim of influencing their lives, in this case, increasing their awareness of the environment, education, and economy. Provide access for people with physical disabilities. In this case, tourism access for people with special needs was found to be inadequate. Therefore, this is one of the focuses of this campaign to advise the local government on the need for adequate tourism access and facilities on Tidung Island to increase the number of tourists;

(5) Environmental Sector: Make a positive contribution to the conservation of natural and cultural heritage for the maintenance of world diversity. In this campaign, this includes planting mangroves, transplanting coral reefs, and cleaning beaches;

(6) Provide a more enjoyable experience for tourists through more meaningful relationships with local communities, and a greater understanding of local cultural, social, and environmental issues. In this campaign, this was stated in the workshop activities which were conducted after inviting the participants to visit tourist destinations on Tidung Island first. In this activity, tourists, namely participants from AIESEC President University, either Exchange Participants or President University students, held discussions with local youth about efforts that can be made to improve the tourism area that Tidung Island has;

(7) Cultural Sector: Culturally sensitive produce respect between tourists and hosts and builds local pride and confidence. This was also applied in this campaign such as shortly after the participants arrived, the local government gave a speech and explained the social and cultural norms that prevail in the local environment and this was also followed well by the participants who showed respect for the local community. Also, the workshop is not only intended to discuss efforts to increase regional potential but also to increase the pride and confidence of local youth in the potential of their region.

According to Liu (2013), sustainable tourism requires both the sustainable growth of tourism's contribution to the economy and society and the sustainable use of resources and the environment, which will be gained by a deep understanding and proper management of tourism demand. In the research of Chaerul

Aldira, Lili Adi Wibowo, Yeni Yuniawati (2014), sustainable tourism can be interpreted as a tourism process and system that can ensure the sustainability or existence of natural resources, socio-cultural and economic life to the next generation. In this campaign, sustainable tourism is the goal of all campaign activities or programs carried out by Jejak Seribu.

By implementing responsible tourism, the informants agreed that this was effective in realizing the goal of achieving sustainable tourism. This can be seen by looking at the activities in the campaign that implements the concept of responsible tourism in accordance with the principles of sustainable tourism development according to Burns and Holder in I Putu Anom (2010), which are as follows: (1). Maintain environmental quality by cleaning up beaches, plant mangroves, and transplant coral reefs in this campaign to protect the environment of Pulau Seribu; (2) Provides advantages for local communities and tourists by doing mutually beneficial workshops for tourists and local communities. Tourists are satisfied with the tourism activities carried out during the implementation of this campaign so that they can visit Thousand Island tourist destinations, and local people also benefit from the tourists' visits. With this activity, tourists and the locals can get to know one another better so that their relationship is maintained by the cooperation that exists when carrying out a series of campaign activities; (3). All stakeholders must work together based on the same mission to realize responsible and sustainable tourism.

The results of this research also support the statement of Atmadi, G. (2019) that by managing stakeholder engagement successfully, the company can also perform its corporate social responsibility to society as a part of the public relations strategy. The most important thing is that the company can support sustainable tourism development in mountains and national parks as tourist destinations for both local and international travelers. This research also confirms the conclusion of the research from Ziaabadi et al (2017) who stated that sustainable tourism had various environmental health, social-cultural, and economic aspects.

## Conclusions

Based on the results of the research on public relations campaign management for responsible and sustainable tourism, this research provides the following conclusions: (1). This campaign was successful, considering that all activities in this campaign were running smoothly and there was also a change in the community's behavior, namely increasing awareness of environmental cleanliness and increasing care and interest of young islanders to learn foreign languages such as English. It can be said this year's campaign is better with an increase in several aspects compared to those conducted in previous years. One of the improvements is two-way communication between tourists and tourism actors with the presence of workshop activities that were not found in the previous campaigns. (2). Parties involved in this campaign are Jejak Seribu, AIESEC President University, local government, local communities, and tourists, namely Exchange Participants who are foreign students from various countries. These stakeholders work well together to ensure that a whole series of 2019 Entrepreneur Millennials campaign activities can be carried out smoothly, so that they are expected to a positive influence and support the development of tourism in Tidung Island.

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