

Analysis of Berberukaria Tour's Public Relations Strategy in Building Relationships with Stakeholders in the Creative Industries

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Abstract

This study examines the public relations (PR) and stakeholder relationship management strategies implemented by Bersukaria Tour in the creative tourism industry. A descriptive qualitative approach was used. The results indicate that Bersukaria Tour has successfully established a flexible and structured management system, focusing on personal communication and understanding the roles of each stakeholder. The company differentiates itself in the tourism market through its unique storytelling approach, creating memorable experiences for tourists. However, challenges arise from the dynamics of relationships and adapting creative strategies to evolving trends. The use of digital platforms for information management and stakeholder engagement has proven effective, despite having no formal mechanisms to measure stakeholder satisfaction. Overall, Bersukaria Tour has demonstrated and maintained positive relationships with stakeholders and continues to adapt its strategy to thrive in the competitive creative tourism industry.

Keyword: Creative Industry, Public relations, Stakeholder, Tourism

INTRODUCTION

The creative industry plays a crucial role in driving economic growth, particularly in the digital era, which offers vast opportunities for entrepreneurs to develop innovative ideas. One contributing sector is creative tourism, which combines elements of culture, art, and travel experiences to create unique added value (Widodo & Anggraini, [2024](#)). In this context, Bersukaria Tour has emerged as a key player focused on developing creative experience-based tourism, particularly in historic cities across Indonesia.

The creative industry is a growing sector and makes a significant contribution to the Indonesian economy (Riswanto et al., [2023](#)). By combining creativity, culture, and technology, this industry is able to create products and services with high added value. One subsector that is attracting attention is creative tourism, which not only offers tourist experiences but also promotes the richness of local culture and history. Within this ecosystem, Bersukaria Tour exists as a business player focusing on creative experience-based tourism, particularly in cities

like Yogyakarta and Semarang. As a company operating in the creative industry, Bersukaria Tour faces the challenge of competing in an increasingly competitive market. Not only must it offer innovative and unique services, but the company also needs to build strong relationships with stakeholders, including customers, local communities, business partners, and the government. These stakeholders play a crucial role in supporting the company's sustainability and growth (Berliandaldo et al., [2021](#)). Therefore, an effective communication strategy is required, one of which is through a Public Relations (PR) approach.

To thrive in a competitive industry, Bersukaria Tour requires an effective Public Relations (PR) strategy to build relationships with various stakeholders, including customers, business partners, communities, and the government. A PR strategy not only serves to strengthen the company's image but also plays a crucial role in creating two-way communication that can build trust and sustainable collaboration. In the current era of digital disruption, the tourism industry is required to undertake a comprehensive transformation, not only in operational aspects, but also in marketing communication strategies and public relations management. In the creative tourism landscape in Indonesia, Bersukaria Tour, a tourism entity headquartered in Semarang, Central Java, stands as one of the representatives of a company that is adaptive to these dynamics. The company's existence and agility are reflected not only in its physical operational reach but also in its strong digital footprint.

Based on observations of the company's official Instagram profile (@bersukariatour), Bersukaria Tour Organizer demonstrates an active and structured digital footprint in building its presence in the tourism landscape. As of the time of this data collection, the Tour Guide account has published 778 posts, indicating the company's consistency in information dissemination and visual marketing communications. This level of activity is in line with the audience reach it has successfully built, recorded by the number of followers reaching 4,364 accounts, compared to 203 accounts followed (following). PR strategy is a key element in building a positive company image, increasing stakeholder trust, and creating mutually beneficial collaborations. For Bersukaria Tour, PR strategy also serves as a tool to educate the public about the importance of creative tourism and maintaining the sustainability of local culture. However, in its implementation, PR strategy requires careful planning to achieve the desired communication objectives and support the company's growth amidst the competition in the creative industry.

Public Relations (PR) is a strategic effort designed to create, maintain, and strengthen the image and communication between a company and its public. PR strategies include various approaches, such as media relations, event management, sponsorship, and content marketing, which are designed to achieve the organization's communication goals (Filayly & Ruliana [2022](#)). Public Relations (PR) is a strategic management function responsible for fostering good relationships between an organization and its stakeholders, including employees, customers, investors, and the wider community (Ruihley, [2024](#); Al-Jenaibi, [2022](#); Karakaya et al., [2025](#)). Stakeholders are individuals or groups that have an interest in or influence on the success of an organization. Companies need to identify and manage relationships with key stakeholders (Muthiah, [2021](#)). Building relationships with stakeholders requires an integrated communication strategy,

which includes efforts to listen, understand, and respond to stakeholder needs and expectations (Rahmasari, [2022](#)).

An analytical approach to Bersukaria Tour's PR strategy is essential for understanding the extent to which the company is able to establish harmonious relationships with stakeholders in the creative industry. Through this analysis, steps can be identified for building a reputation, increasing engagement, and expanding its market reach.

RESEARCH METHOD

This methodology uses a descriptive qualitative approach to gain a comprehensive and in-depth understanding of the operationalization of Public Relations (PR) strategies and stakeholder relationship management implemented by Bersukaria Tour in the creative tourism sector. A qualitative approach is considered most relevant for exploring the perceptions, situational experiences, and subjective views of actors directly interacting with the phenomenon under study (Sarosa, [2021](#)). Primary data collection relies on semi-structured in-depth interviews (Waruwu, [2023](#)). This technique allows researchers to guide discussions through a specifically designed interview guide, while providing full flexibility for informants to express their insights openly and in-depth. Research informants were selected purposively to represent a holistic perspective of the company, encompassing both internal parties (managerial level and operational staff) and external parties (strategic business partners). This combination of informants aims to triangulate information sources related to policies, communication tactics, and challenges faced by the company. All interview interactions are systematically documented and recorded to maintain the accuracy and authenticity of the empirical data. The collected data was then reduced and analyzed using thematic analysis. Through this approach, researchers identified, categorized, and synthesized dominant patterns (themes) emerging from the transcripts of informants' responses. These themes were then contextualized to draw in-depth conclusions regarding the effectiveness of Bersukaria Tour's PR tactics in nurturing the business ecosystem and navigating the dynamics of the creative tourism industry.

RESULTS AND DISCUSSION

Corporate or Organizational Governance

Research results indicate that Bersukaria Tour's governance demonstrates a high degree of operational flexibility and effectiveness. This is evident in the significant expansion of its business reach, with the company's tourist destinations now spanning across islands, enabling it to establish extensive relationships. In addition to focusing on national operations, Bersukaria Tour's transformation into an international tour operator is also confirmed by its customer demographics, which reach international markets. The success of this expansion is supported by a decentralized, localized governance structure. By empowering local tour guides located in each destination city, the company is able to manage operations across multiple locations in a structured and adaptive manner to the dynamics of regional tourism.

Despite this positive development trend, the company's operations are not free from managerial governance challenges, both internally and externally. Internally, Bersukaria Tour faces crucial issues related to the integrity of work ethics, which

Laksita, J. N., Afriadi, M. D., Ananda, M. H., & Putri, B. I. (2026). Analysis of Berberukaria 17 Tour's Public Relations Strategy in Building Relationships with Stakeholders in the Creative Industries

vary across various field situations. These differing perceptions often require operational standards that can guide them. Bersukaria Tour's management represents the institution's strong commitment to integrity and the urgency of stricter human resource management. This is essential to improving service quality. In public relations activities, ensuring effective communication and feedback mechanisms can build relationships that enhance service and customer satisfaction (Alotoum et al., [2025](#); Malekalketab Khiabani et al., [2026](#)). Berberukaria Tour improves its services by demonstrating integrity.

Meanwhile, externally, the company faces the challenge of smooth bureaucratic communication. Bersukaria Tour must constantly adapt to maintain consistent relationships with various stakeholders. The governance and relationship management practices implemented by Bersukaria Tour demonstrate the importance of evaluation. Business Model Canvas (BMC) evaluation is crucial for achieving optimal revenue targets through improved governance and business partner relationships (Zahra dkk, [2024](#)). Although Bersukaria Tour does not explicitly adopt the BMC framework, the business rationalization principles applied are very similar. Utilization of key resources in the form of local guides and structured tourist destination management are key. Furthermore, Bersukaria Tour's business sustainability strategy relies heavily on personal communication with strategic stakeholders (government and business partners) and optimization of social media platforms to maintain relationships with audiences.

Bersukaria Tour's strategy involves adopting recommendations for increasing revenue streams that have proven successful in similar entities. Bersukaria Tour has room for service diversification. Improving the quality of additional services, such as providing premium documentation packages, can be integrated with the core strengths of the service. A storytelling approach is employed in each tour package. This service integration will not only enrich the emotional experience for tourists but also has the potential to significantly increase the company's profitability and competitiveness (Gountas, [2017](#); Sharma & Kamble, [2021](#)). Management's decisiveness in mitigating internal crises and proactively implementing a personalized approach with digital public relations integration transforms marketing narratives into emotional experiences. Bersukaria Tour, within the creative tourism industry, has demonstrated significant growth in both business reach and stakeholder relationships. A structured approach to governance and communication strategies with various stakeholders. Corporate governance at Bersukaria Tour is built on a flexible structure and based on local tour guides, enabling the company to effectively manage various tourist destinations. Challenges related to internal policies and team integrity are a serious concern for the company, but firm steps are taken to maintain the company's credibility and values, such as honesty and punctuality.

In terms of media and information, Bersukaria Tour utilizes various digital platforms to reach a wider audience. The use of social media platforms like Instagram, TikTok, and Facebook, as well as blogs and websites, helps the company stay relevant and increase visibility. However, more structured and measurable information management, such as measuring stakeholder satisfaction with the information provided, can improve the quality of the company's communications going forward.

Company Strategy in Building Stakeholder Relationships

Bersukaria Tour's business resilience and expansion are heavily supported by the successful implementation of a comprehensive Public Relations strategy for managing stakeholder relations. Empowering local tour guides in various destination cities is a concrete manifestation of community relations. Bersukaria Tour engages various stakeholders in its operations, including the government through the Culture and Tourism Offices (Disbudpar) in Semarang and Surabaya. This collaboration primarily takes the form of content promotion on social media. Good relationships with stakeholders are maintained through a personal approach and an understanding of each partner's role. Bersukaria Tour avoids a transactional approach focused solely on short-term programs (one-off events). The company positions tourism authorities as long-term strategic partners through a personal communication approach that empathizes with each institution's role.

Internally, Bersukaria Tour views all employees equally without special treatment. Bersukaria Tour management adheres to egalitarian governance principles. The company views and treats all its human resources equally, without favoritism or preferential treatment of any particular individual. This approach has proven essential in mitigating potential friction among team members. This strategy aims to maintain a stable and harmonious work climate, which aligns with the basic principles of healthy and effective organizational communication in maintaining employee motivation (Febriani, [2022](#)).

The strategy for maintaining relationships with the government involves treating stakeholders as long-term partners, not just for specific events. A positive corporate reputation among customers is built through the company's consistency in fulfilling its brand promises and providing quality assurance. The strategy integrates storytelling techniques as a key selling point in its tour packages. This practice is not simply a conventional marketing tactic, but rather a form of public relations aimed at engaging tourists' affective dimensions. Through storytelling, local historical and cultural narratives are transformed into meaningful experiences that can strengthen emotional bonds and customer loyalty.

Creative Strategies in Building Relationships with Stakeholders

Bersukaria Tour's main uniqueness lies in its storytelling approach. This strategy aims to create a strong core memory for tourists, so they not only enjoy the trip but also experience a profound emotional experience. In terms of media strategy, it relies on various platforms, such as blogs, Instagram, TikTok, Twitter, Facebook, and websites (Agustini & Malini, [2023](#)). Bersukaria Tour uses social media for collaboration, sharing experiences, promotions, and keeping up with current trends. Media use becomes crucial based on audience segmentation. For example, WhatsApp is used for communication with the government, while email and websites are more frequently used for international clients. Media selection depends heavily on platform familiarity.

In an effort to build relationships with the media industry, Bersukaria Tour has collaborated with various media, such as television media and local newspapers. This collaboration provides mutual benefits, where the media obtain free access to Bersukaria Tour activities, while Bersukaria gains exposure through news content. In increasing reputation and public trust by strengthening relationships with stakeholders to improve innovative and creative capabilities (Umam, [2024](#)). This transformation of value from just a physical journey to a deep emotional attachment

has proven essential in enriching the customer experience into a unique strategy for Bersukaria Tour. However, not all creative strategies are successful, this condition depends on understanding market preferences.

Bersukaria Tour focuses not only on end customers but also expands its institutional strategy through Media Relations. In an effort to build mutually beneficial relationships with the media industry, the institution proactively establishes strategic partnerships to expand its publicity reach. These strategic collaborations with media entities serve as channels for conveying Bersukaria Tour's unique narrative to a wider audience, which in turn strengthens its legitimacy and position as a pioneer in the creative tourism sector.

When it comes to building relationships with stakeholders, Bersukaria Tour places great emphasis on personal approaches and good communication. By involving various stakeholders, both internal and external, such as local governments, business partners, and customers, the company is able to maintain harmonious and productive relationships. Collaboration with the government through the Department of Culture and Tourism in major cities demonstrates maximum efforts to promote local tourism through collaboration on social media. Bersukaria Tour also has a creative strategy that is its main differentiator from other tour businesses: the use of storytelling in every tour package offered. This concept aims to provide a more immersive and memorable experience for tourists, making each trip more than just a place visited, but also a story shared.

CONCLUSION

This study concludes that Bersukaria Tour has implemented an adaptive and comprehensive Public Relations (PR) strategy in the creative tourism industry. The company's operational success is fundamentally based on governance that enables effective destination management. In building relationships with stakeholders, an interpersonal communication approach has proven essential for maintaining long-term partnerships, particularly in mitigating and strengthening relationships. Communication innovation through storytelling has successfully created high-value tourism experiences. However, market resistance to certain thematic products emphasizes the need for creative innovation to be balanced with iterative market research and marketing evaluation to maintain relevance to the dynamics of consumer preferences. Moving forward, this study recommends the development of communication evaluation metrics to measure message effectiveness, which can strengthen the resilience and quality of Bersukaria Tour's future partnerships.

A structured approach to implementing governance and communication strategies with various stakeholders. Bersukaria Tour's corporate governance is built on a flexible structure and is based on local tour guides, enabling the company to effectively manage various tourist destinations. Challenges related to internal policies and team integrity are serious concerns for the company, but decisive steps are taken to maintain credibility and corporate values, such as honesty and punctuality.

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