

## Restoring @bajuyuli Business Image on Instagram Social Media in Facing the Threat of Cyber Crime Phishing

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### ABSTRACT

This research has a background regarding phishing and business image. This study aims to find out the recovery of business image by the @bajuyuli team and to find out the efforts to prevent cyber crime phishing by the @bajuyuli team. This research uses qualitative data analysis methods and techniques. The technique for determining informants in this study uses the purposive sampling technique. The purposive sampling technique is a method of selecting samples based on the desired goal by the researcher. With this technique, the researcher used three informants consisting of, @bajuyuli business owners, Instagram @bajuyuli admins, and customer @bajuyuli. The results of the research emphasized the importance of transparency, data security, and the role of Public Relations in overcoming crises and strengthening business reputations in the digital world. Efforts to combat such attacks require quick and effective recovery measures, as well as increased cybersecurity awareness among business owners and teams. This research provides insight into the importance of protecting business image from cyber attacks.

## **INTRODUCTION**

Nowadays, with the advancement of information technology that is increasingly sophisticated, the internet has become a very accessible means for everyone. One example of the use of technology is through social media, which is not only used to communicate virtually, but also as a platform to express the creative ideas of its users. However, in the modern era, the role of social media has evolved further into a medium for doing business online. Platforms such as Instagram, Tiktok, Twitter, and WhatsApp are places that are often used by business people to reach the interests of a wide range of buyers. Although it provides many benefits for business people, its existence in the digital realm also carries the risk of cybercrime that can cause financial and other losses.

Information technology has become a very important need. All activities that we carry out require fast and accurate information as the basis for making decisions that are right on target (Nurfalalah, Farida; Wihayati, Welly). Social media is now a favorite to interact between one individual and another (Nurfalalah, Farida; Kholil; Lestari, Puji; Widaningsih, Titi; 2021). So that the role of social media develops further into a medium for doing business online.

With the advancement of technology, new opportunities have been created for criminals who are different from traditional criminal acts. Cybercrime does require a digital computer, but it does not require the device to commit fraud, identity theft, or privacy violations. Most cybercrimes aim to carry out attacks on the information of individuals, companies, or even governments. Although these cyber attacks do not cause physical injury, they can visibly damage the identity or information that defines a person or institution in cyberspace, such as damage to the company's image.

Cybercrime is a worrying phenomenon, actions such as carding, hacking, fraud, terrorism, and the dissemination of disturbing information have become part of the activities of cybercrime perpetrators (Gulo, Ardi Saputra; Sahuri, Lasmadi; Khabib, Nawawi; 2021). Most cybercrimes fall under the category of online community violations under the Electronic Information and Transactions Act. One clear example of cybercrime is phishing, the scam aims to steal data or falsify data from the victim's social media account.

Human negligence, such as a lack of vigilance and knowledge about technology, is often the main cause of phishing. In 2022, researchers found that business accounts on Instagram @bajuyuli, which sell various types of Muslim clothes, fell victim to cybercrime in the form of phishing. Based on the results of interviews with @bajuyuli account owners, this greatly disrupts the buying and selling activities on the account, hinders communication with customers, and negatively impacts the image of @bajuyuli business. Using the theory of public relations, where public relations is a process that aims to instill a positive image of the company to the public, the implementation of cyber public relations on Instagram media can be said to be effective in sharing information about business ethics. The relationship between cyber public relations and business image has a role in shaping the image (Dwijyanti, Jovita; Kusumastuti, Yatri Indah; 2018) The business image itself is a mixture of functional and emotional aspects, namely the previous experience between consumers and the company. The image of a

company is necessary to influence the minds of customers through a combination of advertising, public relations, physical form, words, and various actual experiences while using goods and services.

Against this background, this study aims to discuss the cyber that afflicts @bajuyuli accounts on Instagram social media, how account owners can develop their business image and how strategies are carried out in restoring their business image. Through a deep understanding of cyber, it is hoped that strategies can be developed to prevent similar threats in the future.

## LITERATURE REVIEW

The literature review in this study is as an introduction to literature to build a deep understanding of the research context. As this research is carried out through national and international research journals. Researchers tried to link several journals to connect with this study. The journals referred to by the author are:

In the previous study titled "The Threat of Phishing Against Social Media Users in the World of Cyber Crime" stated that phishing is a form of activity that threatens or traps someone with the concept of luring victims, namely by deceiving so that the victim indirectly provides all the information needed by the perpetrator (Wibowo, Mia Haryati; Fatimah, Nur; 2017). The journal with the title "Crimes in the Digital World in the Form of Phishing" also states that phishing cybercrimes that occur on social media or the digital world cause losses for phishing victims (Putra, I Kadek Odie Kharisma; Darmawan, I Made Adi; Juliana, I Putu Gede; Indriyani; 2022).

Restoring business image after a hacking attack, such as the one experienced by Team @bajuyuli, requires a well-structured and planned approach, with a primary focus on transparency and open communication. King and King (2017) in their article entitled "Corporate Image and Corporate Reputation: A Review and Research Agenda" provide valuable guidance on how corporate image and corporate reputation interact and influence public perception. They emphasized that corporate image, which is how the company wants to be perceived, and reputation, which reflects the actual perception of the public, are two closely interconnected and crucial components in restoring reputation after a crisis. Transparency in communicating the details of the incident and the countermeasures taken can help in rebuilding public trust that may have been disrupted during a crisis, as happened in the case of the @bajuyuli Instagram hack (King & King, 2017).

Meanwhile, Kumar and Sharma (2020) in their study entitled "The Role of Corporate Social Responsibility in Enhancing Corporate Image and Reputation: A Study of the Indian Pharmaceutical Industry," highlighted the importance of corporate social responsibility (CSR) in strengthening image and reputation. They noted that preventive measures such as improved data security, the implementation of two-step verification, and cooperation with account recovery experts are key measures to protect and restore the image of the business. The study shows that a quick and effective response, along with a clear open communication strategy, plays a crucial role in addressing the negative impact

caused by hacking attacks. Preventive efforts such as security awareness training and security system evaluation are also critical to ensuring data protection and preventing similar crises in the future (Kumar & Sharma, 2020).

The combination of these two guidelines emphasizes that rapid response to crises, open communication with customers, and proactive actions in strengthening data security are essential aspects of restoring business image. @bajuyuli experience shows that by involving PR teams in the recovery process, as well as improving their social media profiles and updating marketing strategies, companies can restore customer trust and strengthen their reputation. Dedication to addressing the crisis with transparency and commitment to data security not only helps in restoring the image but also strengthens the foundation for sustainable business growth.

## **METHODOLOGY**

In this article, the researcher uses qualitative research methods. Qualitative methods, according to Sugiyono (2022: 9), qualitative research methods are methods used to research on the natural state of objects. In qualitative research, the researcher is a key instrument. Data collection techniques are carried out using a combination of observation, interviews and documentation, then the data obtained is inclined to qualitative data, data analysis is inductive. The results of qualitative research are interpreting meaning, interpreting uniqueness, constructing an event, and obtaining hypotheses. This research is based on descriptive qualitative methods and through literature studies. Literature studies are obtained through journals, the internet, and so on.

The technique for determining informants in this study uses the purposive sampling technique. The purposive sampling technique is a method of selecting samples based on the desired goal by the researcher. In this method, the sample is selected deliberately and not randomly, so that the researcher can obtain specific and relevant information related to the phenomenon being studied. This sampling is based on certain considerations. Hereby, the researcher establishes informants, namely: @bajuyuli business owner, Mrs. Yuli, Instagram Admin @bajuyuli, Customer @bajuyuli, Puput Aminah

For data analysis techniques, the researcher uses primary data, namely: the interview process, according to Esterberg in Sugiyono (2022:114) an interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be contributed to a certain topic. This research also uses secondary data, namely: documentation, according to Sugiyono (2022:124) documentation is the collection of records of events that have been valid, either in the form of writings, images/photos or monumental works from a person/institution.

The analysis technique used in this study is qualitative data analysis, where data analysis in qualitative research is carried out at the time of data collection, and after the completion of data collection in a certain period. According to Miles and Huberman in Sugiyono (2022:133), it is stated that activities in qualitative data analysis are carried out interactively and continue until they are complete, so that the data is saturated.

In this study, the theory used is the theory of Public Relations. Public Relations (PR) is the art and science of analyzing trends, predicting consequences, providing advice to organizational leaders, and implementing programs designed to serve the interests of the organization and the public.

According to Frank Jefkins (1997), Public Relations is an activity that summarizes unity in communicating systematically to the public to obtain a special vision based on the aspect of view.

Public Relations can be said to be effective if it meets the existing indicators. Public Relations indicators according to Cutlip, Center and Broom (2006), namely (1) Exposure or the number of people exposed to PR messages. (2) Awareness or the level of awareness of target consumers towards PR messages. (3) Understanding or understanding of consumers about the message conveyed. (4) Attitude Change or change in the attitude of the audience after receiving the PR pass. (5) Behavioral Change or change in consumer behavior as a result of PR campaigns.

In addition to Public Relations, we use Business Image Theory in this study. The business image itself is an impression that arises from a combination of various factors such as product quality, service, communication, and the company's relationship with the public (Jafkinis, 2003). The indicators of business image according to Jafkins (2003), (1) Communication, the effectiveness of corporate communication in conveying messages to consumers. (2) Public Relations, the quality of the company's interactions and relationships with the public and stakeholders. (3) Reputation, the general reputation of the company in the eyes of consumers and the public. (4) Performance, consumer perception of the company's overall performance.

Journal of Selvina L. Lengkong, Mariam Sondakh, J.W. Londa, with the title Public Relations Strategy in Restoring Corporate Image (Case Study of Rumah Makan Kawan Baru Megamas Manado). This journal covers how the strategies carried out by Public Relations in dealing with crises that affect business image. The result of this journal is a Public Relations strategy that is carried out by combining social media and directly.

## **RESEARCH RESULT AND DISCUSSION**

### ***Business Image Recovery by the @bajuyuli Team***

In the face of hacking attacks that threaten the image of the business on Instagram, the team @bajuyuli implement effective strategies to restore customer trust and improve their reputation. According to an interview with @bajuyuli team, "Transparency is the main key. We felt it was important to provide an in-depth explanation of the hacking incident, including the chronology of the incident and the concrete steps we took to address the issue." With this kind of open communication, they managed to gain support and understanding from customers, strengthening their relationship in the midst of a crisis.

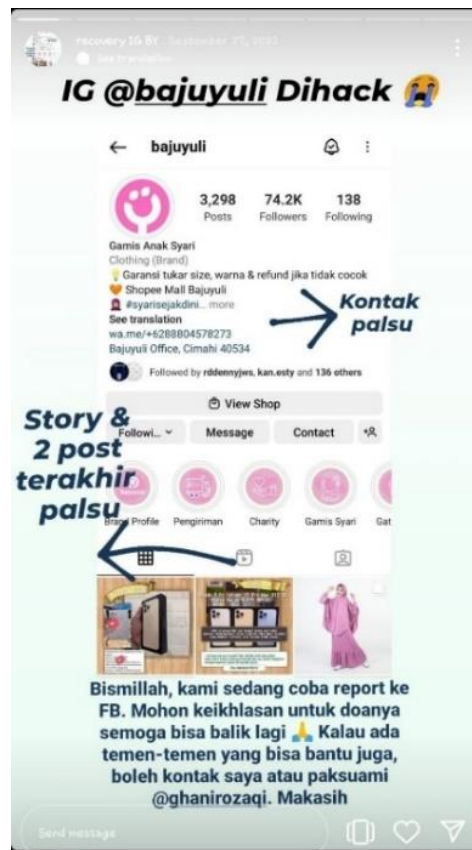


Figure 1 Account @bajuyuli at the time of the hack

Awareness of the importance of data security encourages teams to conduct a thorough evaluation of security systems. The @bajuyuli team implemented additional measures such as two-step verification to protect accounts from future threats. This provides customers with assurance that the privacy and security of their data is valued and protected.

The @bajuyuli team also works with authorities and account recovery experts to speed up the recovery process and overcome obstacles. This collaboration is effective in restoring business image and ensuring data security. In the context of Public Relations (PR), the @bajuyuli team demonstrated the importance of reputation management and crisis management, by responding quickly to reporting incidents to relevant parties and improving the situation.

Despite facing difficulties, @bajuyuli team did not give up. Their dedication to improving the situation and affordable recovery solutions reflect a commitment to customer satisfaction. Overall, @bajuyuli experience underscores the importance of transparency, data security, and the role of Public Relations in overcoming crises and strengthening business reputations in the digital world.

### ***Efforts to Prevent Cyber Crime Phishing @bajuyuli***

After experiencing a hacking attack that threatened the image of the business on Instagram, based on the results of interviews with the @bajuyuli team, they took strategic steps to prevent the hacking incident from happening again. To achieve this goal, the team started with a focus on transparency and open communication with their customers and followers. They present an in-

depth explanation of the hacking incident, including the chronology of the incident, the impact caused, and the concrete steps that have been taken to prevent the problem.



Figure 2 @bajuyuli account after recovering from a hack

Not only that, the @bajuyuli team also held security awareness training for all team members to increase their understanding of digital security threats. This training includes recognizing the signs of a phishing attack as well as the precautions necessary to protect sensitive accounts and information. By increasing security awareness, teams can strengthen their defenses against future cyberattacks, as well as reduce the risk of a recurrence of similar incidents disrupting their business.

@bajuyuli team recognizes that digital security threats are constantly evolving. Therefore, @bajuyuli conduct periodic security system evaluations to identify security gaps that hackers may exploit in the future. Thus, @bajuyuli team can continue to monitor and update their security system regularly.

Collaborating with authorities or third parties is also a strategic effort carried out by the @bajuyuli team. It aims to ensure data security, and build a strong foundation for sustainable business growth in the future. As a result, teams can remain proactive in keeping customer data secure and minimizing the risk of future hacking incidents, as well as maintaining a positive image of their business.

## **CONCLUSIONS AND RECOMMENDATIONS**

The image restoration carried out by the @bajuyuli Team after experiencing a hacking attack on Instagram. With a focus on transparency and open communication with customers, explaining the chronology of events and countermeasures taken. Data security is enhanced with two-step verification and cooperation with account recovery experts. @bajuyuli experience emphasizes the importance of transparency, data security, and the role of Public Relations in overcoming crises and strengthening business reputations in the digital world.

Prevention efforts involve security awareness training, security system evaluation, and cooperation with authorities. With quick response and open communication, the team managed to restore the business image and strengthen the foundation for sustainable business growth. Public Relations (PR) plays a crucial role in maintaining a business's reputation in the face of a hacking crisis. The quick response of @bajuyuli teams and open communication strengthen relationships with customers, build trust, and help address the negative impact on a business's reputation. The team's dedication in finding affordable recovery solutions demonstrates a commitment to the interests of customers.

Additionally, improving their Instagram profiles after recovery is also important to maintain a positive and engaging image for followers, as well as update content and marketing strategies to attract more potential customers. The whole experience highlights the importance of awareness of data security, rapid response in overcoming crises, open communication, and commitment to improving the situation as key in restoring business image. The PR role helps @bajuyuli team rebuild trust and reputation that has been damaged by hacking attacks, thereby strengthening the foundation of the business for sustainable growth.

## **ADVANCED RESEARCH**

Every research certainly has limitations. Limitations in the sense of research limitations that affect the researcher's ability to explore the data being studied, limitations of available data, or external factors of research such as limited time and resources. So further research is needed for the perfection of this research.

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