



PR Model of Garuda Indonesia: A Construction of Wonderland Through Instagram

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ABSTRACT

Social Media is an important part of branding, not only through ads or influencer even through one-way communication and one-way truth are able to defy one of dark records from big Indonesian SOE like Garuda Indonesia. Through Garuda Indonesia Instagram post, we can identify the concept constructed by Garuda Indonesia which actually not only for their own company but a Mega-PR concept. From one brand to another that is linked to government institutions, Garuda Indonesia's Instagram post is showing a way to survive heavy financial and PR damage by simple public information model and it doesn't require complex technique to do it and only through digital device that they are able to escape the downfall from social media controversy.

INTRODUCTION

Garuda Indonesia is the national airline of Indonesia, headquartered in Jakarta. It is a full-service carrier, offering both domestic and international flights to destinations across Asia, Europe, and Australia. The airline was founded in 1949 and has a long history of serving as an important transportation link for the people of Indonesia. Garuda Indonesia operates a fleet of more than 140 aircraft, including Boeing and Airbus models, and has a reputation for providing high-quality service to its customers. The airline offers a range of classes, including first class, business class, and economy class, and provides a variety of amenities and services on its flights, including in-flight entertainment, dining, and onboard Wi-Fi.

Garuda Indonesia is a member of the SkyTeam airline alliance, which includes many other major airlines from around the world. This allows Garuda Indonesia to offer customers access to a broader range of destinations and benefits, including lounge access and frequent flyer programs. In recent years, Garuda Indonesia has faced financial difficulties, and has undergone a significant restructuring process to improve its financial performance and competitiveness. This has included measures such as reducing its fleet size, cutting costs, and focusing on more profitable routes. The airline has also made efforts to improve its governance and transparency and has worked to improve its safety record after a series of accidents in the past.

However, they actually have dark record despite the glory of their industry. The Garuda Indonesia Gundik scandal refers to a scandal that involved Emirsyah Satar, the former CEO of Garuda Indonesia, the national airline of Indonesia. In 2010, it was alleged that Satar had accepted bribes and gifts from a company called PT Mugi Rekso Abadi (MRA), which is owned by a businessman named Soetikno Soedarjo. According to reports, Soedarjo had provided Satar with several luxury gifts, including a Harley Davidson motorcycle, a luxury watch, and a diamond ring, as well as paying for his trips to Bali and other places. In exchange, Satar allegedly granted MRA a monopoly on the in-flight duty-free sales business for Garuda Indonesia (Mustika & Apriliani, 2022).

However, the scandal became known as the "Gundik scandal" when it was alleged that Satar had also received gifts from an executive of a Garuda Indonesia subsidiary, Citilink. These gifts included a luxury apartment and a car, and the executive was reportedly referred to as Satar's "Gundik", which is a term that refers to a concubine or mistress. The scandal led to a number of investigations, and in 2018, Satar was sentenced to eight years in prison and fined 1 billion rupiah (approximately \$70,000) for his role in the scandal. Soedarjo was also sentenced to eight years in prison and fined 1 billion rupiah.

The scandal caused significant damage to the reputation of Garuda Indonesia, which has struggled with financial difficulties and other challenges in recent years (Bhakti Utami & Ary Kartikasari, 2021). The company has since taken steps to improve its governance and transparency, including appointing new leadership and implementing new policies and procedures to prevent corruption and other forms of wrongdoing (Widyani, 2021).

Garuda Indonesia has made efforts to recover from the Gundik scandal and to restore its reputation as a reputable and trustworthy airline. The scandal had a significant impact on the company's image and led to a decline in passenger numbers and financial performance. To address these issues, Garuda Indonesia has implemented a number of measures to improve its governance, transparency, and accountability. This has included the appointment of new leadership, including a new CEO, who has a background in finance and has focused on improving the company's financial performance and reducing costs (Gabrielle & Harjati, 2018).

The airline has also introduced new policies and procedures to prevent corruption and other forms of wrongdoing, including the establishment of a compliance and risk management division, and the implementation of an anti-bribery and corruption policy. In addition, Garuda Indonesia has taken steps to improve its safety record, which had been a concern in the past. This has included investing in new safety equipment and technology and improving its safety procedures and training for staff. Despite these efforts, Garuda Indonesia continues to face challenges, including intense competition from other airlines, economic uncertainty, and the ongoing impact of the COVID-19 pandemic on the aviation industry. However, the airline has expressed a commitment to continuing to improve its performance and to providing high-quality service to its customers.

This research is ignited by the performance of Garuda Indonesia's performance after getting hit by Gundik Scandal. The research is to discover their PR model. Through discovering their PR model, we could improve the development of corporate communications study; therefore, it is important to analyze their PR model as they're the airlines that have big history in Indonesia. Improving it is as same as improving Indonesian historical and economical record.

Social media has become a crucial tool in corporate communication. It provides companies with an effective way to communicate with their stakeholders, including customers, investors, employees, and the public at large. Social media allows companies to reach out to their target audience, build brand awareness, and engage with their followers in real-time (Larasati & Susilo, 2022). Here are some ways social media is used in corporate communication:

1. Marketing: Social media platforms such as Facebook, Twitter, and Instagram are used by companies to market their products and services. By creating engaging content, companies can attract potential customers and increase their visibility (Li et al., 2021).
2. Customer Service: social media provides a platform for customers to reach out to companies and receive support. Companies can use social media to quickly address customer complaints and inquiries, improving their customer service.
3. Branding: social media can be used to establish and reinforce a company's brand. Companies can use social media to share their mission, values, and culture, helping them connect with their audience on a more personal level (Maheza Prasetya & Daniel Susilo, 2022).

4. Crisis Management: In times of crisis, social media can be used to provide updates and address concerns. Companies can use social media to communicate with stakeholders and address any issues in real-time (Boyd & Martin, 2022).
5. Employee Engagement: social media can be used to keep employees engaged and informed. Companies can use social media to share company news, recognize employee achievements, and facilitate communication between team members.

In conclusion, social media has become a vital tool in corporate communication. Companies can use social media to communicate with their stakeholders, build brand awareness, and engage with their audience in real-time. However, it is important for companies to use social media responsibly and ensure that their communication aligns with their brand and values. This research aims to explore the dynamic of Indonesian public reception crisis and how they handle it. To discover how they are able to recover after a big blow is a data for Indonesia to be able to compete in international markets.

THEORETICAL REVIEW

The history of the airlines industry in Indonesia dates back to the early 20th century, when aviation technology was first introduced to the archipelago by Dutch colonizers. The first airfield was built in Tangerang, a suburb of Jakarta, in 1914. However, it was not until after Indonesia's independence in 1945 that the country began to develop its own airlines. The first Indonesian-owned airline was Garuda Indonesia, which was established in 1949. It started with just one DC-3 aircraft and a handful of employees, but quickly expanded its fleet and route network. By the 1960s, Garuda had become a major player in the Southeast Asian aviation market, operating flights to destinations across the region (Wicaksono, 2018).

During the 1970s and 1980s, the Indonesian government pursued a policy of nationalization, taking control of most of the country's airlines and consolidating them under a single holding company, known as Garuda Indonesia Group. This move was aimed at strengthening the domestic aviation industry and improving safety standards. However, the industry was hit by a series of disasters in the 1990s, including several crashes and hijackings. These incidents highlighted the need for better safety regulations and training programs and led to a major overhaul of the aviation industry in the early 2000s.

Garuda Indonesia is the flag carrier airline of Indonesia, which was founded in 1949. The airline was initially named Garuda Indonesian Airways and began operations with a fleet of Douglas DC-3 aircraft, serving domestic destinations such as Jakarta, Medan, and Surabaya. In the 1960s, Garuda Indonesia expanded its operations internationally, flying to destinations in Asia, Australia, and the Middle East. During this time, the airline acquired larger and more modern aircraft, such as the Boeing 707 and McDonnell Douglas DC-10.

In the 1980s and 1990s, Garuda Indonesia continued to modernize its fleet, adding more Boeing aircraft, and expanding its network to destinations in Europe and North America. However, the airline also faced financial difficulties and struggled with labour

disputes and safety concerns. In the early 2000s, Garuda Indonesia underwent a major restructuring, which included a focus on safety and improving its financial performance. The airline also launched a program to modernize its fleet and improve its service offerings. As a result of these efforts, Garuda Indonesia has since been recognized as one of the most improved airlines in the world, winning awards for its service quality and safety record. Garuda Indonesia operates a modern fleet of aircraft, including Boeing 737s, 777s, and Airbus A330s, and serves a wide range of domestic and international destinations. The airline has also expanded its services to include cargo transportation and aircraft maintenance services and continues to pursue a strategy of growth and development.

Today, Indonesia's aviation industry is one of the fastest growing in the world, with dozens of airlines operating flights to destinations across the archipelago and beyond. Garuda Indonesia remains the country's flagship carrier, but it faces stiff competition from low-cost carriers such as Lion Air, Citilink, and AirAsia. The industry has also been impacted by the COVID-19 pandemic, which has led to a significant drop in demand for air travel and forced many airlines to scale back their operations.

Garuda Indonesia, as Indonesia's national airline, has made a number of efforts in recent years to reduce its environmental impact and promote sustainability. These efforts include:

1. Fleet modernization: Garuda Indonesia has been replacing its older aircraft with newer, more fuel-efficient models, such as the Boeing 737 MAX and the Airbus A330neo. This has helped to reduce the airline's carbon footprint and improve its overall efficiency.
2. Sustainable fuel: Garuda Indonesia has begun to explore the use of sustainable aviation fuel (SAF), which is made from renewable sources such as used cooking oil, agricultural waste, or algae. The airline has conducted several test flights using SAF and is working with various partners to develop a reliable and cost-effective supply chain for these fuels (Supangkat et al., 2018).
3. Waste reduction: Garuda Indonesia has implemented several initiatives to reduce waste and promote recycling, such as switching to reusable meal trays and utensils on board its flights.
4. Green initiatives: Garuda Indonesia has launched several green initiatives to promote sustainability and raise awareness among its passengers and employees. These include tree-planting campaigns, beach clean-up events, and other community-based activities (Yasaningthias, 2018).

Garuda Indonesia's sustainability efforts are a positive step towards reducing the environmental impact of the aviation industry. However, like other airlines, it still faces significant challenges in balancing the need for growth and profitability with the imperative to minimize its impact on the environment.

Garuda Indonesia has placed great emphasis on public relations (PR) as a key component of its marketing and branding strategy. The airline has a dedicated PR department that works to build and maintain relationships with the media, industry

partners, and the public. Some of the ways in which Garuda Indonesia has sought to enhance its public image through PR include:

1. **Media relations:** Garuda Indonesia has actively engaged with the media to promote its services, highlight its achievements, and respond to any negative coverage. The airline has also used social media platforms to communicate directly with its customers and the wider public.
2. **Crisis management:** Garuda Indonesia has faced a number of high-profile crises over the years, such as plane crashes and financial scandals. In response, the airline has developed a crisis management plan that focuses on transparency, effective communication, and a swift response to any negative events.
3. **Corporate social responsibility (CSR):** Garuda Indonesia has implemented several CSR programs aimed at supporting communities and promoting social and environmental sustainability. These programs have helped to enhance the airline's reputation and demonstrate its commitment to responsible business practices.
4. **Sponsorships and partnerships:** Garuda Indonesia have formed partnerships and sponsorships with a range of organizations, including sports teams, cultural events, and industry associations. These partnerships help to raise the airline's profile and connect it with key audiences.

Overall, Garuda Indonesia has worked hard to establish itself as a reputable and trustworthy airline through its PR efforts. The airline's focus on transparency, CSR, and effective crisis management has helped to build its brand and maintain the loyalty of its customers.

Garuda Indonesia has received both positive and negative coverage in the media over the years. On the one hand, the airline has been recognized for its achievements in the aviation industry and its efforts to promote sustainability and responsible business practices. For example, in 2014, Garuda Indonesia was named "World's Best Regional Airline" by Skytrax, a leading aviation research company. On the other hand, Garuda Indonesia has also faced significant criticism in the media, particularly in relation to safety issues and financial scandals. For example, the airline experienced a number of high-profile crashes in the 1990s and early 2000s, which led to questions about its safety practices. In addition, in 2019, Garuda Indonesia was embroiled in a financial scandal in which several of its executives were accused of embezzlement and corruption.

Despite these challenges, Garuda Indonesia has sought to maintain a positive relationship with the media by being transparent, responsive, and engaging. The airline has established a dedicated media relations team that works to build and maintain relationships with journalists and respond to any negative coverage in a timely and effective manner. Overall, Garuda Indonesia's reputation in the media has been shaped by a range of factors, including its safety record, its financial performance, and its efforts to promote sustainability and responsible business practices. While the airline has faced significant challenges in these areas, it has also demonstrated a commitment to transparency and engagement with the media, which has helped to maintain its profile and reputation over the years.

METHODOLOGY

The Public Information Model (PIM) analysis is a framework for analyzing the behaviour of individuals and groups in situations where information is shared publicly especially for digital platform and social media by James E. Grunig model (Grunig, 1972). This model is often used in political science, sociology, and psychology to study collective decision-making processes, such as voting behaviour or public opinion formation. The PIM analysis assumes that individuals are rational actors who seek to maximize their self-interest based on the information available to them (Waddington, 2012). In situations where information is publicly available, individuals will base their decisions on the information that is most salient or readily available to them, rather than on more complete or nuanced information. This could lead to biases and distortions in decision-making, as individuals may be swayed by incomplete or misleading information.

The PIM analysis also considers the role of social influence in shaping individual behaviour. Individuals may be influenced by the opinions and actions of others, particularly those who are perceived as credible or influential (Smith, 2019). As a result, public information may not only shape individual behaviour directly but also indirectly through social influence. The PIM analysis has been applicable in a variety of fields, including political campaigns, public opinion polls, and media coverage of political events. By understanding how public information shapes behaviour, researchers and policymakers can develop strategies to improve decision-making processes and enhance the quality of public discourse. The use of PIM Analysis on Garuda Indonesia is that the analysis would discover the government power characteristics (Annisya, 2019). Through discovering this, the research could obtain great simplicity in analysis yet gaining crucial results. The PIM model analysis helps the reader to understand how one way truth is delivered towards the audience via their social media account.

Public information model	One-way communication	Uses press releases and other one-way communication techniques to distribute organisational information. The public relations practitioner is often referred to as the in-house journalist.
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Image 1: PIM Model

Source: [J. Grunig's Four Models of PR - AD 306 Principles of PR \(weebly.com\)](#)

The technique of the analysis is social media observation and also feedback composition. Knowing that PIM analysis used *one-way truth and one-way communication*, it is important to gather data about their Instagram feedback in order to find relevancy in their content publication with the service quality. The Analysis Unit will be Garuda Indonesia's Instagram Posts and user's comment/critic composition to the related caption. The data is gathered under two different tables before elaborating the discussion.

RESULT AND DISCUSSION

Content	Description
	<p>The caption is about Garuda Indonesia welcoming Marvel Universe exhibition.</p>
	<p>The picture contains Garuda Indonesia showing their sustainability environment action in the industry.</p>
	<p>Caption of the post is about welcoming PON in Papua land.</p>



	<p>Garuda Indonesia putting Wonderful Indonesia poster on the airline.</p>
	<p>The caption is about upcoming year-end sale for Holiday from Garuda Indonesia.</p>

Table 1: Garuda Indonesia Instagram Post

Content	Negative Comments	Positive Comments
<p>1st Picture</p>		<p>putrijulimufida: Huwooww segeraaa meluncuuurr ❤️ ❤️ ❤️</p> <p>icecr3amvanilla: Masuk sini ada HTM ga min? Klo ada boleh di spill donk HTM nya</p> <p>jkjumawan: Wow udah pernah pergi waktu di Malaysia 2019</p>

		<p>murizz86: Buka lagi 206alua206i Berau dong min</p> <p>pertamaxseries_pertamina: Keren.q</p>
<p>2nd Picture</p>	<p>justmorison: Maaf, realnya bukan spt ini. Dua kali saya naik 206alua206i206 class, dua2nya mengecewakan. Lounge nya jg jauh dari ekspektasi spt yg sering diiklankan. Nggak ada tuh spt yg disebutkan di atas. Semoga segera ada perbaikan, dan check kondisi real di lapangan. Jangan dihapus 206alua206i206 ini. Hanya sebagai masukan bukan untuk menjaruhkan. Dari pelanggan setia mu Garuda.</p> <p>awkusumadipraja: Sejak 206alua206i206 sampai skr udah mau bebas gini, makanan business class nya bener2 menyedihkan. Udah cape dengar 206alua206i covid, terlalu cost cutting. 206alua206 daya 206alua rely on garuda utk penerbangan 206alua206i206.</p>	<p>george71082: Untuk Business class mmg normalnya pakai peralatan makan “asli”, bukan kertas/206lastic. Untuk di economy, jaman pre 206lastic206 selalu pakai peralatan melamin dg cutleries metal. Yg perlu diganti adalah 206lastic sekali pakai (pembungkus cutleries, headset, selimut, lid penutup dessert), dan juga alumunium foil pembungkus makanan panas. Untuk long range flights, toiletries tidak perlu dibagikan, cukup disediakan sesuai kebutuhan 🙏</p>

	<p>misslaurenz: Hah? Kemaren ke bali boro2 pake piring dan alat makan yang proper di bisnis class, semua pake kardus dan aluminium foil. Masih ada nih fotonya 😞</p> <p>neddyf.aviation: Satu yang menurut saya kurang dengan Garuda tarip tiketnya kurang bersaing untuk rute luar negeri dan bahkan ada rute dalam negeri yang lebih mahal daripada ke luar. Selain itu hot meal hanya tersedia untuk penerbangan diatas 90 menit.</p>	
3 rd Picture		<p>nonayamashita: 😍</p> <p>erinashri: Bangga ny 207alua207i207a punya papua yang super duper cantikk 😍</p> <p>voucher.produk.jasa 🔥❤️❤️🔥</p> <p>nurlailirobert: Impian</p> <p>nana_dodirak07: ❤️❤️❤️</p>
4 th Picture	faizaltitank:	mike_erickson13:

	<p>Semoga jadwal garuda 208alua208i punctual ya, nggak majuin or mundurnya jadwal flight sekenanya...penumpang udah ngatur jadwal ini itu jadi ambyaaarrr kudu ngikutin GA 😂😂</p>	<p>Semoga di promo nya ke USA us jg.. sekalian GA bisa buka cabang di LA again + fly to LAX (turis dr amrik paling byk ke mc) ..di sayangkan kalo gak terbang ke USA... apa lg kan Mr President mc Jokowi blm lama meeting ASEAN US</p> <p><u>novandiam:</u> Cocok dengan logo Garuda nya, dan saran min mending semua armada livery masker nya lepas aja soalnya keramaian. Ada logo Pertamina & tulisan Ayo Pakai Masker terlalu banyak dibadan pesawat...</p> <p><u>nishimuraya kaito:</u> Another level of kang decal 😂😂👏</p> <p><u>jriiii 81:</u> Kalo tiket dimurahin dan ada promo gaskeun why not?</p>
<p>5th Picture</p>	<p><u>ichsandahrul:</u> Ke Padang gak ad 😂</p> <p><u>intanaldjokya:</u> Ini saya kemarin beli tiket di GATF di awal Januari, kenapa gak diinfokan 208alua anak umur 6,5thn harus vaksin kedua?? Sementara anak saya baru mau vaksin pertama. Kenapa ga diinfo dari</p>	<p><u>verael 121:</u> 😍😍 senang bnget bisa naik Garuda Indonesia lagi di bulan Januari 2023. Beli tiket di toko**pedia untuk 2 orang diskon sampai 400rb ☺</p> <p><u>ratna rich:</u> Semoga Tahun 2023 aku bisa naik pesawat Garuda</p>

	travel agent waktu di GATF nya ?? apa wajib vaksin kedua ? <u>lemuninok:</u> Kok komplek mbak2 yg gaboleh naik kursi roda gak digubris min	Indonesia kebanggan ku 🥰
TOTAL	8	17

Table 2: Garuda Indonesia Instagram comment section

Based in the data above:

- 1st picture is Garuda Indonesia celebrating the MCU Exhibition coming to Indonesia. Garuda Indonesia's involvement in big pop culture like MCU can be interpreted as modern and updated but at the same time strange. Knowing that even American food-chain like McD and KFC barely do this. This also can be a good move for Millennial and Gen Z customers, to show that they're more colourful as airlines industry.
- 2nd picture shows Garuda Indonesia's commitment in international quality of service. To participate in sustainable development means to dedicate themselves in the development of sustainability environments. Garuda Indonesia is not only being colourful as a brand but also follows basic human decency in business and industry. Especially Sustainability is strong characteristic of Alice in Wonderland (Shepherd & Lloyd, 2021).
- 3rd picture is showing that Garuda Indonesia is colourful and cares about less developed area like Papua. The *Colour* keyword in their title is giving that strong implication.
- 4th picture gives strong hints that they participate in branding Indonesia as wonderful and colourful connected to the building narration of Wonderland Indonesia.
- 5th picture also gives the same vibes. Different place, different clothes, different colour, and different side. It makes what Indonesia always had, huge diversities.

How about the reception itself? According to the data:

- The comments in the 1st picture are dominated by positive reviews. The audience supported this kind of theme supported by Garuda Indonesia. Because they like superhero movie, they support it when Garuda Indonesia makes a post about it.

- Negative comments tend to appear when Garuda Indonesia shows they're part of good agenda like sustainability environment. The customers tend to not believe the output from their narration.
- Despite the number of negative comments, Garuda Indonesia got mostly positive comments which mean they had more positive reception than the negative one.

➤ Garuda Indonesia's Public Reception Despite The Scandal

As we all know, Garuda once got a big systematic scandal of trafficking, adultery, finance manipulation, and many more spilled by @digeembok account on Twitter (Nuri & Andriani, 2021).

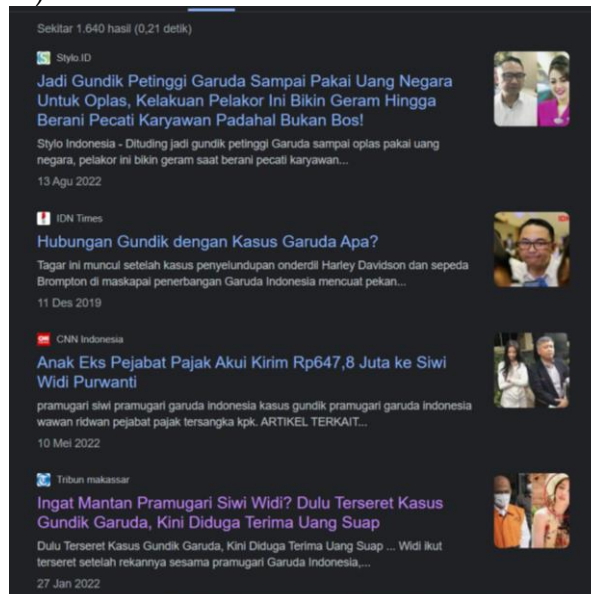


Image 2: Garuda Indonesia Google Search

However, despite the big case befall upon Garuda Indonesia name, Garuda Indonesia managed to recover and still standing as one of big airlines in the industry, as we see in the data above, we got total of 8 negative comments out of 25 comments gathered in each post, which mean Garuda Indonesia's PR recovered to its former glory where customers still put high trust in Garuda Indonesia.

➤ The Construction of Wonderland as Indonesia's Mega-PR Concept

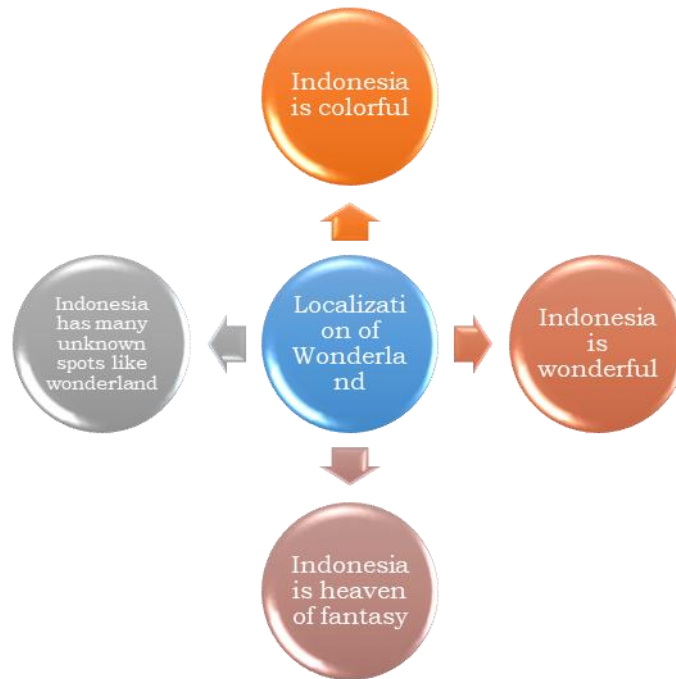


Image 2: PR Model of Garuda Indonesia

With the success of Wonderland Indonesia, the branding of Wonderland Indonesia is effective in any industry and can be applied not only limited to ads media alone but can be a real participation.

- By joining MCU Promotion, Garuda Indonesia applied the concept of Wonderful Indonesia, they allowed wonderful big pop culture of fantasy franchise like MCU.
- By joining sustainable environment, they applied the promotion that Indonesia is heaven of fantasy land. You can see Indonesia is like a vast and unknown jungle where fairies and celestial beings are there, it helps environment healed, and it helps foreign visitors back to the nature.
- By promoting beautiful tourism spot and food, they applied that Indonesia is like wonderland, has many unknown spots to explore.
- By joining the promotion of Papua, Manado, Lombok in an image titled "COLOUR", they applied to the concept that Indonesia is colourful.

All is to construct the image that Alice in Wonderland real life exists in Indonesia, that Indonesia has its own Wonderland. But what's more important is that, this Wonderland construction is actually a very strong PR-built despite the term borrowed from British fairy-tale. With constructing the concept of Wonderland with Garuda Indonesia's implementation, people always longed for a place to rest, to get back to the nature, where they forget about human disputes and conflicts; therefore, it can be strong hypnotism to forget that Garuda Indonesia once involved in big systematic conflict of trafficking, financial manipulation, exploitation, etc. Thus, their main PR concept successfully defy the big scandal befall upon them and recovered without suffering

extreme distrust as much as Police institutions or Ministry of Information and Communications Technology.

CONCLUSION

The concept of wonderland which borrowed by Indonesia is from the famous Alice in Wonderland story. It tells the story of a young girl named Alice who falls down a rabbit hole into a fantasy world full of strange creatures and surreal situations.

The interpretation of "Alice in Wonderland" varies depending on the reader's perspective and understanding of the story. Some of the common interpretations are:

1. A child's journey to adulthood: The story can be seen as a metaphor for a child's journey to adulthood. Alice is forced to navigate through a world that is confusing, unpredictable, and sometimes frightening, just like the real world can be for a child. She must face many challenges and make difficult decisions to find her way back to reality (Dooley et al., 2014).
2. A satire on Victorian society: The story can be interpreted as a satire on Victorian society, which Carroll lived in. The characters and situations in the story represent different aspects of Victorian society, such as the aristocracy, the legal system, and the education system. The story ridicules the rigid rules and conventions of the time (Byrne & Potter, 2015).
3. A commentary on the nature of reality: The story can be seen as a commentary on the nature of reality and perception. Alice's journey through Wonderland challenges her understanding of what is real and what is not. The story explores the idea that reality is subjective and can be shaped by one's perception (Bulkeley, 2019).
4. A reflection on the power of the imagination: The story can be interpreted as a celebration of the power of the imagination. Alice's journey through Wonderland is driven by her imagination and creativity. The story shows how imagination can be a powerful tool for exploring new ideas and perspectives (Teska, 2019).

Overall, "Alice in Wonderland" is a rich and complex story that can be interpreted in many different ways. It continues to captivate readers of all ages and inspire new interpretations and adaptations. However, the interpretation closest to what Indonesia implemented in their Mega-PR conception is in the number 4, that Indonesia strongly put the power of imagination is infinite, and Indonesia's culture and big diversities are having that strong power of imagination. The strong power of imagination is also needed to be a space for thinking in adulthood, hence adult tends to go back to nature when life in big country is too hustle, to be able to imagine many things and breath a fresh air.

With how Garuda Indonesia implementing Wonderland PR Branding, their results are mostly positive and defying their record of big and systemic scandal. It means that Garuda Indonesia successfully controlled the damage they have received with their one-way communication. Their one-way communication is that of Wonderland Construction, a strong magic to forget social issues carried within Garuda Indonesia record.

Author's academic suggestions for this research to have similar research in different case since social issues revolved around Indonesian SOE are dynamic and has high spotlight. Meanwhile the practical suggestion would be preserving the Mega-PR concept standing high; therefore, when public crisis hit, it gives company another chance and time to improve and change to be better.

ADVANCED RESEARCH

This research still has limitations so that further research is still needed related to this topic

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