

STRATEGY OF THE PUBLIC IMAGE RECOVERY ON INSTAGRAM; CASE STUDY OF ATHLETE CRISTIANO RONALDO'S NEGATIVE NEWS SCANDAL

Dewi Gusriani
UIN Tulungagung
dewigusriani123@gmail.com

Ucik Ana Fardilla
UIN Tulungagung
fardillaucikana@gmail.com

Abstract

Public image is a person's view of self-image in order to appear to give a good and positive impression in the eyes of the public. Instagram is referred to as one of the social media to build, maintain and restore image by posting uploads that contain positive ideas and provide good comments. Image recovery is carried out when someone experiences an image crisis due to negative news and news so that the positive image decreases. Image decline can happen to anyone, including the world's number one soccer athlete who managed to score 600 goals on April 28, 2019 and won the Golden Soes award 4 times in 2007, 2010, 2013 and 2014. Many achievements have been achieved by a football athlete from Portugal. This makes the popularity more attached and ogled by big companies to become brand ambassadors and become a public figure. The high popularity made the image of Cristiano Ronaldo highlighted by many audiences, but at the end of 2020 news about the rape scandal, the violation of COVID-19 protocols emerged until his new case in January 2021, namely sexual harassment. The existence of negative news made Cristiano Ronaldo not remain silent so that he immediately restored his image through positive uploads on his personal Instagram media account, which became interesting to study. The method used in this research is descriptive qualitative with the approaches used is semiotics and and image recovery theory. The results in this study are to find out the strategies used by Cristiano Ronaldo in fighting the image crisis

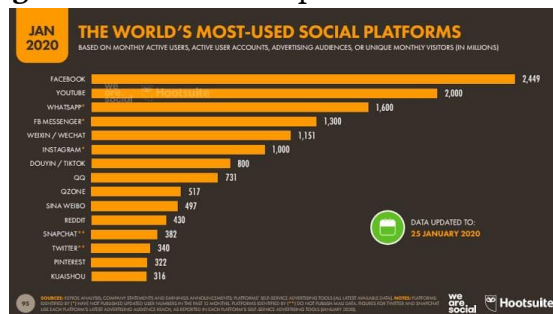
through Instagram @cristiano and the model for uploading content on his Instagram to provide a positive image perception to the public. Cristiano Ronaldo can provide an example and inspiration for the public, especially other artists and athletes in order to maintain a positive image.

Keywords: Public Image, Instagram, Image Recovery

Introduction

According to Instagram creators Kevin Systrom and Mike Krieger on their official website, Instagram is an application as a means of sharing photos and videos for free for smartphone users (Muhammad Rizqi & Irwansyah, 2019:38). Instagram is an application for sharing photos and videos with other users or followers so that they can comment on each other. The name Instagram comes from the word "insta" which means instant and "gram" means telegram. It can be interpreted that Instagram is information that is shared by using photos to the public quickly and widely (Rama, 2015: 58). Instagram is called an application with its work function to share photos, take photos, edit photos, photo effects, comment on photos that have been uploaded, give captions to photos, give a like, and many other services found in the Instagram application. The main function of Instagram is to provide an elegant aspect of photos by using various filters and unique frames available on the Instagram application (Sasfianto et al, 2018:20).

Figure 1. Most used of platform social media



The description of the data image above shows that Instagram or commonly called IG is the 6th social media widely used by the world community with the number of users reaching 1,000 after Facebook as

many as 2,449, YouTube 2,000, WhatsApp 1,600, FB Messenger 1,300 and WeChat 1,151. In general, Instagram is a social media in the form of an application that has various information through photos that are shared with fellow Instagram users (Ari, 2019: 46). Apart from being a photo-sharing social network, Instagram can also function as a tool for sharing information, promotions, as well as in building branding, imaging and public image. Public image etymologically can be interpreted as an image of individuals with the aim of having a positive value or side in the eyes of the community, thus the public image of individuals will always be careful in maintaining their personality attitude solely to maintain their self-image who is concerned with high popularity just to achieve predicate good person.

Today, the marketing world has a strategy that is used to achieve sales targets according to the flow of technological developments, one of which is using endorsement services on Instagram media taken from various groups such as celebrities, influencers and someone who is favored by many audiences with the most followers. Cristiano Ronaldo is a world soccer player athlete and public figure whose followers reached 295JT on June 9, 2021. Many awards were won in the world of football so that he was ranked number one in the category of 4 soccer players with the most expensive posting rates on Instagram. The selection of the company's services or the product owner will choose a character who has a good image so that the goods offered to endorsements will achieve their goals and vice versa if the company or the owner of the goods uses services that have a bad image, they will not use these services to market their products.

Public according to Danandjaja in public relations is a term taken from sociology, namely individuals who have a problem bond which makes a difference in responding to a problem and trying to overcome the problem by using discussion as a way out.

According to Oemi Abdurrachman, public is a group of people who have the same interest in interests and interests. It can be said that an individual or group has a sense of solidarity with the group even though the person is not in the same space and has a direct relationship.

The definition and understanding of the public above can be concluded that the public is a group of individuals or audiences who have

a cooperative relationship so that communication with organizations and companies internally and externally occurs by having a high sense of solidarity between individuals and others and when they get a problem they choose to solve it. problems in discussion (Lestari, 2013:9).

Understanding Image according to Kotler image is the emergence of a public perception of the product. In other words, image is a collection of ideas, impressions and perceptions of individuals and audiences towards products, public figures, and companies that are obtained through various sources, directly or indirectly. Image can form perceptions as we know that everyone's perception is certainly different, they must have their own perceptions in responding to the same object (Nurul, 2012:23).

The above statement can be interpreted that public image is a person's view of self-image so that it looks and gives a good and positive impression in the eyes of the public. People who have a public image will usually be careful in their actions and words in everyday life to maintain a positive image of themselves.

According to Meike You, social media is a means to share information and messages that are shared between individuals and the public without any personal specifics. Meanwhile, according to Mandibergh, social media is media that can collaborate with fellow users who can produce content. This understanding can be concluded meaning can be interpreted as an object that will communicate and constitute the structural system of the sign. According to Barthes, there are two stages of marking that need to be considered, namely denotation and connotation.

According to Ferdinand de Saussure in his Course in General Linguistics, semiotics is a science to study the meaning of a sign and its role in everyday life in the social sphere. Semiotics is a science that studies the structure, types, typology and sign relations of their application in people's lives. Semiotics can also be used as a broad applied field such as advertising, the world of cinema, reporting in the mass media, in literature, comics, music and culture (Putu & lis, 2017:196).

Thought symbolic interaction in the science of communication is the meaning of the discipline of sociology. Jereme Sweet and Bernard

Meltzer say that there are seven things that underlie symbolic interaction, including the following:

1. Behavior and interactions that arise from individual to other individuals or groups occur through the intermediary of a symbol that contains meaning or meaning.
2. Making the human soul feel human after interacting with other people,
3. Community is one part of those who interact with other people.
4. Unconsciously humans can form their own nature and behavior.
5. The process of human thinking occurs because of the interaction process within him
6. With interaction Individuals can build attitudes and behavior.
7. Hidden behavior is needed to fulfill human behavior (Daryanto & Muljo, 2015:260).

The theory of image recovery that was initiated by at Ohio University, namely William Benoit provides an image in the theory of image recovery with the aim of maintaining a positive image. With the creation of this theory, Benoit assumes that if someone has a bad image then that person will try to restore the bad image back to good. This theory is the key to strategic theory in restoring a positive image by providing a fast and appropriate response when getting an attack that occurs at a critical time (Selvia, Mariam & Londa, 2017: 7).

According to William Bernoit, there are strategies to restore a positive image, namely, among others, first, Denial is Rejection is a reaction that arises naturally because of an accusation. A person, group or organization will deny the action he took. There are two rejection strategies in this rejection strategy, namely Simple denial and shifting the blame. Simple denial is a denial that is simple. Like saying "I didn't do that", "it wasn't me who did it", and so on. while shifting the blame is denying the accusation of action and directing the blame for the accusation to someone else. For example, "it wasn't me who did it, but someone else did it".

Second, avoiding responsibility (evading responsibility). This second strategy is carried out when the first stage or denial cannot be carried out properly. William Benoit's strategy categorizes into three parts, namely

scapegoating, Defeasibility, and Offensive. The scapegoating in this strategy is the party accused of claiming that the act he has committed is an expression of another wrongdoing. Defeasibility in this strategy is the party accused of pleading for his lack of knowledge and lack of self-control in important factors for his actions. While attacking (offensive) is carried out due to the party accused of making a mistake due to a lack of information and competence.

Third, reducing defense (reducing offensiveness) Strategically at this stage is carried out when a person, group or organization tries to reduce the perception of negative information to the public. This third strategy has several components, namely Bolstering. This component of the accused will reduce the negative side by showing positive ideas. At this stage there are two stages, namely the first stage of Minization, this stage is carried out to reduce bad opinions and minimize negative public perceptions by providing good persuasion. The second stage is Comparison (differentiation), at this stage comparing two behaviors to reduce negative perceptions.

Fourth, corrective action (corrective action). In this strategy the accused party promises to improve the situation and prevent his actions from happening again.

Fifth, the attitude of responsibility and apology (mortification). A person, group or organization has the courage to openly admit, take responsibility and apologize for their actions (Masduki, 2014:174).

Researchers are interested in examining Cristiano Ronaldo's posts on his personal Instagram in maintaining his image when he finds negative news or issues. This study uses semiotic analysis as the meaning of a message and the theory of image recovery as a companion. . This research is supported by a journal entitled "Instagram and Image Formation (Qualitative Study of Visual Communication in Personal Character Formation of Instagram Account @basukibtp)" Vol 08, No. 01, 2015 by Rama Kartamukti.

Research Method

This study uses a descriptive qualitative method by emphasizing the semiotic study of Ferdinand De Saussure and examining the public image

shown by Cristiano Ronaldo. The research data was obtained from the official Instagram monitoring of Cristiano Ronaldo @cristiano on October 7, 2020 to January 22, 2021. According to Bagdan and Taylor in Rusady Ruslan descriptive qualitative research was made to produce in-depth information about speech, writing, and behavior that can be observed by individuals, groups and organizations so that they can be studied from a holistic point of view (Selvi, Mariam & Londa, 2017:7). In this study, researchers are interested in finding out what image recovery strategy is used by Cristiano Ronaldo in his personal Instagram account @cristiano by using two steps. The researcher's first step is to look for negative news starting on October 7, 2020-January 22, 2021, the second step is to look for posts on Instagram when the case occurs, then look for and match the image recovery theory used by William Benoit by Cristiano Ronaldo on uploads on his personal Instagram.

Results and Discussion

In general, the image is very much needed by a world football athlete and artist in maintaining his good name for the sake of career continuity. On the issue of the recent personal conflict scandal on October 7, 2020 to January 22, 2021, which befell the world's No. 1 soccer athlete, public figure as well as artist Cristiano Ronaldo can damage and drop his positive image. Especially now that it is supported in the internet era where all information can be obtained quickly and easily to bring down the name of the world football athlete as well as Cristiano Ronaldo's public figure which can affect the continuity of public image. In order for his image to continue to be good or positive, Cristiano Ronaldo needs to move quickly and precisely in recovering the negative image caused by the news. The following is the case that happened to Cristiano Ronaldo which was circulating in internet news and posts on Instagram when the news emerged.

First, the case experienced by Cristiano Ronaldo on October 7, 2020, namely "Rape Case 11 Years Ago, Cristiano Ronaldo Again Has To Deal With The Court". The report brought up a case that happened in 2009 where Mayorga admitted that she was raped by Cristiano Ronaldo in a hotel in Las Vegas, United States. However, in 2010 Mayorga agreed

to settle his case out of court and Ronaldo gave a sum of 5.5 billion as a sign of silence. However, in 2018 Mayorga began to open her case again until 30 September 2020 Cristiano Ronaldo's lawyer had not responded to the judge's decision. There was a case on October 7, 2020, a post uploaded on his personal Instagram account @cristiano with the caption that he always had a great heart and passion to respect the country of his birth, namely Portugal. The upload shows Cristiano Ronaldo playing soccer between countries in the field wearing a blue soccer costume. The post that was uploaded on his Instagram was about his enthusiasm when competing as a representative of the Portuguese country with visible totality in the field controlling the ball to score a goal to win.

The description of the case and the post on the @cristiano instagram account above, Cristiano Ronaldo uses William Benoit's strategy in image restoration, namely reducing offensiveness, which is a strategy to reduce the perception of negative information to the public. Restoring the image using this strategy of reducing defense Cristiano Ronaldo uses a type of bolstering in which the accused party will reduce the negative side by showing positive ideas such as diverting the conflict that occurs to a football match that represents the country with great action.

Second, on October 8, 2020, the bad news case again hit Cristiano Ronaldo, namely with the news that "Ronaldo and a number of Juventus players are threatened with punishment due to violating the Covid protocol". In the news circulating, he and other Juventus players left the isolation place without waiting for the results of the COVID-19 test when there was a positive case of the national team for COVID-19. If you look at the posts on his Instagram, he can be seen playing soccer in a red soccer uniform and green pants. He showed his skills in dribbling and controlling the ball to win the game. In the caption he has achieved the target in a soccer match between these countries.

The description of the news and posts on the @cristiano instagram account shows that Cristiano Ronaldo uses the theory of restoring image with the strategy of avoiding responsibility (evading responding). This is said to be a strategy of getting away from responsibility or avoiding responsibility for the actions taken. In this image restoration, Cristiano uses a strategy to avoid the responsibility of the scapegoat group, which in this strategy is the party accused of claiming that his actions are an

expression of another wrongdoing. The post in action on Instagram @cristiano led to the news indirectly the case that he left the COVID-19 isolation place before the results of the rapid test came out. Cristiano Ronaldo and other Juventus players intend to go out to play football that can bring the good name of the country he represents.

Third, on 22 January 2021 cases began to attack Cristiano Ronaldo with the news "Karima El Mahroug, One of the One Who Claims to Have Been Harassed by Cristiano Ronaldo". The case explains that not only one person has been raped by the world's No. 1 soccer athlete as well as a public figure who is loved by many audiences, especially young people. The woman, named Kathy Mayora, appeared with the confession that she was forced to serve the lecherous lust of Cristiano Ronaldo. The incident began in June 2009 at a Las Vegas hotel, United States Cristiano Ronaldo asked Kathy Mayora to accompany him in exchange for giving him around 5.2 billion to keep his mouth shut. After Kathy Mayora's confession was revealed, a woman appeared who claimed to have been harassed by Cristiano Ronaldo, a belly dancer Kharma El Mahroug by paying 68.6 million in exchange at a hotel in Italy. Turning to the case, an Instagram post on his personal account @cristiano posted that he and the soccer team were winning the match between the countries he represented. Taking a group photo in soccer costumes in the room with medals draped and a winning trophy in the midst of football players, very happy facial expressions and captions that read to score the winning goal in the next match.

In the description of news descriptions and posts on Cristiano Ronaldo's personal Instagram account, it shows that when negative news occurs to him, he quickly restores his image by using a strategy of reducing offensiveness (reducing offensiveness) type Minization, namely where this stage is carried out to reduce bad opinions to reduce negative public perception by providing good persuasion. Like what was posted on the Instagram account in the case on January 22, 2021, a post containing his success and Juventus players in inter-country football matches with the caption will find the winning goal in the next match. Indirectly, these posts provide good adjustments to the audience to reduce negative perceptions of the news.

Conclusion

Citing the conceptual developed by William Benoit, it can be concluded that Cristiano Ronaldo in image restoration uses at least three image recovery strategies, namely first, in the development of the case on 7 October 2020, namely "Rape case 11 Years Ago, Cristiano Ronaldo Again Must Deal with Courts" Cristiano Ronaldo applies image recovery strategy by reducing the defense (reducing offensiveness) which this strategy is done to reduce the perception of negative information to the audience. The strategy applied to uploads on Instagram is posting with the content that he is playing soccer between countries in the field using a blue football costume. The post that was uploaded on his Instagram was about his enthusiasm when competing as a representative of the Portuguese country with visible totality in the field controlling the ball to score a goal to win. Second, in the development of the 8 October 2020 case, bad news again hit Cristiano Ronaldo, namely with the news that "Ronaldo and a number of Juventus players were threatened with punishment due to violating the Covid's protocol." Cristiano Ronaldo implemented an image restoration strategy by avoiding responsibility (evading responding). This is said to be a strategy of getting away from responsibility or avoiding responsibility for the actions taken. The strategy applied to uploads on his Instagram account is that he is seen playing football wearing a red soccer uniform and green pants. He showed his skills in dribbling and controlling the ball to win the game. In the caption he has achieved the target in a soccer match between these countries. Third, in the development of the case on January 22, 2021, cases began to attack Cristiano Ronaldo with the news "Karima El Mahroug, One of the One Who Claims to Have Been Harassed by Cristiano Ronaldo". Implementing the strategy of reducing defense (reducing offensiveness) type Minization, which is where this stage is carried out to reduce bad opinions to reduce negative public perceptions by providing good persuasion. The strategy applied to his Instagram account is to post that he and the soccer team are winning over the matches between the countries he represents.

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