

**THE ROLES OF PUBLIC RELATIONS IMPROVING BUSINESS  
DURING COVID-19**

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**ABSTRACT**

*Generally, people know that all the world now having a problem facing the COVID-19 pandemic. The Movement Control Order (MCO) giving a hard situation to the business company. The problems keeping their company on the market, regardless of the big traders or small traders, as there are several limitations during the MCO and giving a hard time to public relations practitioners. This research will be able to attain information about public relations and their job roles. There have a few types of businesses that include in this research such as small businesses, big businesses, and online businesses. In this research, there are six informants who are Public Relations Practitioner, working in private and government sector. In this research paper, researchers used purposive samplings. From this findings, researchers found that Public Relations Practitioners in any business company facing a similar crises such as sales drop, transportation, employees, supplier, packaging and photoshoot during this pandemic COVID-19.*

**Keywords:** Public Relations, COVID-19, Movement Control Order (MCO) COVID-19, business, social media

## INTRODUCTION

COVID-19 pandemic is a new thing for all people around the world. It is a disease that can induce what doctors call a respiratory tract infection triggered by SARS-CoV-2. It may impact the upper respiratory tract of individuals, including sinuses, nose, and throat or lower respiratory tract, windpipe, and lungs (Pathak, 2020). Early this year, 2020 the COVID-19 exists and it is identified by the World Health Organization (WHO) as one of the outbreaks that quickly spread around the world. In his opening remarks at the media briefing on COVID-19 on April 10, 2020, the Director General of the WHO, Dr. Tedros Adhanom Ghebreyesus, announced that the COVID-19 outbreak had affected 213 countries, with 1,524,162 confirmed positive cases and 92,941 deaths. This virus is dangerous to all people because its ability can outbreak quickly spread around the world. It spreads the same way other coronaviruses do, primarily through contact from person to person and the Infections range from mild to deadly. Malaysia is in the top 10 countries with the highest numbers of COVID-19 cases as of April 11, 2020 (Worldometer, 2020).

It reported a total of 4346 cases and a total of 1830 recovered cases were registered. Thus, the Ministry of Health (MoH) takes action to make a new norm for all Malaysian and they need to follow the Standard Operation Procedure (SOP) and ensure optimum preparation to prevent the spread of the virus (Worldometer, 2020). Besides, Movement Control Order (MCO) also referred to as a partial lockdown, reflects a significant move taken to control the COVID-19 pandemic by the Malaysian Government. Since March, almost every country has been shut down and, as a result, global markets are in a gloomy condition and the economy is starting to enter a recession and many losing their job as well as individuals going bankrupt. It giving a huge impact on the business company because of this crisis (Cheng, 2020). Hospitality, leisure, industry, enterprise, and transportation are among the sectors experiencing a sharp decline. Also for service-led sectors, such as Public Relations, the same exists (PR). Public Relations Practitioner is one of the important roles that helps business companies even during these pandemic situations (Fairlie, 2020).

According to the article, Public Relations-Encyclopedia (2020) it stated Public Relations Practitioner is important in a business company. It is because their services or abilities will help them a lot. Through explaining the organization's priorities, goals,

and strategies, and creating and sustaining a positive image, the Public Relations professional allows individuals and organizations to achieve public. Generally, there is a trend for businesses to conquer the position of Public Relations although many companies hire their own experts. In addition, it is also necessary to maintain close communication with the upper management and public levels of the buyer or society in the strategic position of Public Relations. For instance, as a marketing and communication executive which is one of the Public Relations Practitioner positions they are responsible for make sure the product and the company business always in a good condition to avoid complaints from customers. Because of it, they need to maintain a good relationship with the customer. However, it was mentioned by Chari (2018) that they bring the name of the company business, if they show a bad attitude to customers it will affect the business as well.

During this pandemic, Public Relations Practitioners also faced a hard time solving all the crises. In this hard time, many companies fired their workers including Public Relations Practitioners. Because of it, they work hard to maintain their position in the business and try the best to help the business company. Many initiatives they do make sure their effort is worth it. The best kind of creativity is the kind that is ambivalent to the eventual delivery mechanism and focused entirely on the challenge at hand said Arun Sudhaman (2020). It means if the creativity is not suitable for the target audience it will be worse. When the MCO happened, many challenges happened and they needed to be creative and quick to make decisions or planning the other way to maintain the business. Their action will impact the company business either it will be good or worse. Besides, Chari (2018) mentioned that regardless of whether it is a small or big company the Public Relations Practitioner still is one of the important positions in the company business. Desirable Public Relations professionals are those that can pick out the tiny issues and deal with them before they become a problem. Thus, this research paper will show a few initiatives, challenging crises, and the way Public Relations Practitioners by small, big, and online company business in solving, facing the problem during this pandemic.

## PROBLEM STATEMENT

According to Datuk Seri Dr Dzulkefly Ahmad (2020), the first case of COVID-19 in Malaysia involved three Chinese tourists who previously had close contact with an infected person in Singapore (BERNAMA,2020). Then, according to Datuk Dr Noor Hisham Abdullah (2020), in March 2020 the number of COVID-19 that reported are slowly increased after the tabligh gathering which is the religious event are held in Sri Petaling Mosque, Selangor. This tabligh gathering which is a four-days event with participation of 10,000 people from other countries including 5000 from Malaysians has increased the number of COVID-19 and made Malaysia record the highest number of positive COVID-19 cases reported in South East Asia. After the increasing number of cases day by day, the Government of Malaysia has decided to implement a “Movement Control Order” (MCO). Tan Sri Muhyiddin Yassin (2020) has declared that the MCO will be implemented across the country from 18<sup>th</sup> to 31<sup>st</sup> March to curb and prevent the spread of COVID-19 infection in Malaysia. The MCO order was made under the Prevention and Control of Infectious Diseases Act 1988 and Police Act 1967. He also mentioned that the order entails a comprehensive restriction on movements and public gatherings nationwide including religious, sports, social and cultural activities. It includes a shutdown of houses of worship and business premises, except for supermarkets, public markets and convenience stores. However, on April 10, Tan Sri Muhyiddin Yassin, again announced the statement about the extension of MCO by another 2 weeks from April 15<sup>th</sup> to 28<sup>th</sup> to contain the coronavirus outbreak in Malaysia. During the MCO, Royal Malaysia Police (PDRM) has conducted road blocks operations along key points across the country to monitor the citizens to monitor and warn them to stay at home and abide by the order that has been given.

Due to this new norm, not only does it have an impact on social activities where people unable to socialize outside like they usually do, but the country's economy is also declining. There are many businesses facing failure and bankruptcy since March because of the COVID-19 pandemic. Public Relations are also affected throughout the lockdown as no matter the big traders or small traders, each also has problems to maintain their business in the market as there are many constraints during the lockdown. In Malaysia, as the results of the MCO, workers have been ordered by

the government to stay and work from home. Therefore, some affairs about business cannot be done perfectly as usual. Thus, this will lead to the struggle of Public Relations in Malaysian business companies to help improve their business during COVID-19 (Tanusree Gupta,2020).

Research questions:

1. What are the most challenging crises faced by the business during the COVID-19 pandemic?
2. How do you as a public relations practitioner help in maintaining your company businesses?
3. What are the initiatives taken by your company to maintain the satisfaction of your customers, even during the COVID-19 pandemic?

Research objectives:

1. To investigate the most complex crises experienced by the organization during the COVID-19 pandemic.
2. To study the ways in which Public Relations Practitioners help to sustain their business enterprises.
3. To keep the satisfaction of their customers, even during the COVID-19 pandemic, by the company.

## **LITERATURE REVIEW**

### **The Factors That Have Affected Business During the COVID - 19 Pandemic.**

As researchers are aware, since the COVID-19 hits our country, Mc Kinsey (2020) has clarified that today, fuel demand remains subdued, even as economies have restarted. Thus, overviewing from all the interviewee there are 6 reasons that has affected the business during COVID -19.

- **Sales Drop**

Sales drop is one of the main factors that have affected business during this pandemic. According to Robert (2010), he stated that during this COVID -19, Asian business owners have dropped by 26%. It has indicated that the business industry compositions partly placed these groups at a higher risk of business activity losses. Thus it has been proven because the 6 interviewees have also stated that their business sales are getting slow because many plans have to be postponed due to the crises. Also, in regards to business who sells clothing products has affected most because since everyone is staying at home, no one needs new clothing.

- **Transportation**

If products cannot be exported, then how will the entrepreneurs run the business? According to Huayu Shen (2020) it clarified that transportation sectors are the most affected industries. Because of that these businesses could not be able to export their products and in terms of distribution, they cannot distribute their products. Thus, all delivery cannot be done and they have to delay the production process as factories have to be closed down. According to Deepa Iyengar (2014), he clarified that transportation is one of the most important economic activities for a business. Transportation offers the vital service of connecting a business to its suppliers and consumers by transporting items from locations where they are sourced to locations where they are ordered. In the logistics role, it is an important operation, promoting the economic utility of place and time.

- **Employees**

The employees that work for the company surely cannot go out to work because of the Restriction Movement Order, the 2020 Malaysian Government Movement Control Order commonly referred to as the MCO or PKP, is implemented as a preventive measure by the of in response to Malaysia. Thus these entrepreneurs cannot go out of work and have to work from home. Clarifying from Joy (2020), *“The livelihoods of many entrepreneurs and small business owners have been challenged as COVID-19 continues its disruption.”*

Also, since everyone is working from home, these entrepreneurs came with an honest mind-set which *“We don’t think that everyone thinks shopping is the priority because everyone is working from home”*. The employees also have to endure with less daily activity also hence no meeting could be done with suppliers. Stating from Employee Concerns about COVID -19. *“When participants were asked how worried they were that they or their families could be affected by this virus, 91 percent”* (Anthony,2020). They were at least moderately concerned. Researchers also questioned participants about how they feel that coronavirus would have an effect on businesses.

- **Supplier**

Supplier is an individual or an organization that provides something needed such as products. When we minimise our scope into business factors, supplier is one of the important management in order to stabilize and to enhance the business. According to Dylan (2020), it clarifies that business owners have demand to lower down before the crisis. Relationship between demand expectations and reopening. These estimates suggest that post-lockdown delays in reopening can be explained by low levels of expected demand from suppliers who could not settle down high quality products within a short time.

- **Packaging**

In order to maintain the satisfaction of the product, a nice-looking packaging is a way, however because of the crisis the supplier cannot operate their factory to make packaging such as bottle, sticker and box so they need to find another packaging supplier which will take time. According to The Importance of Product Packaging and Branding (Konrad,2019) he mentioned that the 'unboxing experience' is the sequence of feelings perceived by the customer as they reach for the package and begin to unwrap the product inside. All contributes to the client opening the package from the moment of purchase and this should be a fun, one-of-a-kind experience.

- **Photoshoot**

As researchers are concern, living in the technology development where social media is the biggest platform to promote business, thus the social media template is the first impression that customers will want to see. Hence, photoshoot is one of the ways to increase engagement between social media and customers. The use of great pictures is paramount in selling products. Photos can contribute positively to visual marketing, your company's personal brand, and business growth. This technique marketing applied by the company Mesllowes is supported by Brafton (2019) as mentioned without the pull of visual imagery, crafting the best possible quality content is not possible. Photography is also taken for granted in marketing nonetheless advertisers can add a whole new innovative dimension to website content that engages viewers when it is centred on and elevated.

### **The Ways That the Public Relations Practitioner Helps In Maintaining Business During The COVID-19 Pandemic.**

- **By Maintaining Good Relationships**

In order to ensure the business is in a good hand and are well handled, entrepreneurs have to maintain good relationships with everyone including buyers, suppliers, networks and clients. For instance, using social media as the platform to get the feedback from the customers because this way it's a one-way communication with the customers. According to the article, Consumers Have Humanlike Relationship with Brands (2020), relationships create loyalty whereby a strong relationship with our customers could turn into a brand they know and trust. Secondly, relationships also create great word of mouth, an easier way to understand it means customers will spread good feedback to their friends and family. Replying to their questions are also one of the basic ways in maintaining a good relationship with customers.

In addition, according to Jonathan (2019), he mentioned that companies may no longer rely simply on providing a top-notch product or service. It's the consistency of the relationship you develop with your customers in crowded markets and how you construct it that can really make a difference. This shows that the statement mentioned



by Mrs Nurain Abd Mokhti (2020) is well supported as having good terms of relationship with your customers is the best way to maintain your business even during the COVID-19.

- **Marketing Strategy**

Since our economic status in Malaysia is unstable because of the COVID-19 crisis, Adrian (2020) has claimed that an ongoing human and health situation has been triggered by the COVID-19 pandemic. An economic downturn was caused by the steps required to contain the virus. Nonetheless, these entrepreneurs have come out with making promotions like free shipping because it somehow could attract customers because paying less but getting more is one of the best phrases for shopaholics. Also, making advertisements to announce about the promotion so that followers and viewers are aware of the updates, for instance posting advertisements on Shopee will enhance viewers because around 38.3 million clicks, Shopee was the leading online shopping platform in Malaysia. It has been proven by Shopee (2019), whether it's reaching shoppers interested in your products, growing your sales or creating your brand, advertising using Shopee Ads will help you achieve your business goals. Next, since business could not run smoothly, Public Relations Practitioner could make use of the time to think about the upcoming product and also make research so that they could be on track back in order to catch up their business standards.

- **Analyze Engagement in Social Media**

In this modern era, social media has enhanced the engagement of boosting in brand awareness and every time an entrepreneur interacts in the media, awareness of the brand increases. According to Smith (2019), every company today needs to maximize sufficient social media platforms in the best way possible with such incredible growth as not because it's the "in thing," and not because it sounds easy, but because the popular social media platforms hang around their target audience. Hence this will help in enabling their business to connect with their favourite brands and communicate on multiple levels with them. Succeeding, creating a website is also a way to help customers to purchase products easily, anytime and anywhere. Next, having influencers

and dropship to increase awareness of the products since we know that they have many followers. Supported with an article by Mike (2021) who also clarified that social networking is about engagement with other individuals as much as it is about content sharing. That is why the researchers refer to it as social media.

## **RESEARCH METHODOLOGY**

- **Research Design**

Study design is an examination that does not require any computational or numerical inquiries. Representation, but rather of normally occurring textual form and narrative details. For example, the people interviewed experience feelings, opinions and emotions in a natural environment often, this takes place in qualitative research review. Hence our research used qualitatively thoroughly during the interview sessions. Researchers have provided 3 similar questions for all our interviewee, however each and every of them have different answers as relates to their personal experience. With the questions provided, the informants will answer the query. According to Abdul Rauf Ridzuan (2020) they can openly share their thoughts. The interviewees that researchers have confronted have been interested in this type of research because they need to study and share about their business updates during the COVID-19.

- **Data Collection Strategy**

In the educational perspective qualitative research approaches to data collection that include direct contact with individuals on a one-to-one basis. However due to the Covid-19 pandemic, we have undergone the interview session through an online platform which is Google Meet. As mentioned by Granello (2020), it has stated that nowadays web-based surveys and online data collection is becoming an increasingly common research project. Hence, researchers have gained knowledge as well as answers to our questions from six Public Relations Practitioners from business companies.

- **Sampling**

Sampling is the process of selecting participants from the population. Hence, researchers have collected several individuals consisting of PR practitioners and also business owners to join us in making our research a success. This is because choosing an individual who is skilled in this field is very important in order to get the right information, answer and respond from them. Researchers also choose them carefully and well because want to get their experience dealing with Pandemic COVID-19 and also throughout the Movement Control Order (MCO). Therefore, the sample of size is crucial to choose the most suitable informants for this study of qualitative research (Caulfield,2019).

Stated below is the list of patients interviewed by the researchers: -

- i) Mrs Nuraini Abd Mokhti – Public Relations Practitioner of Ain’s Treat
- ii) Mrs Nurafrina Yasmin Amran - Public Relations Practitioner of Leskaf Shawl
- iii) Mrs Aleena Suhaili - Public Relations Practitioner of Luna Scarf
- iv) Dato’ Najmudin Abdullah - Public Relations Practitioner of Group Strategic Communications, FGV Holding Berhad (Felda Global Venture)
- v) Mrs Sharatul Izawati - Public Relations Practitioner of MESLLOWES
- vi) Mr Muhammad Zakwan Abd Rahpal - Public Relations Practitioner of Velvet Vanity Cosmetic

- **Data Analysis**

For this research, researchers have interviewed all six informants that consist of Public Relations practitioners and also owners of business whether its big or small business to get the information. Thus, researcher used the Thematic analysis method to analyze qualitative data that has been collected. Thematic analysis usually being applied to a set of texts, such as interview transcripts. Researchers examined the data to identify common themes. For example, topics, ideas and patterns of meaning that come

up repeatedly. Next, there are also various approaches to conducting thematic analysis, but the most common form follows a six-step process which is familiarization, coding, generating themes, reviewing themes, defining and naming themes and lastly writing up.

## **FINDINGS AND DISCUSSION**

### **RQ1: What are the most challenging crises faced by the business during the COVID-19 pandemic?**

#### **1. Sales drop**

Based on Mrs Nurain Abd Mokhti, the PR Practitioner of Ain's Treat, she mentioned that the main challenging crisis that faced by her company during COVID-19 is sales drop as they cannot export their products because of the cross-border ban that was ruled by the authorities. Her company also cannot distribute their products to shops or convenient stores since they are closed during the pandemic.

*“The main challenge that my company faced is sales drop as well as the engagement which we accept less customers when the pandemic. The most reason why we get less customers is working women and students not afford to buy our products as they are not able to go out and some are unemployed.”* said Ms Nurafrina Yasmin Amran.

According to Ms Aleena Suhaili, said that the sales drop because of the limited daily activity such that they could not attend the meeting with tailor and customer. This is because the Restriction of Movement Order (RMO) that makes everyone that wants to cross the region must need the solid letter.

In addition, according to Dato' Najmudin Abdullah, he mentioned that the sales have dropped because transport cannot deliver all the stocks to trades. Thus, his company did not have transport to take stock from suppliers and did not have enough suppliers. Furthermore, they also could not pick fruit from oil palm plantations to produce new stock.

*“Not everyone thinks shopping is the priority because everyone works from home during this pandemic. Thus, there is another brand that sends their workers to buy the products and make the same product like our company.”* said Miss Sharatul Izawati.

On the other hand, as stated by Mr Muhammad Zakwan Abd Rahpal, he stated that the sales of his company drop because of they could not continue and delay the product production process as the factory had to close.

## **2. Transportation**

According to Ms Aleena Suhaili, she indicated that transportation also be one of the crises for her company during this pandemic. Their company is hard to get the transportation to having meetings with tailor and customer because of the Restriction of Movement Order that needs letters to cross the region.

However, based on Dato' Najmudin Abdullah, he mentioned that COVID-19 has limited the movement as transport cannot deliver all the stocks to trades. In addition, since there was Restriction of Movement Order, they did not have transport to take stock from suppliers as they cannot easily cross the state and this made them not have enough suppliers.

*“All the delivery cannot be done and we could not take the product from the factory because of this pandemic COVID-19.”* stated Mr Muhammad Zakwan Bin Abd Rahpal.

## **Conclusion Remarks**

To conclude, all the factors are the most challenging crises which are sales drop and transportation that faced by the business of all the companies during the COVID-19 pandemic. According to Knowles (2020) he stated that one of the challenges that facing by Public Relations Practitioner is managing expectations as this pandemic makes all the leaders prepared for the outcomes. Therefore, it is not easy to maintain the sales as stated by Robert (2010) that Asian business owners have dropped by 26% as it has indicated that the business industry compositions partly placed these groups at a higher risk of business activity losses. On the other hand, it is hard to get the transportation since we are in the Restrict Movement Order (RMO) as

according to Huayu (2020), it is clarified that transportation sectors are the most affected industries because of that the businesses could not be able to export their products and in terms of distribution, they cannot distribute their products.

**RQ2: How do you as a Public Relations Practitioner help in maintaining your company businesses?**

**1. Dealing with Customers**

Based on Mrs Nurain Abd Mokhti, she indicated that dealing with customers are one of the main ways to help maintain their company businesses by maintaining good relationships with buyers, network, business friends and clients during this pandemic COVID-19.

*“My company always updates or gives information about our products. As an example, we make announcements about new packaging because we use the different packaging as we got from the different suppliers. My company also informs the customers so they will know and be sure that it is not an imitation product.”* mentioned by Dato’ Najmudin Abdullah.

**2. Keep up trend**

According to Miss Sharatul Izawati, she said that their company figures out the things that are the trend nowadays as usually people always wear dresses or satin skirts. So, she and her sister found the design that has the materials in Malaysia but chose the good materials as before pandemic, they went to China to find and buy materials. Next, they came out with a pattern skirt like a leopard skirt and it just took 30 minutes to sell out. She added that she is very satisfied that she sees all people every day take their own picture or outfit of the day and post it on Instagram.

*“Our company does promotion as they are going to be free shipping for every sale. We also do advertising such as using Shopee for engagement with all the target learners or customers. In addition, we also maintain a good image as a reply to all the feedback of customers and posting it on Instagram.”* said Ms Nurafrina Yasmin Amran.

*“We use influencers as mediums or strategies as their feedback on social media include storytelling or feedback from the influencer.”* said Ms Aleena Suhaili.

Last but not least, according to Mr Muhammad Zakwan Abd Rahpal, he stated that his company analyze the engagement in social media such as in Twitter, Instagram, Tiktok as nowadays, every brand need to always keep up with the trend and make sure it relatable with the brand. Furthermore, for marketing, they are being more creative as they do a lot of research to see what works or not for the brand and community. He also mentioned that their company thought about the new product for the next launch even though during a COVID-19 outbreak.

### **Conclusion Remarks**

In conclusion, there are many creative and smart ways for them as a Public Relations Practitioner in order to help in maintaining their company businesses which are dealing with customers and keep up trends. Based on Nicole (2020) he stated that enhanced technology as it be used by more people working from home during this pandemic. The author also added that Public Relations must be prepared by another backup strategy as many brands are operating business during MCO. It shows that nowadays, social media platforms are very important especially for promoting their brands or products. However, they also have to deal with their customers by maintaining good relationships with them as according to Law (n.d), relationships create loyalty whereby a strong relationship with our customers could turn into a brand they know and trust. It's the consistency of the relationship you develop with your customers in crowded markets and how you construct it that can really make a difference by keeping up the trend to make attractive packaging for your customers. According to Konrad (2019) from his article, The Importance of Product Packaging and Branding, he mentioned that the 'unboxing experience' is the sequence of feelings perceived by the customer as they reach for the package and begin to unwrap the product inside.

**RQ3: What are the initiatives taken by your company to maintain the satisfaction of your customers, even during the COVID-19 pandemic?**

#### **1. Attract customers**

Ms Nurafrina Yasmin binti Amran stated a way for their company to keep the satisfaction of their customers is by including free gifts with the product. She also mentioned that *“This is a good way for our company to attract the customers and also to keep their satisfaction with our company at the same time”*.

*“In order to maintain the satisfaction of our customers, I have taken an initiative which is enlarging the business by having a number of dropships.”* said Ms Aleena Suhaili. She added that it is easier and faster for the customers to have their product when they can order from their dropships instead of all the customers directly contacting them since they are not able to reply to them as soon as possible. Plus, the dropships also help them in promoting their products and this is very beneficial for them.

## **2. Delivery service**

Next, Dato’ Najmudin Abdullah mentioned a way for their company to maintain the satisfaction of the products is by making sure that all their product stocks are delivered to the shops. *“It is undeniable that our products are receiving orders in high demand. So, our company has to make sure the products are always available in the market”*.

On the other hand, *“Our company always makes sure all the products are received by the customers in shape and on time in order to keep the satisfaction of the customers with our products and service”*, said Mr Muhammad Zakwan Abd Rahpal. As to keep the quality of the products, their operation admins will take all the orders home to pack since they need to ensure that all the orders are packed accordingly without any mistakes and can be delivered on time.

## **Conclusion Remarks**

In conclusion, there are many initiatives such as staying connected with customers online, building customer loyalty, supporting your customer and tracking their satisfaction, and improving your supply chain and better your on-site experience that can be taken by the Public Relations Practitioner in order to maintain the satisfaction of customers towards their company. For example, Ghelber (2020) had come out with few ideas on how to keep the satisfaction of the customers during the



pandemic. Plus, it was stated in the article that “*customer satisfaction is crucial as it helps businesses understand what they need to do to retain customers for long-term business growth*”. It is proven that the satisfaction of customers towards a company is important. Thus, many of them were creating the new trend in order to attract the customers' attention as stated by Jonathan (2019), companies may no longer rely simply on providing a top-notch product or service.

## CONCLUSION

To conclude, due to the implementation of Movement Control Order (MCO), it caused many problems to all types of businesses. The problems or issues that have been faced by Public Relations Practitioners of the businesses that researchers had identified during the interview session are sales drop, transportation, employees, supplier, packaging and photoshoot session. All the Public Relations Practitioners mentioned that the business of their company is facing the same main problem during the COVID-19 Pandemic which is sales drop. While other major problems and issues that have been mentioned are only faced by some of the companies. As the Public Relations Practitioners of the company, one of the initiatives that are taken by them to overcome this crisis is maintaining good relationships. For instance, they can always update their products by posting it on social media and engaging with their customers to reply to all the orders as fast as they can. Moreover, according to Paras (2020) on improving marketing strategy, he stated that it is challenging to develop marketing and Public Relations plans and execute accordingly. From his article, he also mentioned the things that can be done by the company such as think critically about how to tell your story, know the news cycle, understand that resources are strained, focus on fundamentals and look to the long-term. Lastly, analyzing engagement in social media have been taken by them to overcome the crises and to make sure the business of the company still can be operated as usual even during the pandemic. So, as a Public Relations Practitioner of the company, they have to be more prudent while making decisions to make sure that the company is not having loss or just having a small loss that could not lead to bankruptcy.

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