

How to Survive from Covid-19 Issues: Strategy of Conflict Management on Rumah Pintar Cendekia Juanda

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ABSTRACT

Rumah Pintar Cendekia had experienced a visitor crisis due to conflict management factors and the impact of covid 19 virus which resulted in experiencing a shortage of visitors in Rumah Pintar Cendekia for several years. However, the Rumah Pintar Cendekia's Public Relation teams are trying to run this academic business well. The method we use in this research is qualitative by finding data from database document, mass and social media article. Based on the problem of the research that occurred at Rumah Pintar Cendekia will be analyzed use Wilcox's theory of conflict management in their public relation teams. The result of the research is the Rumah Pintar Cendekia's Public Relation teams had been trying various efforts to keep running the Rumah Pintar Cendekia and to find a solution to fix the management conflict in a few years by traveling around the city and visiting several academic businesses in other cities. However, the Rumah Pintar Cendekia's Public Relation teams had managed to rebuild and bring back visitors to Rumah Pintar Cendekia Juanda. Rumah Pintar Cendekia Juanda is success to fix the conflict management that befell them after several years of trying to get back on their feet.

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1. INTRODUCTION

Starting from the incidents in Aceh that caused many small children who desperately needed entertainment and one ne of them is by reading books on a motorcycle, which is called a “Motor pintar” at first. However, smart motorcycles do not stay in one area, they move from one area to another. Because of this, many children cried because their only entertainment was gone. They wanted the smart motorcycle to stay there and not move around. Therefore, Mrs. Ani Yudhoyono developed the idea of turning this smart motor into a smart car. In addition, the consideration of turning it into a car is so that the books are protected from the weather, because at first when they were on the smart motorbike many books were wet due to rainy weather. The amount of number of “Mobil pintar” enthusiasts made Mrs. Ani Yudhoyono develop her idea into a “Rumah Pintar” which eventually spread throughout Indonesia, one of which was in the Surabaya area called Rumah Pintar Cendekia Juanda. Even though Rumah Cendekia Juanda had experienced a crisis of income from visitors due to several factors, one of which was because Mrs. Ani Yudhoyono had finished her term of office at that time and did not equip good marketing to process finances, resulting in the state of Rumah Pintar Cendekia which was less attractive to visitors. However, the employee of Rumah Pintar Cendekia did not despair, They looked for ways to change Rumah Pintar Cendekia with several factors that could attract visitors, one of which was the airplane monument, and the park.

This research contains of public relations issue. Public relations is considered one of the most widespread professions in the world (Seitel, 2017). In a society, globalization. Various organizations, whether is service or commercial, public or private, need an employees, practitioners, and specialists to communicate the needs of the organization to the bodies and masses that deal with it. Public Relations is therefore a much needed and important profession (Zimal, 2021). According to Wilcox theory, Rumah Pintar are lacking in strategy and communication, so they must develop these; Strategies for the purpose of achieving specific objectives, Management as planned and deliberate action, Competition striving for the same objects, price position as others and Conflict sharp disagreement or position resulting in a direct over threat of attack from another entity. The purpose of this research was to identify the problems in public relations team of Rumah Pintar Cendekia Juanda. Based on the analysis it went bankrupt due to several factors including lack of visitors and they were also affected by the covid 19 virus which caused conflicts in their financial management.

This research has issues about “Why did Rumah Pintar Cendikia Juanda experience a lack of visitors, especially after Covid-19?” and “How to overcome the issue?”. This research uses Qualitative method to find out the result of the research. Wilcox’s theory of Public relation: strategies and tactics (2015) are used to analyze the issue by using Issues identification, Issues analysis, Strategic option, Action plan and Evaluation. This research is analyzing lack of visitors of the old Rumah Pintar Cendikia Juanda, they used strategy by renovating old buildings and modifying them. They also built 5 new building centers and promoted their new building through social media so that’s why they can be succeeded in attracting the interest of visitors again. The role of Public Relations in Rumah Pintar Cendekia Juanda is giving a solution of the conflict of Rumah Pintar Cendikia Juanda from being deserted by visitors because the facilities seemed boring and only had few centers. The role of public relations in overcoming this conflict is to conduct research into the field by repairing several dull buildings to make them look more decent and building 5 new centers that can be enjoyed by visitors.

2. RESEARCH METHOD

2.1 Research Design

This paper is made with qualitative methods by John W. Creswell. According to Creswell (2022), qualitative methods are Qualitative investigations that use different philosophical assumptions; inquiry strategies; and methods of data collection, analysis, and interpretation. Qualitative methods also have several characteristics in them. In writing this paper, the characteristics used are

- Natural setting—Qualitative researchers usually collect some data in related places. The information is obtained and collected by talking directly to the people involved. In this situation the researchers have face-to-face interactions over time.
- Participants' meanings—Researchers remain focused on understanding the meanings that participants make about the problem or issue. Not understanding the meaning that the researcher gets into the research or that the author reveals in his work.
- Interpretive—Qualitative research is a form of inquiry in which researchers make interpretations about what they see, hear and understand. Which cannot be separated from their own background, context, history, and understanding. With the interpretation, it will be seen how various points of view on a problem or issue arise.

One of the data collection procedures in writing this paper is Qualitative Observation. Qualitative Observation is an observation where the researcher makes notes about the behavior and activities of individuals at the research site. But in this case, we note the activity points at the research site along with the activities at the research site.

2.2 Participants

In this research, we received data from the management of Rumah Pintar Cendekia Juanda to provide information regarding the history of Rumah Pintar Cendekia. In addition, during the visit there were several visitors who were doing activities in each center there.

2.3 Instruments

In this research, we used recording devices and documents.

2.4 Data Analysis Procedures

The data analyzed is the data recordings of the Rumah Pintar administrator. We analyze by noting important points. In addition, we look for additional data by searching the article from internet such as social media and mass media article. We analyze additional data by reading the journal carefully, noting important points, and processing them into a sentence.

3. DISCUSSION

3.1 Result

The toughest challenge is during the covid;-19 period where crisis management is increasing (Taylor, 2020). loss of customers, damage to available facilities, lack of funds and various other crises. the function of public relations for Rumah Pintar Cendekia is to manage the community (Mehta, 2021). During the Covid-19 pandemic itself, the decline in visitors has increased, making the economic crisis increase and making the Rumah Pintar Cendekia increasingly unkempt in terms of building and environmental cleanliness. Rumah Pintar Cendekia Juanda was inaugurated by Mrs. Hj. Ani Bambang Yudhoyono on December 22 2009. Located on Jalan Raya Juanda, Sedati, Sidoarjo Regency, East Java is a former museum for aircraft belonging to the Navy aircraft that are no longer in use. Then, along with public interest in knowledge about the Navy, the disused aircraft were moved to a more strategic location and to a more strategic location and this former museum was eventually conceptualized into a tourist location that not only provides insight into the

Navy alone, but also as a supporting learning facility to support and improve children's education. Rumah Pintar Cendekia Juanda is experiencing a downturn where they get few customers every day. This phenomenon resulted in bankruptcy and the threat of closure due to lack of income. They did everything they could to increase visitor, such as creating content, advertising about Rumah Pintar Cendekia, improving facilities, and so on which finally paid off. Now Rumah Pintar Cendekia Juanda Surabaya has many visitors coming in.

According to Wilcox theory, we identified and analyzed the Issue the lack number of Rumah Pintar Cendekia Juanda visitors, especially after Covid-19. Strategic option is used by Rumah Pintar Cendekia Juanda by renovating and modifying old buildings so it can attract the visitors again. The Action plan is promoting their new building through social media. In this modern era, the development of technology is progressing very rapidly. One of them is social media, if we discussing social media, of course the internet is something familiar. Consciously or unconsciously, the internet is part of our daily life. Along with the development of technology, it allows promotions to be carried out online (Danesi, 2015). One of them is social media which allows for two-way communication (Babatunde, 2022).. The purpose is to get information as needed and get various online services easily. The last is Evaluation, renovation and promotion of Rumah Pintar Cendekia Juanda succeeded in attracting back the interest of visitors and many positive news emerged about Rumah Cendekia Juanda.

This research is on the level of visitor satisfaction with outbound vehicle facilities at Rumah Pintar Juanda Cendekia, it shows that visitors feel quite satisfied with the services provided. Many visitors come and enjoy the moment. In addition, a visit to Rumah Pintar Juanda Cendekia also includes various educational activities such as Flying Fox, traditional games, and visits to agricultural and animal farm centers. Visitors are also invited to visit the Navy Aviation Museum which provides knowledge about the history of Indonesian military aviation and also provides an experience for visitors to board an airplane. In the process of its awakening, Rumah Pintar Cendekia Juanda did various things. One of them is building facilities. Before that, they only had one center, namely the book center, but after visiting other Rumah Pintar Cendekia, they decided to rebuild and modified, so now Rumah Pintar Cendekia Juanda Surabaya has 5 centers that have their respective functions. Here are the 5 centers:

1. Book Center

The book center is a center that provides a variety of books for children, teenagers, and adults and also good facilities for reading there.

2. Computer Center

The Computer Center is a place that aims to introduce technology to children and teenagers. In the smart home, visitors can take part in computer training and play computer-based educational games.

3. Stage Center

The Stage Center is a place that is organized by providing audio-visual equipment and a stage, aiming to develop children's inner and intrapersonal potential in order to build self-confidence, explore children's creativity and courage in exploring talents and activities in the audio-visual center for now alternates with the computer center because it is in 1 room. Activities at the stage center such as providing motivational training materials for teenagers, training and seminars for community members and watching movies with material that can educate children and adolescents.

4. Play Center

The Play Center is a place that is organized by sharing Educational Game Tools for Early Childhood to develop all the potential and creativity and imagination of children through the development of multiple intelligences. Activities in the play center are used daily by PAUD as a means to develop children's motor movements, increase children's creativity and imagination.

5. Craft Center

A craft center is a place that provides a variety of activities designed to provide life skills and vocational skills. The craft center is expected to create expanded business and employment opportunities for the local community. The mouth of this program is on the development of entrepreneurial spirit, environmental recognition, cultural exploration in children and local communities.

The 5 centers of Rumah Pintar Cendekia Juanda Surabaya are to attract visitors. Because they can be used for every age group of the visitors. With these 5 centers, Rumah Pintar Cendekia Juanda Surabaya managed to attract more visitors from less than 100 visitors a day to more than 1000 visitors a day. Rumah Pintar Cendekia Juanda attract visitors' attention using this strategy, such as: providing education on how to feed animals, education on feeding pigeons, education on farming, group exercise and showing educational films.

It can improve manners and morals and provide a narrative on how we must work together in all matters. Rumah Pintar Cendekia Juanda itself offers modern facilities, innovative educational programs, and environment that supports early childhood development. Equipped with facilities as described above, it becomes easier for Rumah Pintar Cendekia Juanda to attract tourists, especially young children. However, many students carry out research and comparative studies at Rumah Pintar Cendekia Juanda. This is very profitable for Rumah Pintar Cendekia Juanda because it can attract more than 1000 visitors every day. The study examines the role of public relations in building and maintaining corporate reputation (Anani, 2021). At Rumah Pintar Cendekia Juanda, public relations (PR) is crucial to fostering a favorable reputation and enhancing ties with the neighborhood. Promoting Rumah Pintar's educational programs, community outreach, and social initiatives is the primary goal of public relations at this establishment. Public relations use efficient communication techniques to educate the public about the value of education and community empowerment and to entice them to actively participate in the events that are planned (sriramesh, 2013). Additionally, PR helps Rumah Pintar Cendekia Juanda build relationships with a variety of stakeholders, such as the media, academic institutions, and non-governmental organizations, in order to support the organization's growth and sustainability.

4. CONCLUSION

This research identifies the problems in the Public Relations team of Rumah Pintar Cendekia Juanda. Based on the analysis, they went bankrupt due to several factors including lack of visitors and they were also affected by the covid-19 virus which caused conflicts in their financial management. They bounced back with a new innovation and updated their building in five new centers that can be enjoyed by all visitors. By establishing 5 centers and collaborating with several parties, Rumah Pintar Cendekia was able to stand up and bounce back from the crisis. Now, Rumah Pintar Cendekia is increasingly flooded with visitors ranging from children until adults because it not only provides a place to play for children but also provides spots for adults. Education should be one of the important aspects in Rumah Pintar Cendekia which has many centers to seek knowledge that can be

obtained outside of school lessons. In this case the researcher concludes that the learning activities carried out in the Rumah Pintar Cendekia Juanda is already running very well.

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