

Public Opinion Strategy of Rumah Pintar Juanda Cendekia to Improve a Positive Image

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ABSTRACT

This research discusses the public opinion strategy used to shape a positive image of Rumah Pintar Juanda Cendekia. This research was conducted by analyzing public comments on social media and insights from staff and managers of Rumah Pintar. Qualitative methods were used to explore this research using Creswell's theoretical approach. This research aims to analyze the public opinion strategy of Rumah Pintar Juanda Cendekia in shaping a positive image and explore insights into how the public views Rumah Pintar Juanda Cendekia and what they expect from this place. The results showed that the community has a positive view of Rumah Pintar. The facilities provided, such as a mini library, computer center, stage center, and play center, have increased reading interest and attracted public attention. However, some comments still criticize less well-maintained aspects, such as the dirty turtle pond area and some poorly maintained animals. This research shows that the public opinion strategy is very important in improving the positive image of Rumah Pintar and that the analysis of public comments can help identify weaknesses and strengths that affect the positive image. Thus, Rumah Pintar Juanda Cendekia needs to adapt to the community's needs and improve facilities and services to improve a positive image and maintain public trust.

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1. INTRODUCTION

Rumah Pintar Juanda Cendekia is an out-of-school educational facility inaugurated on December 22, 2009. Located on Jalan Raya Juanda, Sedati, Sidoarjo Regency, East Java, this Rumah Pintar aims to increase reading interest among the community, from early childhood to older people. The establishment of Rumah Pintar Juanda Cendekia is one of

the out-of-school learning places that applies a fun learning approach by creating a fun and interactive environment for its visitors. This Rumah Pintar has a reading room and an interesting play area. Visitors can learn while playing, gaining knowledge from books, and through interesting and creative activities.

Rumah Pintar Juanda Cendekia is trying to improve its positive image in the community with a strategy that focuses on positive activities and interesting learning methods. Positive image improvement of Rumah Pintar Juanda Cendekia plays a very important role in this context, and it can affect public trust and the number of visitors.

Rumah Pintar Juanda Cendekia needs to understand how the public perceives it to form a positive image. Therefore, public opinion analysis is very important to find out how people perceive and what they expect from it. Thus, it can effectively adapt to the community's needs and improve its positive image. This public opinion analysis can also help Rumah Pintar identify weaknesses and strengths that affect its positive image so that it can take appropriate action to overcome them.

2. RESEARCH METHOD

2.1 Research Design

This subject focuses on a case study conducted to explore the subjective experiences of visitors as a single case. In addition, direct observation in the field was also undertaken to gain a deeper understanding of the observed circumstances.

2.2 Participants

This research involved people's opinions on social media who had various experiences during their visit to Rumah Pintar Juanda Cendekia. In addition, this research also involved the staff and managers of Rumah Pintar Cendekia Juanda, who provided insight into the strategies implemented to shape a positive image.

2.3 Instruments

There are two instruments used in this study, namely social media comment section and field notes. The social media comment section, filtering public opinions on Rumah Pintar Juanda Cendekia's social media to find out their personal experiences after visiting Rumah Pintar. Field notes, collecting information provided by staff and managers of Rumah Pintar Juanda Cendekia to find out information and insights about Rumah Pintar.

2.4 Data Analysis Procedures

The identification is done by filtering comments on social media and making direct observations to Rumah Pintar Juanda Cendekia. Furthermore, these findings are linked to the research objectives, namely to explore insights into public opinion strategies in improving the positive image of Rumah Pintar Juanda Cendekia.

a. Field Notes

Collecting information from staff and managers of Rumah Pintar Juanda Cendekia through field studies.

b. Comment Data Collection

Collecting comments from various posts on Instagram and reviews from Google Maps of Rumah Pintar Juanda Cendekia given by the community after visiting.

c. Data Analysis

Comments are identified and grouped into 3 parts, namely negative, positive, and neutral comments.

d. Text Preprocessing

- Correcting typos: Correcting typos in a word where the letter structure is missing or not in the right portion.
- Text cleaning: Removing special characters, emojis, or excess punctuation.

- Translating: Changing comments from Indonesian to English.
- e. Interpretation of Results
It was important to interpret the comment data to determine whether the results were dominantly negative, positive, or neutral. In addition, evaluating whether the public opinion strategy has succeeded in shaping a positive image of Rumah Pintar Juanda Cendekia.

3. FINDINGS AND DISCUSSION

3.1. Findings

3.1.1 Field Notes

Based on observations made at Rumah Pintar Juanda Cendekia on May 15, 2024, it was found that Rumah Pintar succeeded in increasing people's interest in reading. This can be seen from the books in the mini library, which are not neatly arranged daily. The community's enthusiasm for books seems to be very high. The facilities provided at Rumah Pintar are also diverse and interesting.

Here are some of the facilities at the Rumah Pintar Juanda Cendekia:

1) Mini Library (Book Center)

Here, there is a collection of books for various age levels. Visitors can find books that are interesting and relevant to their interests.

2) Computer Center

This center has a projector for group exercise and watching educational movies. Visitors can learn while interacting with technology.

3) Stage Center

This center aims to explore the interests and talents of visitors. For example, preschool and kindergarten children can participate in coloring activities, while elementary school children can learn concentration to balance the right and left brain. Junior and senior high school children can also participate in national defense materials here.

4) Play Center

At this center, visitors can enjoy various games and sports activities. In addition, multiple animals serve for educational purposes. For example, how to feed the animals properly.

In addition to the four centers mentioned, Rumah Pintar Juanda Cendekia is adjacent to the Navy Aviation Museum. The collaboration between the Navy Aviation Museum makes it the only museum in Indonesia that allows visitors to interact directly with aircraft. Visitors can sit inside a Boeing 737-400 aircraft and feel the sensation of flying. This is what makes this museum different from other museums in Indonesia. Visitors can also watch videos showing the history of Indonesian Navy aviation in a mini movie theater. In addition, visitors can also visit the ATC (Air Traffic Controller) Tower. The view of the airport and aircraft movements can be witnessed clearly from the top of this tower.

Staff and managers of Rumah Pintar Juanda Cendekia explained that thousands of visitors come here every day. The majority of visitors are groups of schoolchildren. They know about this Rumah Pintar from word-of-mouth information provided by other visitors who have come before. Rumah Pintar Juanda Cendekia has attracted wide attention from the community, not only from the East Java region but also from various other regions. Even so, Rumah Pintar still has some less well-maintained areas, such as the dirty turtle pond area. Some animals, such as mossy turtles and almost all guinea pigs affected by scabies, were also poorly maintained.

3.1.2 Public Opinion

The public opinion analysis of Rumah Pintar Juanda Cendekia shows that the community has a positive view. Here are some comments that have been categorized into 3 sections:

1) Negative comment

From: @chandrayani_permatasari (on Instagram)

Comment: Very unprofessional. We who have made permission to visit are not welcomed properly. No officers are serving other than officers at the counter. Hopefully, it can provide more professional information and services for visitors, especially outbound participants.

From: Yeremia Amore as a Local Guide (On Google Maps)

Comment: There is still a lack of development, especially the flight museum trip. The bus fleet from the park to the museum is only 1, and even then, it only operates until noon with drivers who lack awareness. Full conditions are still forced to ride all, pity the little ones are squeezed! In my opinion, it is not worth it if you have to pay to enter the location, take the bus, enter the airplane area, and pay again, not to mention several game spots still have to pay.

2) Positive comment

From: @warkop.wongedan (on Instagram)

Comment: This play and learning place is cool and provides lots of education.

From: Albi Majid Channel as a Local Guide (on Google Maps)

Comment: A recommended place for a weekend with the family because here the facilities are complete. There is a mini zoo complete with animal statues, outbound rides, a mini library, and children's games, and every Sunday, you can go to the Puspenerbal Museum.

From: Cerin Zahra (on Google Maps)

Comment: A comfortable place for children, with many games, they can learn about various animals.

From: Purwati Ningsih (on Google Maps)

Comment: The atmosphere is beautiful. There are lots of play areas for children. The facilities are also kept clean.

From: Sita Szylensky (on Google Maps)

Comment: A cheap and cheerful place to play for families. There are many toys and outbound facilities, and you can provide animal feed. There are turtles, birds, and rabbits. Rumah Pintar Juanda Cendekia can be visited by groups of students Monday through Thursday. Several centers are provided, such as a stage and reading centers. Outbound activities are supplied with museum and airplane viewing facilities. Meanwhile, Friday-Sunday is for the public. Rates differ between outbound activities and general

visitors. Enter Rumpin, shoes off. The bathroom facilities are quite clean, and the water flows smoothly. Each center has air conditioning, so the rooms are cool in the hot Surabaya weather. Some parents lay down because they were tired of accompanying their children to play. A clean, cool prayer room, mukenas, and prayer mats exist.

From: Dinda Firdi (on Google Maps)

Comment: Very recommended

From: Bagus Suharjono as a Local Guide (on Google Maps)

Comment: Lot of fun in the study

3) Neutral comment

From: @pebbymoo (on Instagram)

Comment: Please add a sensory park ride. It can help train children's senses.

From: @trianasusetyo (on Instagram)

Comment: Well, it can be used for this learning.

From: @liestiad (on Instagram)

Comment: Good evening. It was a pleasure to visit the Juanda Naval Aviation Museum today. The ticket is affordable. The place is comfortable. To improve comfort, a suggestion: the airplane should be kept clean by preparing an officer inside the airplane because visitors of various ages and some children throw garbage inside the aircraft. The floor is dirty. On the front porch of the building, please provide chairs for visitors who will return to Rumpin because the bus takes a long time to arrive, about 45 minutes, so visitors sit on the floor. The bus can be accelerated during the pick-up duration so that it does not accumulate. Thank you. Hopefully, it will be better and more advanced.

3.1.3 Public Opinion Analysis Result

1) An interesting and educational place

Rumah Pintar Juanda Cendekia is an interesting and interactive educational place. People can learn and play, so they have fun and gain knowledge.

2) Favorite destination

Rumah Pintar Juanda Cendekia is suitable for family vacations and study tours. This makes Rumah Pintar Juanda Cendekia a favorite and recommended destination.

3) Comfortable facilities

The community praises the quality and facilities provided by Rumah Pintar Juanda Cendekia, including the reading room and play area, which is interesting and interactive.

4) Affordability

People consider Rumah Pintar Juanda Cendekia to be an accessible and flexible facility. Not only the facilities, but they also find the entrance ticket price affordable.

3.1.4 Criticism and Suggestion Analysis Results

Analysis of community criticism and suggestions for the Rumah Pintar Juanda Cendekia shows several points that need attention, including:

1) Limited facilities

Some people criticize Rumah Pintar Juanda Cendekia's limited facilities, such as the lack of transportation to the Naval Aviation Museum. The community also gave suggestions regarding the addition of sensory park facilities to train children's senses.

2) Limited operational time

The community also criticized Rumah Pintar Juanda Cendekia for having limited operational time.

3) Poor service

The community also criticized Rumah Pintar Juanda Cendekia for poor service. It can be seen from the unprofessional staff service that visitors are not welcomed properly. Other poor services also occur to visitors who have bus drivers who lack awareness.

4) Staff limitations

The community also criticized Rumah Pintar Juanda Cendekia, who has limited staff serving visitors. It can be seen from the incident of one visitor who did not get staff service except for the staff at the entrance counter. This proves that the staff at Rumah Pintar Juanda Cendekia has limitations.

3.2 Discussion

3.2.1 Significance of the Result

In addition to having great potential to increase people's interest in reading and knowledge, the analysis of public opinion towards Rumah Pintar Juanda Cendekia shows that it has a positive image in the eyes of the community. Thousands of visitors come daily, and based on word of mouth, the number of visitors proves that their opinion of this Rumah Pintar is very positive. This positive opinion certainly comes from satisfaction with the services and the many attractive and comfortable facilities Rumah Pintar provides. This also proves that public opinion can influence the image of Rumah Pintar Juanda Cendekia. This public opinion also greatly contributes to increasing the positive image of Rumah Pintar among the community. With the community's support, the image of it is rising.

Although Rumah Pintar Juanda Cendekia has built a good reputation in the eyes of the community, several aspects need to be improved based on input from visitors. One of them is the improvement of facilities which, if enriched, can better support learning activities. In addition, the expansion of operational hours is also a concern to provide wider access to the community who want to utilize Rumah Pintar as a source of knowledge and inspiration. By paying attention to and addressing these matters, Rumah Pintar Juanda Cendekia has great potential to develop into an educational center that is effective, innovative, and inspiring for all groups.

3.2.2 Implications for Rumah Pintar Juanda Cendekia

Here are some implications that can be drawn from the results of the analysis:

- Facility maintenance

Rumah Pintar Juanda Cendekia must improve its facilities, including the turtle pond area.

- Program addition

Rumah Pintar Juanda Cendekia needs to add new programs, such as presenting a sensory garden suggested by the community.

- Improved affordability

To improve the affordability of its facilities, Rumah Pintar Juanda Cendekia needs to improve its facilities and operating hours to make it more accessible.

- Service improvement

Rumah Pintar Juanda Cendekia needs to improve its staff's service quality to provide visitors with a better and more satisfying experience. Thus, Rumah Pintar Juanda Cendekia can continue to improve the reputation and trust of the community and provide a better experience for visitors.

4. CONCLUSION

Rumah Pintar Juanda Cendekia is an out-of-school educational facility that aims to increase people's interest in reading. A fun learning approach offers alternative learning resources outside the formal school environment and creates a fun atmosphere. The results show that Rumah Pintar Juanda Cendekia has increased the community's interest in reading and attracted widespread visitor attention. This success is also marked by the growing number of visitors who come to learn and enjoy the educational atmosphere offered. This makes Rumah Pintar a favorite and recommended destination. Rumah Pintar has the potential to develop into an effective, innovative, and inspiring educational center for all groups.

Public opinion has an important role in enhancing a positive image. Although there are still criticisms about facilities, operating times, and services, public opinion generally tends to be positive towards the Rumah Pintar Juanda Cendekia. The criticisms obtained are considered constructive input that will help improve Rumah Pintar in the future. Based on the Public Opinion strategy, Rumah Pintar Juanda Cendekia is committed to enhancing its positive image and effectively maintaining public trust.

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