

Public Relations Tactics on Rumah Pintar Cendikia Juanda using Social Media Management by Wilcox

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ARTICLE INFO	ABSTRACT
<p>Keywords: public relations, social media management, Rumah Pintar, audience engagement, educational initiatives, profit organizations</p> <p>DOI: http://dx.doi.org/xxxx.xxx.xxx/jesscom.vvvv</p> <p>Submitted: 4 June 2024; Revised: 20 Aug 2024; Accepted: 21 Aug 2024; Published: 22 Aug 2024.</p>	<p><i>This article explores the application of public relations tactics in the context of Rumah Pintar Cendikia, specifically through the lens of social media management as outlined by Wilcox. The study aims to identify the effectiveness of various Public Relations strategies in enhancing the organization's visibility and engagement with its target audience. Methodologically, the research employs a qualitative method approach, combining qualitative interviews with key stakeholders and quantitative analysis of social media metrics. Findings reveal that consistent and strategic use of social media platforms significantly boosts audience interaction and support for Rumah Pintar Cendikia's educational initiatives. The study concludes that adopting a well-planned social media management strategy can greatly benefit non-profit organizations in achieving their communication objectives. The implications of this study suggest that similar organizations can replicate these tactics to improve their outreach and impact.</i></p>
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1. INTRODUCTION

Rumah Pintar Cendikia Juanda is a non-formal educational institution built and inaugurated by Mrs. Hj. Ani Bambang Yudhoyono on December 22nd, located on Jalan Raya Juanda, Sedati, Sidoarjo Regency, East Java. The early history of building a Rumah Pintar began with an idea from Mrs. Ani who wanted to entertain and play with the children of the Aceh tsunami victims. Through this idea, Mrs. Ani finally proposed making a Motor Pintar.

The motorbike was then modified and filled with toys, books, and dolls. However, because there were so many places to visit, the motorbike had to move from place to place, causing many children to feel lost. Finally, Mrs. Ani proposed the idea of creating a special residential

building to entertain the children. With this idea, a “Rumah Pintar” (Smart House) was created, one of which is Rumah Pintar Cendikia Juanda. Rumah Pintar Cendikia has five facilities, or what they call centers, namely a book center, computer center, stage center, play center, and craft center.

On its journey, Rumah Pintar Cendikia naturally faced several challenges in its operation, one of which was the lack of visitors. Additionally, insufficient funding caused some houses to move, and some places to close permanently. Rumah Pintar Cendikia Juanda almost faced the same fate due to a lack of promotion and insufficient funds. The management then began to focus on promotion and invited certain parties to collaborate with Rumah Pintar Cendikia Juanda. One of the strategies they used to gain the trust of other parties was persuasion. This method of public relations promotion and communication successfully helped Rumah Pintar Cendikia recover from the brink of bankruptcy. However, now Rumah Pintar Cendikia Juanda has actively utilized social media platforms to disseminate information, promote its programs, and foster a sense of community among its stakeholders. The institution recognizes the importance of maintaining a strong online marketing, particularly in today's digital age where social media plays a significant role in shaping public perception.

Social Media Management is an activity that aims to manage social media effectively through social media such as Instagram and Tiktok. Rumah Pintar Cendikia Juanda has adopted the principles outlined by Wilcox in his book on social media management. According to Wilcox (2015), social media management is important because:

1. Setting Clear Goals.
2. Understanding the Target Audience.
3. Creating Interesting Content.
4. Monitoring and Measuring Performance

Through careful analysis of public relations strategies, Rumah Pintar Cendikia Juanda can design and implement effective communication steps to strengthen their image in the eyes of the public. This involves the use of various communication channels, from social media and websites to community activities and collaboration with specific parties. By comprehending the latest trends in education and information technology, Rumah Pintar Cendikia Juanda can adapt its public relations strategy to remain relevant and attractive to the public.

2. RESEARCH METHOD

2.1 Research Design

According to Moleong (2007), qualitative research is research that aims to understand the phenomena experienced by the research subject. This method is also used to research matters related to the research of subjects' behaviors, motivations, attitudes, perceptions, and actions. Simply put, the study cannot use quantitative methods. According to Lexy J. Moleong, qualitative data sources are displayed in the form of oral or written words that are observed by researchers, and objects that are observed in detail so that the meaning implied in the document or object can be captured. The source of the data should be original, but if it is difficult to obtain, photocopying or imitation is not too much of a problem, as long as strong evidence of its position can be obtained.

In this research we used a quantitative approach with a social media analysis method. Data was collected through the analysis of the Rumah Pintar Cendikia Juanda social media content. In analyzing social media, we use social media analytics tools to measure engagement, reach, and sentiment from posts made by Rumah Pintar Cendikia Juanda on social media platforms such as Instagram and TikTok.

2.2 Participants

Participants who assisted in this research were Mr. Marsudi as one of the administrators of Rumah Pintar Cendikia Juanda who provided information about the history, facilities, and management of Rumah Pintar Cendikia Juanda or acted as a resource person in the

research. Furthermore, all lecturers of the English for Business and Professional Communication study programs who had organized activities visited Rumah Pintar Cendikia who then acted as researchers to study more deeply regarding the information that could be provided by Mr. Marsudi.

2.3 Instruments

The observation tools or instruments we use in this research are voice recorders and notes. This study used a mixed method consisting of 2 research instruments. The instruments used in this study were Observation and interviews with the administrators of Rumah Pintar Cendikia. According to Sanjaya (2015), observation is a data collection technique by observing directly or not observing the things observed and recording them on the observation tool. The things observed are usually symptoms, behaviors, living things, and inanimate objects that are being studied. The observations we made by visiting Rumah Pintar Cendikia directly and observing the activities that occurred there, then we recorded and managed the information obtained by analyzing and searching for other information via the internet. The observation tools or instruments we used in this study were voice recorders and notes.

2.4 Data Analysis Procedures

In this study, the data collection method used was by using the observation and interview methods. The observation method was used by making direct visits to Rumah Pintar Cendikia and trying to compare the results of the observations with those obtained through social media. In addition, in this study, the data obtained was also obtained from direct interviews with administrators to find out more information related to Rumah Pintar Cendikia. After conducting direct observations and interviews, the data obtained was then analyzed using descriptive methods to provide an explanation of a problem that was the object of research. In addition, this study also used relevant and reputable journals to strengthen the research data obtained in the field. In seeking research results, researchers will compare the research results obtained with previous research based on journals or through Rumah Pintar Cendikia social media to analyze problems and provide recommendations in solving problems related to social media management. In addition, appropriate recommendations in carrying out social media management will be provided by researchers so that they can be used by Rumah Pintar Cendikia administrators

3. DISCUSSION

3.1 Result

The condition of Rumah Pintar Cendikia was very bad in the beginning, lack of funding and management that had not been directed resulted in a lack of interest in visitors to come to Rumah Pintar. The lack of promotion is also one of the factors that Kedai Pintar Cendikia is rarely known by the public. Finally, around 2018 Rumah Pintar Cendikia renovated and attracted many investors to work with it, then they began to promote by inviting schools to visit Rumah Pintar Cendikia.

Not only collaborating with schools, Rumah Pintar Cendikia also promotes it through Social Media such as Instagram and TikTok. They use social media to show the activities and facilities available at Rumah Pintar. The use of Rumah Pintar Cendikia's social media is also not only for promotion, but they are used for media information and documentation of activities carried out at Rumah Pintar Cendikia. Public relations Rumah Pintar Cendikia often shares information related to activities carried out by visitors to social media, not only for documentation they also intend to show the facilities at Rumah Pintar. In this way, it is very effective because it directly provides two pieces of information about the activities and facilities of the Rumah Pintar in one way. Social media as an information media is also very useful during the COVID-19 pandemic. During these difficult times, the public relations of

Rumah Pintar Cendikia uses social media as a place to provide information to visitors about health protocols, operating hours, and also information about Rumah Pintar.

The next way that Rumah Pintar Cendikia does to attract visitors is to collaborate with social media creators, especially on the TikTok platform. TikTok being one of the most postponed and used media platforms will be profitable if Rumah Pintar promotional videos can be seen by many audiences. One of the most toned videos about Rumah Pintar Cendikia is from the TikTok account @marsha.sihh which has been watched by more than 500,000 viewers on TikTok, with more than 30,000 likes. From the video, it can be seen that the impact of using social media on the TikTok platform is very high, which can have great potential to attract visitors to Rumah Pintar Cendikia to be even wider.

From the results of the observation of social media of Rumah Pintar Cendikia, it can be seen that Rumah Pintar Cendikia Juanda adopts several principles of social media management contained in the book public relations strategies and tactics by Dennis L. Wilcox. These principles include:

1. **Setting Clear Objectives:** Establishing specific goals for social media engagement helps the institution focus its efforts and measure success.
2. **Understanding the Target Audience:** Identifying the target audience and tailoring content accordingly ensures that the institution's message resonates with its stakeholders.
3. **Creating Engaging Content:** Developing high-quality, engaging content that is relevant to the target audience is crucial for maintaining audience interest and encouraging user-generated content.
4. **Monitoring and Measuring Performance:** Regularly monitoring and measuring social media performance helps the institution track its progress, identify areas for improvement, and adjust its strategies accordingly.

Not only principles, of public relations must also have tactics to promote so that what is presented can be conveyed appropriately. Here are some of the tactics used by public relations in promoting through social media:

1. **Content Strategy:** The institution has developed a comprehensive content strategy that focuses on creating engaging and informative posts, including updates on academic programs, events, and achievements. This approach helps to maintain audience interest and encourages user-generated content.
2. **Social Media Platforms:** Rumah Pintar Cendikia Juanda has a strong presence on various social media platforms, including Facebook, Instagram, and Twitter. Each platform is utilized to target specific audience segments and tailor content accordingly.
3. **Hashtag Campaigns:** The institution has launched targeted hashtag campaigns to increase visibility and encourage user engagement. These campaigns often focus on specific themes or events, such as academic achievements or community service initiatives.
4. **Influencer Partnerships:** Rumah Pintar Cendikia Juanda has collaborated with social media influencers and content creators to promote its programs and events. This approach helps to expand the institution's reach and credibility.
5. **Social Media Monitoring:** The institution regularly monitors its social media presence to track engagement metrics, respond to user feedback, and address any potential issues.

These strategies and tactics are very important to do before creating promotional content on social media, so Rumah Pintar Cendikia uses these strategies in creating promotional content on social media. Before starting to publish content, Public Relations must find out the target audience they want to reach. After knowing who the target audience of your brand is, public relations can start thinking about concept ideas for the promotional content. If the audience and content are as desired, then the audience's interest will increase. In addition, the use of hashtags and concepts that are trending on social media will also attract a wider audience. In this modern era, good social media management will affect the brand itself. In this case, Rumah Pintar Cendikia Juanda has managed to manage social media quite well, judging from the image of Rumah Pintar itself, public relations had succeeded in making

Rumah Pintar Cendikia one of the Smart Houses that are crowded even during the pandemic when Rumah Pintar visitors are still crowded with enthusiasts. The importance of building good branding on social media is one of the keys to the success of Rumah Pintar in attracting the interest of visitors.

4. CONCLUSION

Based on the results of the discussion that has been carried out, it can be concluded that Rumah Pintar Cendikia utilizes promotional media through Instagram and TikTok to invite schools to visit Rumah Pintar Cendikia. Rumah Cendikia's public relations team utilizes social media as a medium for documentation and information related to activities that have been carried out. With promotions on social media, it makes Rumah Pintar Cendikia more attractive and able to collaborate with creators. In addition, Rumah Pintar Cendikia also adopts the principles of social media management in the form of setting clear targets, understanding target audiences, creating interesting content and monitoring and measuring social media performance periodically. The tactics used to carry out promotions by Rumah Pintar Cendikia's public relations are creating content strategies, presenting social media platforms, using hashtag campaigns, partnering with influencers and monitoring social media developments periodically so that Rumah Pintar Cendikia becomes known to the wider community.

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