

The Role of Public Relations in Targeting Market Consumers Using Audience Strategies by Wilcox: A Case Study of Rumah Pintar Juanda Cendekia

Cyrila Tabina Dara Valencya^{1*}, Cici Humaida², Tamtatsila Dwi Ardiansyah³, Navisatul Izzah⁴

¹ UPN Veteran Jawa Timur. e-mail: 23047010009@student.upnjatim.ac.id

² UPN Veteran Jawa Timur. e-mail: 23047010010@student.upnjatim.ac.id

³ UPN Veteran Jawa Timur. email : 23047010012@student.upnjatim.ac.id

⁴ UPN Veteran Jawa Timur. email: navisatul.ar@upnjatim.ac.id

ARTICLE INFO	ABSTRACT
<p>Keywords: Rumah Pintar Juanda Cendekia, quantitative, target market, audience, education place.</p> <p>DOI: http://dx.doi.org/xxxx.xxx.xxx/jesscom.vvvv</p> <p>Submitted: 5 June 2024; Revised: 20 Aug 2024; Accepted: 21 Aug 2024; Published: 22 Aug 2024.</p>	<p><i>This study explores the role of public relations in targeting market consumers through audience strategies, with a specific focus on Rumah Pintar Juanda Cendekia, an educational and entertainment center in Sidoarjo, East Java. Originally established as a response to the 2004 Aceh tsunami to support affected children, the Rumah Pintar faced declining public interest by 2019 due to inadequate marketing efforts. Utilizing Wilcox's audience diversity theory, this research examines how strategic public relations interventions revitalized the institution's engagement with its diverse audience. The findings demonstrate the critical importance of tailored PR strategies in enhancing public interest and sustaining the relevance of educational institutions in a competitive landscape.</i></p>
<p>How to cite: Valencya, C.T.A., Humaida, C. Ardiansyah, T.D., Izzah, N. (2024). The Role of Public Relations in Targeting Market Consumers Using Audience Strategies by Wilcox: A Case Study of Rumah Pintar Juanda Cendekia. <i>Journal of English Studies and Business Communication</i>,1(1), 1-6. DOI: http://dx.doi.org/xxxx.xxx.xxx/jesscom.vvvv</p>	

License



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

1. INTRODUCTION

The Rumah Pintar Juanda Cendekia, an educational and entertainment hub located in Sidoarjo, East Java, was born out of a noble initiative by Ibu Ani Yudhoyono, the former First Lady of Indonesia. Established in response to the devastating 2004 Aceh tsunami, the Rumah Pintar was envisioned as a sanctuary for children who had lost so much in the disaster. Initially launched as a "Motor Pintar" program, it evolved into a more permanent educational establishment, reflecting a broader commitment to community rebuilding and child welfare.

Despite its impactful beginnings, by 2019, the Rumah Pintar Juanda Cendekia faced declining public engagement, primarily due to insufficient marketing and promotional efforts.

Recognizing the crucial role of effective communication in sustaining public interest, the institution sought to rejuvenate its appeal through strategic public relations (PR) efforts. This research delves into the role of PR in targeting market consumers using audience strategies, as conceptualized by Wilcox, to analyze how these strategies have been applied to revive and sustain visitor interest in Rumah Pintar Juanda Cendekia.

The utility of public relations in a democratic society. offering conceptualization of public relations that highlights the role of communication, relationship management, and mutual influence between organizations and stakeholders. This provides the basis for understanding where public relations fits into the needs of society

Wilcox's theory on audience diversity emphasizes the importance of understanding the complex intermingling of cultural, ethnic, and economic attributes in public relations. This research investigates how these principles were utilized to tailor PR campaigns to the diverse audiences that Rumah Pintar Juanda Cendekia aims to serve, particularly in the context of growing competition and the evolving educational landscape.

The findings of this study not only highlight the effectiveness of strategic PR in audience targeting but also underscore the broader implications for educational institutions seeking to enhance their outreach and engagement. By exploring the case of Rumah Pintar Juanda Cendekia, this research contributes valuable insights into the practical application of PR theories in real-world settings, offering lessons that could be beneficial for similar institutions across the region.

2. RESEARCH METHOD

2.1 Research Design

The use theory of Quantitative in a quantitative dissertation, an entire section of a research proposal might be devoted to presenting the theory for the study. In qualitative research, the use of theory is much more varied. The inquirer may generate a theory as the final outcome of a study and place it at the end of a project, such as in grounded theory. In other qualitative studies, it comes at the beginning and provides a lens that shapes what is looked at and the questions asked, such as in ethnographies or in advocacy research. In mixed methods research, researchers may both test theories and generate them. Moreover, mixed methods research may contain a theoretical lens, such as a focus on feminist, racial, or class issues, that guides the entire study. The placement of Quantitative. In quantitative studies, one uses theory deductively and places it toward the beginning of the proposal for a study. With the objective of testing or verifying a theory rather than developing it, the researcher advances a theory, collects data to test it, and reflects on its confirmation or disconfirmation by the results. The theory becomes a framework for the entire study, an organizing model for the research questions or hypotheses and for the data collection procedure.

2.2 Participants

The participants of this study are the people who are the target market for *Rumah Pintar Juanda Cendekia* as the marketing target of the promotional strategy. We conducted this research based on Creswell's theory regarding quantitative, calculation of visitors who came in the last four years, areas visited most, gender and age, and educational class level which is the target of the *Rumah Pintar Juanda Cendekia*.

2.3 Instruments

The instruments used by compared visitors come with comparisons from year to year, evaluating the development of *Rumah Pintar Juanda Cendekia* from 2019 to 2023, observing the progress of *Rumah Pintar Cendekia Juanda* after experiencing setbacks in 2019. Creswell's theory uses the objective theory of testing or verifying a theory rather than developing it, the researcher advances a theory, collects data to test it, and reflects on its confirmation or disconfirmation by the results. The theory becomes a framework for the entire

study, an organizing model for the research questions or hypotheses and for the data collection procedure.

2.4 Data Analysis Procedures

The data obtained was analyzed by observing the location directly, by visiting the *Rumah Pintar Cendekia Juanda* to obtain the required data directly. The data needed is data on visitors to *Rumah Pintar Juanda Cendekia* itself. The data that was collected was in the form of visitor data for thirds of the month or trimester with the total number of visitors accompanied by their area of origin. The data is analyzed by taking into account the entry and exit of visitors every 3 months in one year, so that our data will be collected for 3 months in one year. Data processing is divided into areas of origin, age of visitors, and class level of society.

3. FINDINGS AND DISCUSSION

3.1. Sub Findings

The application of Wilcox's audience theory significantly influenced the increase in visitor numbers at Rumah Pintar Juanda Cendekia. By recognizing the diverse cultural, ethnic, and socio-economic backgrounds of potential visitors, the institution adopted more targeted public relations strategies. These strategies included the segmentation of audiences based on generational differences, educational levels, and interests, which allowed for more personalized and relevant marketing campaigns.

As a result of these tailored approaches, the data shows a consistent rise in visitor numbers from 2019 onwards. The data obtained include number of visitors from the *Rumah Pintar Juanda Cendekia*, the origin of the visitors, and the target age of the visitors. The data was obtained through field visits that the authors carried out. This data is also relevant to the problem that will be discussed, regarding target marketing for visitors regarding the *Rumah Pintar Juanda Cendekia* tourist attraction.

Based on the data obtained, it has been concluded that the majority of visitors who come and visit the *Rumah Pintar Juanda Cendekia* are children aged 3-6 years who are in PAUD (Early Childhood Education) and TK (Kindergarten). This is in accordance with the target market for the *Rumah Pintar Juanda Cendekia*, which brands itself as an educational and play tourist destination for children. With data showing that visitors and enthusiasts of the *Rumah Pintar Juanda Cendekia* are children, the target market developed by the *Rumah Pintar Juanda Cendekia* has been successfully achieved. Over the past four years, the highest number of visitors will be in 2023 with a total of 269,738 visitors. The data also shows that there was a decline in the number of visitors in 2020 due to the impact of the Covid-19 pandemic. This data also shows that the majority of areas that frequently visit the *Rumah Pintar Juanda Cendekia* for tourism are the majority from the Sidoarjo, Surabaya, Gresik, Jombang and Lamongan areas. However, for the total number of visitors who visited the *Rumah Pintar Juanda Cendekia*, Sidoarjo was the area with the largest percentage of visitors to the *Rumah Pintar Juanda Cendekia*.

The data collected reveals the regions contributing to visitor numbers at Rumah Pintar Juanda Cendekia. In 2020, Surabaya led with 43.9% of the visitors, followed by Sidoarjo at 24.3%, while Gresik and Lamongan both contributed 15.9%. However, in 2021, Sidoarjo became the top contributor with 53.3%, trailed by Jombang at 30%, Gresik at 10%, and Surabaya at 6.7%. The trend continued in 2022, with Sidoarjo accounting for 43.4% of visitors, followed by Surabaya at 31.6%, Jombang at 14.5%, and Gresik at 10.5%. In 2023, Sidoarjo once again dominated at 40.9%, with Surabaya close behind at 34.1%, Jombang at 15.4%, and Gresik at 9.6%.

This data indicates that while Surabaya was the primary source of visitors in 2020, Sidoarjo consistently became the leading region from 2021 through 2023. These findings suggest that the promotional efforts of Rumah Pintar Juanda Cendekia have been effective,

as evidenced by the steady increase in visitor numbers over these years. However, the data also highlights that the majority of visitors are from nearby regions, suggesting that their marketing efforts have yet to reach a broader audience beyond the local area. This underscores the need for expanded marketing strategies, particularly through social media, to engage a more diverse and widespread audience, as emphasized by Wilcox's theory on targeting multicultural audiences.

3.2 DISCUSSION

Data processing carried out by the author from the *Rumah Pintar Juanda Cendekia* visit report resulted in a calculation of the total number of visitors in a year for five years from 2019 to 2023, the percentage of the largest visitor area each year, and also the majority of the ages of visitors who came to visit. In 2019, the data results only included a graph of visitors to the *Rumah Pintar Juanda Cendekia* due to incomplete data in the literature study. In research results in 2020, the percentage of visitors was minus or decreased to 24.20%. In 2019, the total number of visitors for one year was 36,244 people. However, in 2020 it fell to 27,472 people. This is caused by the Covid-19 pandemic which has an impact on all sectors and affects the world economy, causing all sectors to be temporarily disabled, including tourist attractions. Data for 2021 shows that there has been a gradual increase in the number of visitors to 71,076 people or a percentage increase of up to 154.72%. The increase in the number of visitors has not increased too much because it is still in the transition and recovery period from the Covid-19 pandemic. Until finally in 2022 and 2023, visitors to the *Rumah Pintar Juanda Cendekia* experienced a drastic increase with a percentage of up to 83.89% with a total of 269,738 people at the end of the year. According to the data obtained, the majority of visitors to the *Rumah Pintar Juanda Cendekia* were children aged 3-6 and 7-12 years. This is because the *Rumah Pintar Juanda Cendekia* is designed as an educational and entertainment tourist attraction which is intended for young children. Teenagers and adults can also visit, but focus more on the Naval Aviation Center Museum (*Puspenerbal*) which is in the same location.

The next data also provides information regarding the largest percentage of areas that visit the *Rumah Pintar Juanda Cendekia*. In 2020, it showed that the Surabaya area had the most visitors visiting the *Rumah Pintar Juanda Cendekia* with a percentage of 43.9%, followed by Sidoarjo with a percentage of 24.3%, and Gresik and Lamongan which had the same percentage, namely 15.9%. Then in 2021, the area that frequently visits the *Rumah Pintar Juanda Cendekia* is Sidoarjo with a percentage of 53.3%, followed by Jombang with 30%, Gresik with 10%, and Surabaya with 6.7%. Continuing in 2022, the largest percentage of regions visiting the *Rumah Pintar Juanda Cendekia* is Sidoarjo with a percentage of 43.4%, followed by Surabaya at 31.6%, Jombang at 14.5%, and Gresik at 10.5%. Then in 2023, the largest percentage of visitors will come from Sidoarjo with a percentage of 40.9%, followed by Surabaya with 34.1%, Jombang with 15.4%, and Gresik with 9.6%. It can be concluded that in 2020, Surabaya was the area that visited the *Rumah Pintar Juanda Cendekia* most often. The next three years, in 2021, 2022 and 2023, show that Sidoarjo is the area that most often visits the *Rumah Pintar Juanda Cendekia*. So it can be concluded that *Rumah Pintar Juanda Cendekia* has made improvements and improvements in promoting themselves so that the increase in the number of visitors for five consecutive years is also the result of their successful promotion to the community. *Rumah Pintar Juanda Cendekia* is also increasingly improving their innovation in marketing their educational tourist attractions through social media so that they can reach a wider community. From the percentage data collection that has been carried out, the analysis found that visitors to the *Rumah Pintar Juanda Cendekia* are only located around the local area, and have not reached the wider community outside the local area. This is because *Rumah Pintar Juanda Cendekia* do not yet fully use social media as their marketing platform, the need to target multicultural audiences dedicated to campaigns is an opportunity for a brand that ultimately leads to sales (Wilcox), so broader marketing is needed to achieve a wider target. Improving the quality of service to visitors is also very necessary in the form of development and increased promotion of *Rumah Pintar*

Juanda Cendekia as an educational tourism site. Because in research conducted by Malik et, al (2012) cited in the journal Akbar Dwi Yulianto (2017), service quality has an important influence on customer satisfaction. Satisfied customers will spread positive word of mouth and will even become walking and talking advertisements for a company (Indrasari, 2019). Therefore, providing quality service to visitors to *Rumah Pintar Juanda Cendekia* is one of the effective ways to promote this educational place to the public.

As based on Zeitahml research, there are 10 studies on Quality of Service that classify service to customers, service quality at *Rumah Pintar Ilmu* including service Understanding/Knowing The Customer involves making the effort to understand the customer's needs. It involves learning the customer's specific requirements: *Rumah pintar cendekia* Service adapt to incoming customers and provide services according to demand; providing individualized attention; able to attract customers' attention with ucebaking carried out on children; recognizing the regular customer. Recognize customers who subscribe each year during visits expected service-a critical component of perceived service quality-in addition to being influenced by a marketer's communications, is shaped by word-of-mouth communications, personal needs, and past experience. Re- search focusing on the relative impact of these factors on consumers' service expectations, within as well as across service categories, will have useful managerial implications.

Only two of the ten determinants-tangibles and credibility-can be known in advance of purchase, thereby making the number of search properties few. Most of the dimensions of service quality mentioned by the focus group participants were experience properties: access, courtesy, reliability, responsiveness, understanding/knowing the customer, and communication. Each of these determinants can only be known as the customer is purchasing or consuming the service. customer satisfaction dominantly influences customer loyalty. It can be concluded that customer loyalty will be improved and maintainable when customer satisfaction increases.

4. CONCLUSION

Rumah Pintar Juanda Cendekia had an increase in visitors since the Covid-19 pandemic era ended. The *Rumah Pintar Juanda Cendekia* has succeeded in attracting many people from many cultures and backgrounds to visit their place. Even though there was a decline in visitor levels during Covid-19, the increase in the percentage of visitors in 2022 and 2023 is very drastic and high. The results of this research also show that the largest percentage of regularly visited areas with the largest number of human resources is from the Sidoarjo area. The processed data also shows that the marketing target of the *Rumah Pintar Juanda Cendekia* is in line with the market and right on target, where their target market is children aged 3-6 years with educational classes who are still in kindergarten. The increase in the number of visitors to the *Rumah Pintar Juanda Cendekia* educational tourist attraction is also a success in their promotion and marketing to the community so that people know about the existence of this educational tourist attraction. However, the marketing and promotion of the *Rumah Pintar Juanda Cendekia* does not really extend to people outside the region. For this reason, it is necessary to increase promotion and marketing more widely through social media in order to get more attention from the outside community, especially outside East Java. Apart from that, visitor satisfaction with facilities and services at the *Rumah Pintar Juanda Cendekia* also needs to be considered. As written by Indi Alfina Damayanti (2023) in her journal, in order to increase visitor satisfaction, officers and managers of *Rumah Pintar Juanda Cendekia* Sidoarjo need to make improvements and improvements to aspects that are still lacking, so that visitors' expectations and desires can be met. This can be feedback for *Rumah Pintar Juanda Cendekia* so that it can continue to innovate and develop in promoting the educational tourism object itself.

REFERENCES

- Creswell, J. (2008). *Educational research: Planing, Conducting, an Evaluating Quantitative and Qualitative research*. Merrill.
- Creswell, J. W. (1979). *Professional Development Training Needs Of Departement Chairpersons : A test of The Bgilan Model*.
- Creswell, J. W. (2007). *Mixed Method Research: Introduction and Application*. SAGE.
- Creswell, J. W. (2009). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches*. Lincoln: SAGE.
- Creswell, J. W., Plano Clark, V., Gutman, M., & Hanson, W. (2003). *Advanced Mixed Methods Design*.
- Dennis L. Wilcox, G. T. (2015). *Public Relations Strategies and Tactics*. USA: Pearson Education.
- Damayanti, I.A., Yuliasitri, D., Susanto, I.H., Damayanti, A.N.A. (2023). Level of Satisfaction with Outbound Rides Facilities Rumah Pintar Juanda Cendekia Sidoarjo. *Jambura Health and Sport Journal*, 5(2): 178-187. <https://doi.org/10.37311/jhsj.v5i2.21304>
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Surabaya: Unitomo Press.
- Martilla, J. A., & James, J. (1997). Importance Performance Analysis. *Journal of Marketing*, 41(1),77-79. <http://www.jstor.org/stable/1250495>
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1985). A Conceptual Model of Service. *Journal of Marketing*, 49(4), 41-50. <https://doi.org/10.2307/1251430>
- Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public Relations Strategies and Tactics*. USA: Pearson Education.
- Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *The Role and Scope of Research in Public Relation : Audience*.
- Wilson, L. J., & Ogden, J. (2012). *Strategic Communications Planning for Effective Public Relations and Marketing*.
- Yulianto, A. D. (2017). *Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan*. Surakarta: Universitas Muhammadiyah Surakarta