

Analyzing Public Relations in Entertainment and Tourism: Case Study of Rumah Pintar Cendikia Juanda

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Analyzing Public Relations in Entertainment and Tourism: Case Study of Rumah Pintar Cendikia Juanda

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ABSTRACT

Rumah Pintar Juanda is an institution that focuses on the development of entertainment and tourism. Located on Jalan Raya Juanda, Sedati, Sidoarjo Regency, East Java, the Juanda Smart House was inaugurated by Mrs. Ani Bambang Yudhoyono on December 22, 2009. Initially, Rumah Pintar Juanda was a former museum for aircraft belonging to the Navy that were no longer in use. However, along with the public's interest in knowledge about entertainment and tourism, Rumah Pintar Juanda has been developed into an educational tourist spot that offers various facilities and activities. In this research, we will analyze how public relations plays a role in developing entertainment and tourism at Rumah Pintar Cendikia Juanda. We use as the basis of the analysis, which emphasizes the importance of effective communication between organizations and society. The results showed that public relations plays an important role in increasing public awareness of entertainment and tourism at Rumah Pintar Cendikia Juanda. The public relations strategies used include effective communication, socialization, and promotion. Thus, Rumah Pintar Cendikia Juanda can increase the number of visitors and increase revenue through entertainment and tourism.

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1. INTRODUCTION

In an increasingly dynamic and complex era of globalization, education plays an important role in improving people's quality of life. In recent years, education has become the main focus in efforts to improve individual abilities and skills to adapt to rapid and dynamic changes. In this article we will discuss the importance of academic education for society, and how academic education can help improve people's quality of life. Academic education has broad and significant implications for an individual's ability to adapt to rapid and dynamic changes. By having a good academic education, individuals have the ability to think critically, communicate effectively, and have the ability to solve complex problems. Apart from that, academic education can also help increase individual awareness and concern for social and environmental problems, as well as increase individuals' ability to participate actively in society.

Rumah Pintar Juanda Cendikia is an educational institution located in Surabaya, Indonesia, founded on December 22 2009. This institution has the main objective of providing education through an interactive and attractive outdoor environment, which is outlined in the promotional design report. With the various facilities provided, the Juanda Cendikias Smart House not only functions as a place of learning, but also as a vehicle for increasing interest in reading, developing intelligence potential and introducing technology through learning in five main centers, such as bookstores and craft centers. Therefore, the Juanda Cendikias Smart House has great potential to play a role in improving the quality of education in Indonesia, especially in the Surabaya area which still needs improvement in the education sector.

This institution is committed to providing a holistic and enjoyable learning experience for children and young people. To achieve this goal, Rumah Pintar Juanda Cendikia offers various programs and activities designed to stimulate the interest and participation of children and young people in various fields of science and technology. The facilities at this institution include a complete library with a diverse book collection, classrooms equipped with modern technology, and an educational play area designed to support a fun and effective learning process. In addition, Rumah Pintar Juanda Cendikia also offers life skills training and creative workshops aimed at developing students' talents and interests outside the traditional academic curriculum.

Rumah Pintar Ilmu Juanda also provides library facilities which function as a modern library with a complete and varied book collection, ranging from academic books to popular books which can broaden the insight and knowledge of its visitors. Apart from that, there is a craft center which offers various creative activities for children and teenagers such as making handicrafts, painting and various other activities that can improve their fine motor skills and creativity. This institution also offers a life skills training program which aims to prepare children and teenagers to face life's challenges in the future. These programs include training in effective communication, leadership, problem solving and a variety of other skills important for their personal and professional development. The Juanda Cendikias Smart House also often holds creative workshops that teach various arts and crafts skills, such as painting, drawing, making things from recycled materials, and so on.

An indicator of the success of an educational institution such as Rumah Pintar Juanda Cendikia is the satisfaction of its customers and visitors who use the facilities and services provided. Customer satisfaction is related to various aspects such as the quality of educational facilities, environmental cleanliness, friendliness and professionalism of staff, as well as the effectiveness of the educational programs offered. Understanding customer satisfaction is an important step in ensuring that an institution can continue to grow and meet the needs and expectations of its visitors.

The background of public relations for the community related to Rumah Pintar Juanda is to invite the public to better understand and appreciate the facilities and potential available at Rumah Pintar Juanda Cendekia. Rumah Pintar Juanda Cendekia is a place

that offers various educational and entertainment facilities that can be enjoyed by visitors. Thus, the purpose of this public relation is to increase public awareness and enjoyment of Rumah Pintar Juanda Cendekia, as well as to promote the potential and facilities available there. In this context, an effective public relations strategy can be done by increasing public awareness through various media, such as social media, brochures, and advertisements. In addition, activities that can increase public awareness and enjoyment, such as outing classes, school visits, and educational events, can also be carried out. Thus, the community can better understand and appreciate Rumah Pintar Juanda Cendekia as a place that offers valuable educational and entertainment experiences. The background of the benefits of public relations for the community in the field of tourism can be seen from several sources that emphasize the importance of the role of Public Relations (PR) in building the image and goodwill of tourism in the community. Here are some points that show the benefits of PR in tourism.

Wilcox theoretical approach can be applied to evaluate smart home customer satisfaction. This theory helps in evaluating customer perceptions of the quality of service received compared to their expectations. Through Wilcox's theory, we can identify the gap between expectations and the reality of the service received and understand what factors influence customer satisfaction. This approach allows us to carry out more detailed analysis and provide appropriate recommendations to improve the quality of Juanda Cendekia's smart home services. The main task of this research is to evaluate Rumah Pintar Juanda Cendekia customer satisfaction. The survey includes evaluations of various aspects of service, including physical facilities, quality of educational programs, level of staff interaction and support, and other aspects that contribute to the overall customer experience. This research aims to provide constructive input to the management of the Rumah Pintar Juanda Cendekia in an effort to improve the quality of service and attractiveness of this institution by identifying areas that need to improve.

Dennis L. Wilcox's public relations theory, often called PR management theory, focuses on using PR as a strategic management tool to build mutually beneficial relationships between organizations and their audiences. Wilcox emphasized that public relations must be managed strategically and integrated into the organization's goals and vision, supporting the overall business strategy. PR aims to understand and meet the needs and expectations of both parties, which reflects the importance of building mutually beneficial relationships. One of the key concepts of this theory is two-way communication, where PR is not just about transmitting messages, but also about listening to feedback and actively interacting with the audience.

Wilcox emphasized the importance of research and evaluation in public relations management to understand audiences, identify important issues, and measure the effectiveness of public relations programs, as well as make necessary changes based on continuous evaluation. Another aspect of Wilcox's theory is social responsibility, according to which organizations must operate ethically and transparently and contribute positively to society. This theory also includes crisis management, which requires that organizations be prepared to respond to and manage crisis situations quickly and effectively in order to protect their reputation and relationships with the public.

By connecting Wilcox's theory with the findings of the Rumah Pintar Juanda Cendekia, it can be seen that public relations plays a crucial role in improving service quality and customer satisfaction. Public relations can help promote the superior facilities and programs offered by Rumah Pintar Juanda Cendekia, ensure two-way communication with customers to obtain constructive feedback, and manage the institution's reputation through transparency and social responsibility. With good two-way communication, PR can identify areas that need improvement, such as improving facilities, training staff, diversifying educational programs, and maintaining cleanliness. Public relations surveys and ratings can provide valuable insights into customer perceptions and satisfaction, allowing institutions to make data-driven decisions and improve their services. By applying Wilcox's theory, Rumah Pintar Juanda Cendekia can build strong, mutually beneficial relationships with customers and goal of providing quality education. Furthermore, the

social responsibility and crisis management supported by Wilcox can also ensure that Rumah Pintar Juanda Cendikia operates with high ethical standards and is ready to address and manage crisis situations effectively, maintaining the trust and satisfaction of its customers in a continuous way.

The purpose of this research is to determine the level of satisfaction of Rumah Pintar Juanda Cendikia customers. This research aims to measure and analyze various aspects that contribute to customer satisfaction and identify key factors that influence visitor perceptions and experiences. A deep understanding of customer satisfaction allows Rumah Pintar Juanda Cendikia to make the necessary improvements to continue providing high-quality service that meets the expectations of our visitors. In addition, this research will provide useful insights for managers to design more effective promotional strategies and educational programs, making the Rumah Pintar Juanda Cendikia increasingly known and recognized as a superior educational tourism destination. By understanding the background of this research, the main issues, the theories used, the problems raised, and the objectives, you will be able to make a significant contribution to Rumah Pintar Juanda Cendikia's efforts to improve service quality and customer satisfaction. This study is also expected to provide broader insight into the importance of academic education and the important role of educational institutions in improving people's quality of life in an increasingly dynamic and complex era of globalization.

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2. RESEARCH METHOD

2.1 Research Design

This study takes a qualitative approach using literature review and social media analysis methods. A qualitative research design was chosen to explore and understand customer perceptions and satisfaction with the services provided by Rumah Pintar Juanda Cendikia. Literature review is used to gather relevant information and theories from various literary sources, and social media analytics is used to gather data directly from user experience and feedback on social media platforms. This approach provides researchers with a comprehensive view of customer satisfaction and the factors that influence it.

2.2 Data

The data used in this study comes from two main sources. First, literature review data was collected through relevant literature from books, articles, journals, and reports related to customer satisfaction, Wilkeson theory, and educational practices in institutions such as Rumah Pintar Juanda Cendikia. This data provides the important theoretical foundation and context needed to fully understand and analyze perceptions of customer satisfaction. Social media data, on the other hand, is obtained by collecting user reviews, comments, posts and reactions from various platforms such as Facebook, Instagram, Twitter and review sites such as Google Reviews. This data includes user experience, facility ratings, educational programs, staff services, and other aspects of Rumah Pintar Juanda Cendikia services. By combining these two data sources, the study provides a comprehensive picture of customer satisfaction in educational institutions and the factors that influence it.

2.3 Instruments

The instrument used in this study has two main parts. The first is a literature review that aims to collect and analyze various literature related to the concept of customer satisfaction, Wilkeson's theory, and educational practices in schools. This tool provides a solid foundation and provides relevant information about the level of educational services in Rumah Pintar Juanda Cendikia. Additionally, social media tools are used to collect and analyze data from social media platforms such as Facebook, Instagram, and Twitter, as well as also review sites like Google Reviews. This tool is designed to identify, collect, and analyze people's information about their experience with the Rumah Pintar Juanda Cendikia. These two tools allow the study to have a better view of customer satisfaction

and the factors that affect these organizations.

2.4 Data Analysis Procedures

The data from the literature review and social media were analyzed through several stages. First, data on people's reviews of customer satisfaction with Rumah Pintar Juanda Cendikia was collected from the literature. The data was then categorized into major themes such as quality of facilities, friendliness of staff, quality of training programs, and cleanliness. Thematic analysis was then used to identify patterns that emerged from the data. The data was also validated by triangulating data from the research literature with data from popular media to ensure the validity of the research findings. The analysis findings are interpreted and concluded based on Wilcox's belief to provide recommendations that will help improve the service quality of Rumah Pintar Juanda Cendikia

3. FINDINGS AND DISCUSSION

3.1. Findings

3.1.1. Service quality

The majority of customers expressed high satisfaction with the quality of the facilities provided at the Rumah Pintar Juanda Cendikia, especially the study rooms which are equipped with modern equipment and are comfortable for the teaching and learning process. This allows children to develop information technology skills well. However, there are several customers who say that there is room for improvement in terms of maintenance and cleanliness of certain facilities at the Rumah Pintar Juanda Cendikia. Several customers also expressed their hopes for the development of additional facilities that could support children's teaching and learning activities and creative activities at the Rumah Pintar Juanda Cendikia. For example, there is a wider open space for sports activities or an art room equipped with adequate equipment to develop children's creativity. This shows that customers have high expectations for the quality of facilities that can provide an optimal learning experience for children.

3.1.2. Staff Friendliness

Overall, the staff at Rumah Pintar Juanda Cendikia received positive ratings from customers regarding their friendliness, responsiveness and assistance provided to visitors. They are considered friendly, responsive to visitors' needs, and helpful in answering questions or providing necessary information. This illustrates that the staff at this institution have succeeded in creating a pleasant and friendly environment for customers. Despite positive reviews, some customers also highlighted the need for increased staff training related to customer service and handling complex situations. They expect staff to be better equipped to address problems or needs that may arise during visits, especially in situations that require more in-depth decisions or solutions. This shows that customers appreciate the friendliness of the staff but also want more capabilities in terms of service and handling complex situations.

3.1.3. Effectiveness of Education Programs

The results of the analysis show that the educational program carried out at the Rumah Pintar Juanda Cendikia is considered effective in increasing the knowledge and skills of the children who take part in the programme. This reflects the fact that the main objective of these programs has been achieved well, namely to provide significant educational benefits to customers. However, there are several user-submitted suggestions regarding the effectiveness of educational programs. One of these is the need to diversify programs to accommodate different age groups. Some customers highlighted the importance of providing more interesting and relevant programs based on children's ages

and interests. With the variety of programs, it is hoped that it can provide a more varied and interesting learning experience for children, so that their motivation and enthusiasm for participating in the program can be well maintained. Customers also expect the provision of more interesting and relevant material in each educational program. It is hoped that the material presented will spark curiosity, creativity and deeper understanding in children.

3.1.4. Cleanliness

Most customers rate the cleanliness of the environment of the Rumah Pintar Juanda Cendikia positively. This reflects the efforts made by the management to maintain cleanliness and comfort for visitors. Environmental cleanliness is considered an important factor that can create a pleasant atmosphere and support the teaching and learning process at the institution. Despite the generally positive reviews, some customers have highlighted the need to improve cleanliness maintenance, especially in frequently used public areas. They expressed hope that managers will pay more attention to maintaining cleanliness at all times, especially in areas such as classrooms, waiting rooms, restrooms and other public areas frequently accessed by visitors. Maintaining good hygiene includes not only physical cleanliness, but also comprehensive sanitation and general environmental safety.

3.2 Discussion

In this study, the results of the data analysis carried out revealed several aspects related to the services and environment of the Rumah Pintar Juanda Cendikia. In this context, the discussion will discuss the results of each of the topics discussed previously, including quality of service, friendliness of staff, effectiveness of educational programs and cleanliness. This discussion aims to provide a more in-depth insight into the challenges, possibilities and recommendations that can be adopted to improve the quality of service and the customer experience in this institution.

Firstly, in terms of service quality, we found that the majority of customers positively evaluated the facilities provided. However, there has been criticism regarding the maintenance and cleanliness of some facilities. This demonstrates the importance of ongoing efforts to maintain the physical quality of our facilities to meet the standards our customers expect. In terms of service quality, the fact that the majority of customers positively evaluate the facilities and educational programs at Rumah Pintar Juanda Cendikia can be interpreted as a result of the effectiveness of the academic training carried out in Rumah Pintar Juanda Cendikia. A well-structured and effective educational program will help people, especially children, develop skills to think critically, communicate effectively and solve complex problems, in accordance with the concepts proposed in Wilcox's theory.

Most customers expressed great satisfaction with the quality of the facilities offered at Rumah Pintar Juanda Cendikia, especially the study rooms equipped with modern and comfortable equipment for the teaching and learning process. This allows children to develop their computer skills well. However, some customers say there is room for improvement in terms of maintenance and cleaning of some Rumah Pintar Juanda Cendikia facilities. Many customers also expressed their expectations regarding the development of additional facilities that can support children's educational, learning and creative activities at the Rumah Pintar Juanda Cendikia. For example, it would be desirable to have larger open spaces for sporting activities and an art room with adequate equipment to develop children's creativity. This shows that customers have high expectations for the quality of facilities that provide an ideal learning experience for children.

High-quality service, such as comfortable facilities and effective educational programs, directly contributes to customer satisfaction. Public Relations (PR) can play an important role in strengthening customer perceptions of service quality. An effective PR strategy is

to communicate efforts to improve facilities, innovations in educational programs and results achieved in improving service quality. In this way, PR can help create and maintain a positive image about the quality of services provided by Rumah Pintar Juanda Cendikia.

Secondly, with regards to employee friendliness, the results showed that customers were generally satisfied with the service provided by Rumah Pintar Juanda Cendikia employees. However, it is expected to improve staff training in customer service and handling complex situations. This highlights the importance of investing in the development of employees' transversal skills, such as communication, empathy and problem-solving skills. The aspects of staff friendliness, the results of positive customer evaluations of staff responsiveness and availability, can also be linked to Wilcox's theory. Academic education not only focuses on academic improvement but also includes the development of social and interpersonal skills. An attentive and friendly team helps create an environment conducive to learning, which improves an individual's ability to interact and adapt to different social environments.

Overall, the team at Rumah Pintar Juanda Cendikia receives positive reviews from guests for their friendliness, responsiveness, and visitor support. They are considered friendly and attentive to visitors' needs and are able to answer questions and provide the necessary information. This shows that the staff at this establishment are able to create a comfortable and friendly environment for their customers. Despite positive reviews, some customers highlighted the need for additional training for staff in customer service and handling complex situations. They expect staff to be better equipped to resolve problems and needs that may arise during their visit, especially in situations that require more detailed decisions and solutions. This shows that although customers value the friendliness of their employees, they want more skills when it comes to service and dealing with complex situations.

The warmth and responsiveness of staff to visitor needs is also an important factor in increasing customer satisfaction. PR plays an important role in promoting the friendliness and professionalism of staff. This can be done through direct communication between staff and visitors, as well as through publication strategies about staff success in providing friendly and effective services. Through this positive communication, PR helps create an image of the institution as a friendly place that is attentive to the needs of its visitors.

Third, regarding the effectiveness of educational programs, the results show that these programs are considered effective in increasing children's knowledge and skills. However, it is hoped to diversify the program and provide more interesting and relevant material for different age groups. Recommendations that can be adopted are to organize different programs considering the interests and needs of each age group, as well as to regularly update the program materials. Evaluation results showing that programs are effective in increasing children's knowledge and skills are also in accordance with Wilcox's theory. An effective academic education helps individuals develop their full potential, so they can play an active role in a society that continues to change and develop.

The results of the analysis show that the educational program carried out at Rumah Pintar Juanda Cendikia is considered effective in increasing the knowledge and skills of children taking part in the programme. This reflects the fact that the main objective of these programs has been well achieved, namely to provide significant educational benefits to customers. However, there are several suggestions from customers regarding the effectiveness of educational programs. One of these is the need to diversify programs to accommodate different age groups. Some customers highlighted the importance of providing more interesting and relevant programs based on children's ages and interests. With a variety of programs, it is hoped that it can provide a more varied and interesting learning experience for children, so that their motivation and enthusiasm for participating in the program can be well maintained. Customers also expect the provision of more interesting and relevant material in each educational program. It is

hoped that the material presented will spark curiosity, creativity and deeper understanding in children.

Educational programs make a very important contribution from a medical and health point of view. PR aims to improve communication skills and the success of educational programs and attracts media attention. By publishing all concise program information, PRs are actively working as program leaders and in their roles as program leaders. In fact, PR requires a creative and effective promotional strategy that concisely summarizes the entire program.

Fourth, regarding cleanliness, the results show that the majority of customers give a positive rating of the cleanliness of the environment at the Rumah Pintar Juanda Cendikia. However, there are several suggestions for improving cleanliness maintenance, especially in frequently used public areas. Recommendations that can be adopted are to increase monitoring and constant maintenance of cleanliness, as well as to pay attention to cleanliness and comfort in all areas accessible to visitors. Efforts to maintain cleanliness and comfort in the Rumah Pintar Juanda Cendikia can also be understood as part of the concept of academic education that gives priority to training individuals who care about the environment and are aware of the importance of maintaining cleanliness for the health and well-being of everything.

Most customers rate the cleanliness of the environment of the Rumah Pintar Juanda Cendikia positively. This reflects the efforts made by the management to maintain cleanliness and comfort for visitors. Environmental cleanliness is considered an important factor that can create a pleasant atmosphere and support the teaching and learning process in this institution. While reviews have been generally positive, some customers have highlighted the need for increased cleaning maintenance, especially in frequently used public areas. They expressed hope that the management will pay more attention to maintaining cleanliness at all times, especially in areas such as classrooms, waiting rooms, bathrooms and other public areas that are frequently accessed by visitors. Maintaining cleanliness includes not only physical cleaning, but also thorough hygiene and general environmental safety.

Improving the safety and efficiency of facilities is essential to managing and maintaining health in public relations. PR is designed to attract facility members in an attractive, engaging and interesting way. It is provided to provide important information regarding suitability and safety for a particular purpose. As an effective communication strategy, PR strives to demonstrate positive market insights revealed in research conducted by Rumah Pintar Juanda Cendikia, lead the market and enable faster responses.

The role of Public Relations (PR) in increasing customer satisfaction at Rumah Pintar Juanda Cendikia involves a series of communication and interaction strategies designed to strengthen the relationship between the institution and its customers. One important aspect of PR is its ability to manage the perception and image of an institution, which in turn can have a direct impact on customer satisfaction. PR can act as an agent who communicates various initiatives and steps taken by Rumah Pintar Juanda Cendikia to improve the quality of facilities. By maintaining transparency and providing clear information about facility updates, maintenance, and repairs performed, PR helps build customer trust and ensure that their expectations are met. Apart from that, PR can also coordinate promotional programs or special events aimed at introducing new facilities or additional features that enhance the children's learning experience at Rumah Pintar Juanda Cendikia. PR also plays a role in promoting the friendliness and professionalism of staff at the institution. By building a narrative that highlights staff responsiveness, friendliness and expertise, PR helps create a positive impression of the staff interaction experience in the eyes of customers. This is important because positive interactions with staff are often the deciding factor in a satisfactory customer experience.

Apart from that, PR is also responsible for developing effective communication strategies to promote the success and effectiveness of educational programs held at Rumah Pintar

Juanda Cendikia. Through creative and informative communication campaigns, PR can provide customers with a better understanding of the added value of these programs, such as increased knowledge, skills and interesting learning experiences for children. PR also plays an important role in building an image of cleanliness and a comfortable environment at the Juanda Cendikia Smart House. By voicing an institution's commitment to high standards of cleanliness and providing information about the steps taken to maintain cleanliness, PR can give customers confidence that their children's learning environment is safe, healthy and comfortable.

4. CONCLUSION

High service quality and staff friendliness are important aspects that can increase customer satisfaction in Rumah Pintar Juanda Cendikia. Likewise, the effectiveness of educational programs and environmental cleanliness, these two things also have a significant impact on customers' positive perceptions. In this context, PR plays an important role in promoting these aspects, strengthening relationships with customers, and creating a positive image for the institution. Through effective communication strategies, PR can increase public understanding of the added value offered by Rumah Pintar Juanda Cendikia, while maintaining customer trust in the services and facilities provided. To increase customer satisfaction at Rumah Pintar Juanda Cendikia, it is necessary to focus on improving facilities, cleanliness, staff training related to customer service, and diversifying educational programs. Apart from that, the effectiveness of communication through Public Relations (PR) is also important to promote superior facilities and programs, increase public awareness, and create a better learning experience for visitors. With these steps, it is hoped that service quality and customer satisfaction can continue to be improved at the Rumah Pintar Juanda Cendikia.

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