

THE EFFECT OF MARKETING PUBLIC RELATIONS STRATEGY ON THE IMAGE OF SCIENTIA SQUARE PARK THEMATIC THEME PARK

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Abstract

Technological advances in the era of digitization make Public Relations practitioners strive to be able to utilize the media in making strategies. Technological advances have created new forms of interacting and socializing, one of which is the innovation of communication technology in the form of social media. Local attractions Scientia Square Park tourism in South Tangerang amusement park carries the concept of a thematic amusement park with special characters that pay attention to aspects of accuracy, comfort, safety, beauty, convenience, greenery and maintenance. Scientia Square Park utilizes Instagram as one the marketing strategies for thematic Amusement Park Public Relations (Scientia Square Park). This study aims to determine whether there is an influence of Marketing Strategy Public Relations to the image of the thematic amusement park (Scientia Square Park) on Instagram account @Scientiasquare.park. This research uses the theory of Public Relations Marketing strategies, namely Push, Pull, Pass Strategy from Samuel L Harris and image according to Frank Jefkins in Rahmadani & Andriani (2021), namely the Mirror Image, the Current Image, the Wish Image, and the Multiple Image. This study uses quantitative methods with survey method approach, and using Lemeshow formula by taking the population of Instagram followers @scientiasquare.park has 133,000 followers as of February 21, 2024 by obtaining a sample of 97 respondents. The results showed that there is a positive and significant influence between the influence of Public Relations Marketing Strategy on the image with a high level of influence and significance.

Keywords: Images, Instagram, Public Relations, Marketing Strategies, Scientia Square Park Theme Park

1. INTRODUCTION

The role of Public Relations (PR) in a public and commercial organization has a very important role. Public Relations (PR) practitioners perform publication tasks in order to produce information and communication that runs efficiently, effectively and harmoniously. Public Relations (PR) practitioners are in great demand thanks to the emergence of successful organizations with dynamics. In addition to the public's expectation for information, the number of critical citizens and the increasing influence of the media have also successfully shaped public opinion (Girsang, 2020).

Public Relations takes an approach to the general public, has the aim of being able to increase or provide a sense of comfort to the audience / customer / customer of a product offered or sold, so that the audience is interested in buying it (Ruliana & Dwiantari, 2015).

In carrying out its functions, Public Relations also thinks about a marketing strategy, known as Marketing Public Relations. In this case it is said that Marketing Public Relations is a series of organizational jobs or processes to create, communicate and provide value to customers and manage customer relationships profitably from both the organizational and stakeholder sides (Firmansyah, 2019).

A strategy is a plan to achieve a certain goal. Some companies may have the same goals, but the strategies used to achieve those goals may differ. Therefore, the strategy is designed based on the company's objectives (Tulis & Wijaya, 2019).

Marketing strategy is essentially a complete, integrated and integrated marketing plan that guides the activities that will be carried out to achieve the company's marketing objectives. In other words, marketing strategy is a set of goals and objectives, policies and rules that give direction to the marketing activities of a company from time to time at every level and with reference and distribution, especially in the company's response to the environment, and ever-changing competitive conditions (Assauri, 2015)

This marketing strategy is part of Marketing Public Relations which is defined as the process of informing and reminding consumers about the products offered both directly and indirectly (Sari et al., 2021)

Marketing Public Relations can also be defined as the process of improving the dissemination of information about product offerings and customer relationship management, which creates opportunities to maintain long-term relationships with customers. Communication tools that can help marketing include exhibitions, promotional emails and anything that can be used to manage public relations, build trust and build customer loyalty (Nguyen & Mogaji, 2022)

Marketing Public Relations aims to stimulate consumer purchases and satisfaction by communicating reliable messages and creating a positive impression that connects the company and its products to match the needs, desires, attention and interest of consumers in receiving communication messages from the company (Tulis & Wijaya, 2019).

In the process of implementing both internal and external communication, Marketing Public Relations conducts various well-planned and coordinated communication programs, where the goal is not only to improve and sell products but also to build the company's image. Therefore, it is important to implement a communication strategy and have an active role in the decision-making process (Rahmadani & Andriani, 2021).

As an example of the object of this research, one of the corporate communication activities to build an image carried out by the Public Relations Officer (PRO) of the Thematic Theme Park (Scientia Square Park) is to carry out one of the Public Relations functions, namely promoting various activities through Instagram @Scientiasquare.park in the form of educational rides, children's playgrounds, safaris, adventures and others (Scientiasquarepark, 2023).

Through the Instagram account represented by the Public Relations Officer (PRO), many Scientia Square Park Thematic Theme Park activities are publicized to their social media accounts, such as Facebook, Tiktok, and Youtube. However, for the current publication that is active and has many followers is to use the Instagram social media @scientiasquare.park in conveying positive messages on the content created by the account (Sceintiasquarepark, 2023).

The most active social media of Scientia Square Park Amusement Park is currently the Instagram account @scientiasquare.park, with 133,000 followers as of February 21, 2024, with 8,749 uploaded or published content. This @scientiasquare.park Instagram account has been active since February 2015, as one of the social media platforms in carrying out the publication function of the Scientia Square Park PRO (Sceintiasquarepark, 2023) Through its Back to Farm program, Scientia Square Park introduces a complete range of activities compared to other similar theme parks in

Tangerang City. For example, there is rice cultivation, organic vegetable farming, sunflower garden, butterfly garden, horseback riding, as well as rabbit breeding, poultry collection and koi fish pond which can all be enjoyed by children, adults and the elderly. In addition, Scientia Square Park also offers sports arenas (wall climbing, Skatepark, RC Track) and exciting outdoor activities that are challenging and instagramable (Avianti et al., 2019)

In comparison, another thematic theme park is Taman Potret in the Tangerang city area, this park is quite green because there are many Instagramable spots, there is a play area for children, but what is unfortunate is that its cleanliness is not guaranteed and still needs regular maintenance to keep it interesting for visitors (Orami, 2023)

Still in the Tangerang city area there is a thematic park that has just been inaugurated, namely the urban forest park, by carrying out the concept of shady forests in urban areas, this park comes with a spotlight flying track, as an entertainment vehicle provided by the Tangerang city government, this park also has a collection of animals as a vehicle for learning and introduction to animals such as types of birds (Achmad, 2019).

From the comparison between several thematic parks in the Tangerang city area, with various facilities or completeness, the Scientia Square Park thematic park has complete facilities compared to the other two thematic parks in the city of Tangerang, namely, Portrait Park and City Forest Park. From a geographical point of view, Scientia Square Park is fairly strategic because it is the only thematic theme park in the city of South Tangerang with green natural shades and complete facilities, consisting of a safari arena and a sports arena as well as a playground for children and adults and an instagramable place (Scientiasquarepark, 2023).

The Scientia Square Park thematic theme park continues to be promoted so that the local (Indonesian) community can know and understand the greatest potential of each region in Indonesia. This explanation of Scientia Square Park local tourism in South Tangerang, to be able to form a positive view of local tourism in the Tangerang area, one of which is through a Theme Park (Scientiasquarepark, 2023).

Thematic Theme Park itself is an amusement park concept that has special characteristics to become a place in the form of a theme that is used as a park concept (Imammudin, 2017).

Thematic theme parks also have thematic park design principles, such as the following: (1) accuracy (2) comfort (3) safety, (4) beauty, (5) convenience, (6) greenery and (7) maintenance. The seven principles above can be found in the Scientia Square Park Thematic Park. Apart from the park which has a thematic with the nuances of rural nature, Scientia Square Park is also considered (Edu autorism) educational tourism which is an activity of visiting a location that has entertainment and educational value (Winarto, 2016).

Seeing the concept given by Scientia Square Park makes this tourist park feel very good and interesting to visit, especially with family, friends, or alone. This local tour was established in 2013 by PT Summarecon Agung, a thematic concept park and has a natural blend that is rich in plants in it (Avianti et al, 2019)

As such, through the Public Relations Officer (PRO) in this case, a PR must have the skills to provide opinions and views related to the image of his company. So the role of PR in which there is Marketing Public Relations which functions to increase sales but also must maintain / form a positive image in the eyes of the public (Sandyakala, 2020).

So that the problem in this study can be formulated: Is there an Effect of Marketing Public Relations Strategy on the Image of Scientia Square Park Thematic Theme Park with the purpose of this study to find out whether there is an Effect of Marketing Public Relations Strategy on the Image of Scientia Square Park Thematic Theme Park.

This research has academic benefits, namely adding research references in science in the field of communication, especially Public Relations and as a source of information and reference for students / lecturers / researchers who are interested in researching in the same field. The practical benefit is as input for stakeholders who are interested and related in the strategy of promoting local tourism through a Marketing Public Relations approach and building an image.

2. LITERATURE REVIEW

2.1. Previous Research

In research related to the title, "The Effect of Marketing Public Relations Strategy on the Image of Scientia Square Park Thematic Theme Park." several references from previous research were found;

Table 1. Previous Research

Name	Title	Theory	Methods	Results
(Nurfitriani & Suhartini, 2018)	Marketing Public Relations Strategy Pt. Pos Indonesia	<i>Three Ways Strategy</i> Thomas L Harris	Qualitative with Case Study from John W. Creswell, as well as Thomas L Harris' Three Ways Strategy Concept	The results of PT Pos Indonesia's research run 3 Marketing Public Relations strategies including Push, Pull and Pass to improve the image of PT Pos Indonesia.
(Chatamallah, 2008)	Public Relations Strategy in Tourism Promotion: A Case Study with a "Marketing Public Relations Approach in Banten Province	<i>Three Ways Strategy</i> Thomas L Harris	qualitative with single category case study,	Maximizing mass media, and building a network connected to the psat office in banten as a step towards achieving varied PR communications.
(Rahmadani & Andrini, 2021)	Public Relations Strategy in Building Company Image Company through the Indonesia International Motor Show (IIMS) Exhibition	Cutlip Center & Broom and Frank Jefkins	Descriptive Qualitative	The effect of TikTok on imitation behavior in students is 48.2%.

Name	Title	Theory	Methods	Results
(Ruliana & Dwiantari, 2015)	Hotel Public Relations Strategy in Shaping the Image of Tourism Objects	Cutlip Center and Broom	Descriptive Qualitative	shows that in a Public Relations strategy planning model with the theory presented by Cutlip, Center & Broom supports the research.

Research conducted by Nurfitirani & Suhartini (2018) with the aim of describing the Marketing Public Relations Strategy process through the concept of the theory put forward by Thomas L Harris, namely the "Three Ways Strategy", this study argues about how the pospay product marketing strategy is carried out by the West Java Area V Post Office, which in this day and age many people use services and finance to fulfill their obligations to pay bills / installments. This research uses a case study method and data collection techniques are carried out by means of observation and interviews. The results of PT Pos Indonesia's research run 3 Marketing Public Relations strategies including Push, Pull and Pass to improve the image of PT Pos Indonesia.

The similar research with Maman Chatamallah's Three ways strategy method (2008) aims to find out and analyze in depth the PR media strategy, special activities (special events), tourism product development and the strategy of starting tourism promotion cooperation with the community. By using qualitative research methods and single category case studies, the conclusion was obtained Maximizing mass media, and building networks connected to the head office in banten as a step towards achieving varied PR communication.

Then continued with research conducted by, Rahmadani & Andrini (2021), which aims to explain, "Public Relations Strategy in Building Corporate Image through the IIMS Exhibition." Concepts and theories used from Cutlip, Center and Broom. The methodology in this research is descriptive qualitative by describing an existing reality and without looking for relationships between variables. Data collection was obtained through participant observation, in-depth interviews, as well as documentation and the internet in order to obtain relevant and in-depth data and information. For data analysis through stages (data reduction, presentation and verification and conclusions). The results of the study explain that in each phase of the process in planning, Public Relations Strategy in building the company's image, as evidenced by the many visitors who came to the KTM & Husqvarna stand. Besides that, there is also coverage from various media. Not only that, the KTM & Husqvarna company received an award in the Exhibitor Participant category. The findings in this study are the existence of an integrated communication strategy.

Furthermore, research conducted by Ruliana & Dwiantari (2015), with the aim of the research is to find out "Marketing Communication Strategy," through the approach of Public Relations between hotels and the community. For the model in this study, the planning model of the Public Relations strategy proposed by Cutlip, Center & Broom (2009) was used. While the methodology in this study uses a descriptive method with a qualitative approach. Techniques for data collection were carried out through participant observation, deep interviews, and documentation studies as well as data triangulation.

This research analysis technique goes through several stages, namely, 1) data reduction stage, 2) data presentation stage, 3) conclusion drawing stage and 4) data verification. The results show that in a Public Relations strategy planning model with the theory presented by Cutlip, Center & Broom supports the research (Cutlip et al., 2011).

The novelty that makes this research different from previous research is starting from an approach that uses Quantitative methodology, then the theme of research on local tourism. From these two things there is also the novelty of using the theory of Marketing Public Relations Strategy by Samuel L Harris, with the aim of knowing whether there is an influence of Marketing Public Relations Strategy on the Image of Scientia Square Park Thematic Theme Park. While the similarity of this research with previous research is that both discuss the Public Relations Communication strategy in building an image.

2.2. Public Relations

Public Relations is a management philosophy and function expressed through public interest policies and activities that apply public information to create public understanding and goodwill. Here's how to look at the meaning of Public Relations and translate it according to its origin "Relations among the Public" or "Public Relations" (Arkian et al., 2018).

In general, the process of delivering communication to the public is the task of PR, in the simplest sense it can be interpreted as a face-to-face relationship between organizations and related audiences, it can also be between companies and stakeholders or between one organization and another. Meanwhile, according to professionals, PR is the management of various relationships between an institution and its public (audience) (Sitepu, 2015).

In addition, the practice of public relations (PR) is currently so dynamic that in addition to dealing with public communication, it also plays an important role in strategic management. This means that these activities are not limited to technical tasks, but also to management tasks. Therefore, organizations must realize that the existence of public relations determines the success and sustainability of the company. PR is responsible for building and maintaining the trust and reputation of the organization it represents (Hartini, 2019).

Good and favorable impressions of an image of an institution / organization or product of goods and services represented by PR / PR, usually the foundation of the image is rooted in "trust values" which are actually given to individuals who will sooner or later produce a broad public opinion making it the beginning of the formation of an image (Ruslan, 2017).

In forming opinions about the image of an organization/company, it can be done through mass communication with the help of print media, namely. newspaper Print media is a form of media that has its own segmentation, in the form of messages that provide information to the public in written form about political, economic or social issues (Putri, 2020).

In line with that, wish image becomes one form of image that is always expected to be achieved in accordance with the wishes of the relevant organization / institution, so that the product of what is displayed is better known (good awareness), accepted with an impression that is always positive by the public or the community. Therefore, the wish image becomes part of the corporate image in order to create a positive image of the company (Ruslan, 2017).

2.3. Public Relations Marketing Strategy

Marketing Public Relations in general is a process, implementation and evaluation of programs that can stimulate consumer purchases or satisfaction through products produced by the company as a positive identity. The definition of marketing here is no longer in a narrow sense, but is related to aspects of expansion such as influence, informative, persuasive, and educative, as power in increasing customer satisfaction (Ruslan, 2017).

In line with that, this research uses the Three-way Strategy proposed by Thomas L. Harris or known as the Push, Pull, and Pass Strategy (Ruslan, 2017). The explanation is as follows: (1). Push strategy, meaning the pushing strategy used by sales and trade promotion groups to push products through marketing channels. (2). Pull strategy, meaning attracting users to see and provide large amounts of information and promotions to consumers in an effort to create consumer demand. (3). Pass strategy (influencing strategy) is needed if the development of an increasingly complex or problematic marketing environment, in particular, a certain strategy is needed to deal with, and to resolve or to penetrate markets that are blocked and markets protected by gatekeepers and other influential groups.

2.4. Scientia Square Park

Scientia Square Park was established in 2013 by PT Summarecon Agung in the Gading Serpong area, South Tangerang City. This local tour combines several elements, ranging from education, playgrounds, and facilities for exercise. In addition, even though it is located in a busy area, Scientia Square Park feels cool with the shade of the existing trees. With an area of more than 1 hectare, Scientia Square Park provides a variety of fun outdoor activities. This tourist location is very child-friendly, many visitors invite their children to play, learn and exercise at Scientia Square Park (Avianti et al., 2019).

The variety of tours provided is divided into several tourist zones such as: Safari Zone, which includes a variety of activities involving animals such as: Horse riding, Rabbit Tales, Koi Feeding, Petopia, David's Family, Teepee Barn, Fun with owl, Turtle island and The Aviary. In addition, this local tourism provides adventure zones such as: in-line Skate, Velocity skate park, Wall climbing, Street workout, Mini jog around the park, and RC track. The activities described above can be done by adults and children. Finally, Scientia Square Park also provides a Farm and Sustainability zone, in this zone visitors are provided with a Paddy field area, where visitors can learn and try firsthand the excitement of planting rice and learning the process of growth and development until it is ready to harvest (Ma'arif, 2022).

2.5. Thematic Theme Park Concept

Thematic amusement park, is an amusement park with a special theme that characterizes the place of recreation that is carried and made into a theme then becomes a concept. Thematic theme parks can be a form of entertainment and recreation that offers new concepts to tourists with interesting themes (Imammudin, 2017).

The concept of thematic theme park itself according to Crossley and Jamieson is a family-oriented thematic theme park is an amusement park that already has a certain topic. Thematic theme parks are closely related to game entertainment and imagination.

A good and interesting amusement park must be able to increase the imagination and emotions of its visitors, so that they feel part of the story being told (Imammudin, 2017).

2.6. Instagram

Instagram, or often called IG, is a type of social network in the form of an application that users use to share photos and videos and can apply filters to photos and videos and then distribute them to other social networks. Instagram comes from two words, "insta" and "gram". The word "insta" comes from the word instant which means that users of this program can instantly share photos and videos. While "gram" is derived from the word telegram, meaning that users of this app can quickly share photos and videos. Instagram is basically integrated with Facebook because Instagram is part of a company called Meta Platform.Inc. Due to the large number of Instagram users, Instagram is expanding its activities as a platform for entrepreneurs to promote their products through Instagram (Feroza & Misnawati, 2020).

As for some of the features offered by Instagram such as followers / followers and following, uploading photos or videos, Instagram Stories (short duration videos intended for followers / followers of users), direct messages in the form of private message features intended for followers and non-followers, as well as the latest feature, namely Instagram Reels A collection of short videos with a diversity of interests based on user preferences (Feroza & Misnawati, 2020)

2.7. Image

As stated in the definition of Image is the impression obtained by someone based on knowledge or understanding of a reality based on facts that have value, based on the views or perceptions and attitudes of individuals towards the views and images of the organization. All attitudes are based on cognitive organization, on information and knowledge possessed. The formation of an image based on knowledge or reports / information received by someone (Andriani, 2018).

According to Soemirat & Ardianto (2017) image is an impression that a person gets based on knowledge and understanding of facts or reality. To find out the value of an image, it is necessary to examine a person's perceptions and attitudes towards the image of the organization. All attitudes are based on cognitive organization, on the information and knowledge we have. Image is formed based on the knowledge and information that a person receives. Meanwhile, according to Frank Jefkins (2016) Image is the impression of a person or individual about something that arises as a result of his knowledge and experience (View based on perception) (Jefkins, 2016).

Furthermore, according to Rakhmat (2000), image is an impression obtained based on a person's knowledge and understanding of facts or reality (Facts of value). In Roslina's journal (2010), it is said that the company's image is the perception of external stakeholders (The impression a person gets) (Andriani, 2018).

According to Frank Jefkins (2003), PR professionals need to understand different images, namely: a). The Mirror Image is the image associated with people in an organization or its members, namely the perception of a company by outsiders. b). The Current Image is the image believed by external parties. c). The Wish Image is not the image expected by management. d). Collective image (The Multiple Image) is a mental image that is created, which may not be the same as the entire company, because there

are many employees, branches, or company representatives (Rahmadani & Andrini, 2021).

2.8. Framework of Thought

In relation to the title above, namely the Effect of Marketing Public Relations Strategy on the Image of Thematic Theme Park (Scientia Square Park) on the Instagram account @Scientiasquare.park, it can be stated that there are two variables, namely the independent variable (X) represented by Marketing Public Relations Strategy and the dependent variable (Y) represented by Image. If it is described as shown below;

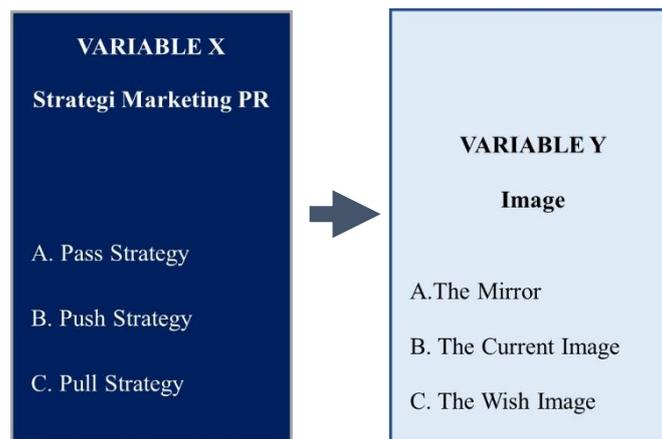


Figure 1. Thinking Framework Chart

Source: Variable X by (Ruslan, 2017) & Variable Y by (Rahmadani & Andrini, 2021)

3. RESEARCH METHODS

3.1. Research Approach

The approach in this research uses quantitative. This type of approach in this study uses explanatory and survey methods. The explanatory method aims at relationships, differences and influences between variables. That way, hypothesis testing is done with inferential statistics (Bungin, 2018).

The positivist paradigm or positivism is a research paradigm that shows the relationship between variables that are immediately studied and observes the surface that appears without understanding the deeper meaning and is measured by valid methods so that it can produce an explanation of the causal relationship in the phenomenon in question (Park et al,2020). This research uses this paradigm to describe the relationship between Marketing Public Relations Strategy and Image.

3.2. Data Source

Data will be obtained through the subject, which is obtained directly from the community and library materials. These data sources are often referred to as primary and secondary data. Primary data sources, namely data that directly provide data to collectors in the form of opinions of people individually or in groups, can be in the form of observations of an object, events and test results, obtained using survey methods and observation methods.

This study uses primary data in the form of distributing questionnaires to research subjects, namely Instagram followers @Scientiasquare.park. Secondary data sources, data obtained indirectly provide data through intermediaries or documents to data collectors. Secondary data in research is carried out as a reinforcement of primary data, namely data obtained from relevant literature, for example from articles, journals and sites on the internet.

3.3. Population and Sample

Population is a generalization consisting of objects or subjects which have characteristics determined by the researcher, then studied and drawn a conclusion. In terms of the number of populations, the population is divided into two, namely a population that has limited members (finite population) and a population that has unlimited members (infinite population). Finite population has data sources that have clear quantitative boundaries, have elements or members that can be counted or can be known how many there are. While Infinite population has a data source that cannot be determined quantitatively, has members that cannot be known how many members (Jaya, 2019).

The population in this study are Instagram followers of the @Scientiasquare.park account, whose number is 133,000 followers as of February 21, 2024 and changing can be said to be in the infinite population category. The determination of the sample size is determined based on the calculation of the Lemeshow formula with a percentage of 10%, so that 100 respondents are obtained as a research sample. The Lemeshow formula is as follows:

$$n = \frac{Z^2 P(1 - P)}{d^2}$$

n = number of samples

z = z score on confidence 95 % = 1,96

p = maximum estimation = 0,5

d = alpha (0.1) or sampling error = 10 %

Through the formula above, it can be calculated that the number of samples to be used is 96.04 which is then rounded up to 97 people/followers.

3.4. Sampling Technique

Samples, characteristics that are almost the same and are considered to be able to represent part of the population. This type of research uses Non Probability Sampling (non-random sampling). This type of sample does not provide equal opportunities for all populations to be sampled (Sugiyono, 2015).

Using the Accidental Sampling Technique based on chance means that the researcher chooses anyone who is a follower of @Scientiasquare.park to be a data source. The questionnaire was distributed via google form. And the method of measurement tool on this questionnaire uses a Likert scale, namely to measure a person's attitude about an object, answer questions with a score from 1-5, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

3.5. Technical Data Analysis

The data analysis process in this study includes steps such as validity test, reliability test, T test, simple linear analysis, coefficient of determination test. The following are temporary assumptions T. Hypothesis Formulation:

Ho = Marketing Public Relations Strategy has no effect on Image Thematic Theme Park (Scientia Square Park).

Ha = Marketing Public Relations Strategy simultaneously (together) affect the Image of Thematic Theme Park Thematic Entertainment Park (Scientia Square Park).

4. RESULTS AND DISCUSSION

4.1. Results

This study analyzes the effect of Marketing Public Relations Strategy on the Image of Thematic Theme Park (Scientia Square Park) on the Instagram account @Scientiasquare.park. Analyzed from 97 followers. Calculations using SPSS, testing the validity and reliability tests. Analysis using hypothesis testing and simple linear regression. Based on the analysis, the respondents taken were 97 people, consisting of women and men. Can be described from the table female respondents 63 and male 34. Of the total number of respondents 97 people / Followers.

Table 2. Respondent Data

Gender	Total
Male	63
Female	34

Source: (Processed Research Results, 2024)

a. Validity Test

From the results of validity testing in table 3, a questionnaire consisting of 2 variables, namely variable X (Marketing Public Relations Strategy) and Variable Y (Image) with 30 statements that have been filled in by 97 respondents in this study, one way to find out which questionnaires are valid and invalid, must first find the r table. The formula of r table is $N = 97$, $df = 95$, $r \text{ table} = 0.166$. From the results of the validity calculation in table 4.1, it can be seen that $r \text{ count} > r \text{ table}$ means that 30 statements are declared valid because r count is greater than r table.

Table 3. Variable Validity Test Results

Item Number	r value	Table r value	Decision
X.1	0,525	0,166	VALID
X.2	0,644		VALID
X.3	0,775		VALID
X.4	0,736		VALID
X.5	0,560		VALID
X.6	0,701		VALID
X.7	0,799		VALID
X.8	0,636		VALID
X.9	0,705		VALID
X.10	0,429		VALID

X.11	0,521	0,166	VALID
X.12	0,429		VALID
X.13	0,430		VALID
Y.1	0,822		VALID
Y.2	0,798		VALID
Y.3	0,499		VALID
Y.4	0,838		VALID
Y.5	0,817		VALID
Y.6	0,831		VALID
Y.7	0,712		VALID
Y.8	0,839		VALID
Y.9	0,727		VALID
Y.10	0,429		VALID
Y.11	0,521		VALID
Y.12	0,429		VALID
Y.13	0,430		VALID
Y.14	0,623		VALID
Y.15	0,630	VALID	
Y.16	0,747	VALID	
Y.17	0,430	VALID	

Source: (Processed Research Results, 2024)

b. Reliability Test

The reliability test results can be seen in the reliability statistics table from the SPSS output. Determination of whether the research instrument is reliable or not is done by looking at the Cronbach Alpha (α) value. A variable is said to be reliable if it has a Cronbach Alpha of more than 0.60 (> 0.60) (Adamson and Prion, 2013).

Table 4. Reliability Test Results

Variable	Cronbach Alpha	Criteria	Decision
Strategi Marketing Public Relations (X)	0,814	$> 0,60$	Reliable
Image (Y)	0,851	$> 0,60$	Reliable

Source: (Processed Research Results, 2024)

The results of the reliability test in table 4 it can be seen that Cronbach's alpha on the Marketing Public Relations Strategy variable (X) is higher than the base value, namely $0.814 > 0.60$ these results prove that all statements in the variable questionnaire (X) are declared reliable.

The results of the reliability test on the Image variable (Y) can be seen that the Y variable is higher than the base value, namely $0.851 > 0.60$, the test results prove that all statements in the variable questionnaire (Y) are declared reliable, so it is concluded that the analysis of the two variables and the indicators in it have qualified validity and reliability as research instruments and are suitable for further testing.

c. Continuum Graph of Average Values (Mean) Variable Marketing Public Relations Strategy

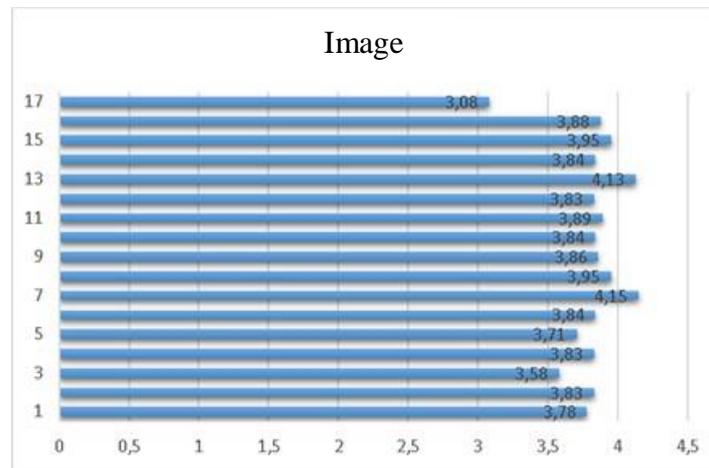


Figure 2. Continuum Graph of Variable X
Source: (Processed Research Results, 2024)

In Figure 2, the lowest average (mean) value on the Marketing Public Relations Strategy variable (X) has a score of 3.65 contained in the Pass Strategy dimension with statement X12, namely "Content through the @Scientiasquare.park Instagram account is used as a tool to update information on Scientia Square Park thematic theme park activities" meaning that respondents not only get information through the @Scientiasquare.park Instagram social media, but respondents get information on activities at Scientia Square Park through other platforms such as youtube, tiktok and other social media. Meanwhile, the highest mean value lies in the Push Strategy dimension of statement X9, namely "I am interested in coming to the Scientia Square Park thematic theme park because many educational rides are shared through the @Scientiasquare.park Instagram account" with a mean score of 4.37.

d. Continuum Graph of Average Value (Mean) of Image Variable



Figure 3. Continuum Graph of Variable Y
Source: (Processed Research Results, 2024)

In Figure 3, the lowest average (mean) value on the image variable (Y) has a score of 3.08 contained in the multiple image dimension with statement Y17, namely "Employees / officers of the Scientia Square thematic theme park always provide excellent service", meaning that respondents considered that there were still some officers who were less responsive in carrying out their duties to provide good service to visitors who came. Meanwhile, the highest mean value lies in the Push Strategy dimension of statement Y7, namely "Visiting the Scientia Square Park thematic theme park is a valuable experience because of the many choices of children and family playgrounds" with a mean score of 4.15.

e. Hypothesis Test

Table 5. Hypothesis Test (T Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B.	Std. Error	Beta		
1	(Constant)	1.116	2.168		.052	.959
	MPR Strategy	.527	.057	.724	9.453	.000

a. Dependent Variable: Image

Source: (Processed Research Results, 2024)

Partial t test results Variable media exposure sig value. $0.000 < 0.05$, so there is an influence of Marketing Public Relations Strategy on Image. This means that the Marketing Public Relations Strategy variable has a positive and significant effect on Image.

The formula for finding the t table is:

$$\text{Degrees of freedom (df)} = n - 2 = 97 - 2 = 95$$

The value of 0.025; 95 then in the t table gets a value of 1.985.

From the table 5, it can be seen that the value of Tvalue = 9.453. And meanwhile, from the table of T statistical values with significance: 0.05 and the value of T table (81) = 1.990. Thus, the decision is $9.453 > 1.985$ or $Tvalue > Ttable$. Hence, H_0 is rejected and H_a is accepted. This means that the influence of Marketing Public Relations Strategy on the Image of Thematic Theme Park (Scientia Square Park) on the Instagram account @Scientiasquare.park has a positive and significant effect.

f. Simple Linear Regression Analysis

The regression analysis of the results of this study is as follows:

Table 6. Regression Analysis

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1111.297	1	1111.297	89.360	.000 ^b
	Residual	1007.330	95	12.436		
	Total	2118.627	96			
a. Dependent Variable: Image						
b. Predictors: (Constant), Marketing PR Strategy						

Source: (Processed Research Results, 2024)

The results obtained are as follows:

$$\text{Sig Value.} = 0,000$$

Decision: $0,000 < 0,05$ or $\text{Sig.} < 0,05$ Because $\text{Sig.} < 0,05$, then H_0 rejected and H_a retrieved. Meaning: The significance value of $0,000 < 0,05$, the hypothesis is accepted. This means that the Marketing Public Relations Strategy simultaneously (together) affects the Image, this also means that the regression model is feasible to use. The following is a simple linear regression equation formula:

$$Y = a + bX$$

$$Y = 1,116 + 0,527X$$

Description:

Y (Image) and X (Marketing Public Relations Strategy), then it can be analyzed as follows:

a: Constant. In this study the value is 1,116. This figure is a constant value ($X = 0$), which means that if there is no marketing public relations strategy (X) then the value of image consistency (Y) will still be 1,116.

b: The regression coefficient or in this study which is valued at 0.527. This means that every 1% increase in the level of media exposure (X), the image (Y) will increase by 0.527. Therefore, the regression equation is $Y = 1,116 + 0,527(X)$.

To determine the amount of influence of Marketing Public Relations Strategy on the Image of Thematic Theme Park (Scientia Square Park) on the Instagram account @Scientiasquare.park, further analysis will be carried out with the value of R^2 or R square.

g. Analysis of the Coefficient of Determination (R²)

Table 7. Test Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.525	.519	3.526
a. Predictors: (<i>Constant</i>), Marketing PR Strategy				
b. Dependent Variable: Image				

Source: Research Results, 2024

From table 7 The coefficient of determination (R²) is intended to measure how far the variable (X) is in explaining the variable variation (Y). The coefficient of determination is zero to one.

Based on the Model Summary table above, it is known that the coefficient of determination or R square is 0.525. The magnitude of the coefficient of determination (R square) is 0.525 or equal to 52.5%. This figure means that the Public Relations marketing strategy variable affects the image variable with a contribution of 52.5%. While the rest (100-52.5 = 47.5%) is influenced by other variables outside the variables studied such as company policies, activities (events), facilities and services. This means that the variable marketing public relations strategy has a moderate effect on image.

Table 8. Guidelines for Giving the Interpretation of the Correlation Coefficient

Coefficient Interval	Relationship Level
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 - 0,599	Medium
0,60 - 0,799	Strong
0,80 - 1,000	Very strong

Source: (Sugiyono, 2016)

The relationship results gleaned from this study shed light on the intricate dynamics between Marketing Public Relations Strategy and the Image of Thematic Theme Park (Scientia Square Park) as perceived by followers on Instagram. The comprehensive analysis offers valuable insights into the interplay of these variables, contributing to a deeper understanding of their influence within the context of contemporary marketing communications.

4.2. Discussion

4.2.1. Impact of Marketing Public Relations Strategy

The hypothesis testing and regression analysis reveal a significant and positive impact of Marketing Public Relations Strategy on the Image of Scientia Square Park. This corroborates existing literature suggesting that strategic communication efforts, particularly those aimed at enhancing brand perception and engagement, can yield tangible benefits in terms of shaping the public's perception and fostering positive brand associations.

4.2.2. Implications for Marketing Practice

The findings of this study hold several implications for marketing practitioners tasked with managing the public relations and branding initiatives of thematic theme parks or similar leisure attractions. Firstly, the emphasis on the significance of Marketing Public Relations Strategy underscores the importance of adopting a strategic and integrated approach to communication activities, leveraging various channels and platforms to effectively engage with target audiences.

Furthermore, the moderate effect size observed in the coefficient of determination suggests that while Marketing Public Relations Strategy plays a substantial role in shaping the Image of Scientia Square Park, other factors outside the scope of this study may also exert influence. This highlights the need for marketers to consider a holistic approach to brand management, encompassing factors such as service quality, customer experience, and organizational culture, in addition to communication efforts.

4.2.3. Future Research Directions

While this study provides valuable insights into the relationship between Marketing Public Relations Strategy and Image, there remain avenues for further exploration. Future research endeavors could delve deeper into specific elements of public relations strategy, such as influencer marketing or crisis communication, and their impact on brand perception within the context of theme parks.

Additionally, longitudinal studies could offer a more comprehensive understanding of how the relationship between Marketing Public Relations Strategy and Image evolves over time, allowing marketers to adapt their strategies in response to changing consumer preferences and market dynamics.

In conclusion, the relationship results derived from this study underscore the pivotal role of Marketing Public Relations Strategy in shaping the Image of Thematic Theme Park (Scientia Square Park) on Instagram. By elucidating the underlying dynamics between these variables, this research contributes to the body of knowledge in marketing communications and provides actionable insights for practitioners seeking to enhance brand perception and engagement in the leisure and entertainment industry.

5. CONCLUSION

It is true that there is evidence of the influence of the Marketing Public Relations Strategy on the image of the thematic theme park (Scientia Square Park) on the @Scientiasquare.park Instagram account with the results of a high and significant influence. With the existence of Instagram social media which is utilized as one of the media for disseminating information on thematic theme parks (Scientia Square Park), people (visitors) are interested in all the activities and rides offered. This is a success in utilizing the media in promoting which forms a positive image in the eyes of the public (visitors).

Based on the results of data testing, suggestions given by researchers to thematic theme parks, which should make better use of social media, by paying attention to the content of material (content) for other social media as promotional media such as Facebook, Tiktok and Youtube. Besides that, officer services should be further improved to be able to give a better positive impression of visitor service. For future research, it is

hoped that researching more deeply into other factors, which are not contained in this study on the influence of Marketing Public Relations Strategies.

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