



Innovative Public Relations Strategy “Mal m” in Building a Positive Image During New Normal

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Abstract

With the implementation of the new normal, many malls are reopening according to health protocol standards. New normal is a change in behavior to continue to do activities as usual by implementing health protocols in the midst of the Covid-19 pandemic. Enforcement of new habits is not easy, because there are still many people who are afraid to come to visit the mall. At times like this, Public Relations has a role, to respond to this in restoring public confidence to visit again, by implementing standard health protocols. This study uses a qualitative approach. The method used in this research is a case study which aims to find out, investigate and understand an event or problem that has occurred by collecting various kinds of information which is then processed to obtain a solution so that the problems revealed can be resolved. The results showed that the innovative strategy carried out by Public Relations "Mal M" in building a positive image during the Covid-19 Pandemic was successfully implemented and received a positive response from the community. Innovative strategy carried out by PR "Mal M" by holding several events/activities, CSR, News (positive news involving the media), Publications, and Lobbying and Negotiation Techniques, with the aim of being able to build trust and a positive image of the company in the New Normal period this.

Keywords: Innovative Strategy; Public Relations; Building; Positive Image; New Normal.

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1. Introduction

The existence of the covid-19 virus pandemic has made the mall now empty of visitors and is one of the places that people rarely visit because the mall is one of the high risk places for the spread of the covid-19 virus because the mall has an area that is mostly closed in a building. This causes excessive worry for the public to decide to come to visit the mall for various health reasons. After the first PSBB period implemented by the government on June 4, 2020 ended, the public was introduced to the term new normal or new habits. New normal is a change in behavior or habits to continue to carry out activities as usual but by always implementing health protocols in the midst of the COVID-19 pandemic. This government appeal recommends that we can live "side by side" with a virus that has claimed hundreds of thousands of lives around the world.

During the new normal period, many malls are starting to reopen, and resume their activities, with applicable regulations. But there are still many people who are afraid to come to visit the mall, so the role of PR is needed to respond to this and restore the public's trust to be able to visit again, with the application of health standards according to the applicable protocol and well communicated. The main task of PR / PR is to get the attention of the audience or target. Then the second task is to be able to attract the interest or interest of the audience to the content of the message conveyed, then the third can build a desire and interest of the audience to act in accordance with the message conveyed or can be called a stimulus which then gets a response, and the fourth role of PR is, directing actions of the audience in order to remain in accordance with the message conveyed.

According to [5], states that the function of PR or public relations is: "a function that aims to create and develop an opinion or the best perception (positive image) for an organization or company or a product to the views of the community whose activities will have an impact for the future of the organization, institution or company directly or indirectly to its products. So far, customer satisfaction is often associated with the image given by each company. The image will be highlighted as one of the most important factors because fast, careful, precise service will allow increasing public trust in the company, especially those engaged in services such as modern shopping centers or malls. One of the things that makes organizations able or able to compete is by building a good image in the eyes of consumers or targets as well as the public, this is very important to do and implement because a positive image can affect consumer and public perceptions, therefore, image is an important factor for the marketing success of an organization [12].

Some research references that support this research include research conducted [11]. The results show that a good corporate image will have a very large influence in influencing positive consumer loyalty, resulting in the addition of new customers. On the other hand, if the image owned by a company is bad, it will reduce customer loyalty and lead to negative word of mouth. A good image is very valuable for any company. The image supports the company's competitiveness in the medium and long term. Image can also be a protector or shield for the company in times of crisis or difficult times because the image can be an attraction and improve marketing strategies and save operational costs.

For an organization or company that understands the benefits of the importance of image will try their best to build a good image of a company. The image that is established based on the benefits needed will be desired by

a wide audience, this is for the success of the "Mal M" service which can affect the satisfaction and trust of the visitors. With many malls located in big cities, people tend to have many choices to determine which mall they will choose as a place for shopping or recreation, especially during the new normal period of the Covid-19 pandemic. Society in general will choose a view that has a positive image and this can provide a certain satisfaction. This study wants to know the formula related to how the public relations strategy and the obstacles that are implemented when building an image, therefore the researchers made a study with the title "Innovative Public Relations Strategy "Mal M" in Building a Positive Image During the New Normal".

2. Literatur Review

Communication Strategy

The strategy that exists in a communication is a way of managing an implementation of a communication operation so that it can be successful. Communication strategy is essentially a planning and management to be able to achieve a good goal and to be able to achieve this goal this strategy must also show what operational tactics are, therefore from the theoretical explanation above, so that communicators when communicating can make a strategy The main purpose of communication is because the message we convey can reach the desired communication target.

The main objectives of communication strategy according to R. Wayne Pace, Brent D. Peterson and M. Dallas Burnet are as follows:

- a. To secure understanding, namely to ensure that there is an understanding in communicating. If he already understands and accepts, then his acceptance must be fostered.
- b. To establish acceptance, which is how the acceptance continues to be fostered properly.
- c. To motive action, namely activation to motivate it.
- d. The goals which the communicator sought to archive, namely how to achieve the goals to be achieved by the communicator from the communication process [1].

Innovation Strategy

Everett M. Rogers innovation strategy is not only related to new knowledge or new ways, but can be seen from a value, the most important thing is that this innovation strategy can bring better and useful results, so innovation can also relate to how people view and think. social change in the environment. This innovation strategy can provide a way and benefits [9].

- a. With the innovation strategy a company can improve a positive image and even increase sales and profits that can be obtained.
- b. In addition, the innovation strategy can increase the ability to distribute creativity into the container for

the creation of something new.

- c. Supports the desire to change a condition, from a problem to a good solution.

This innovation strategy is very useful in carrying out a public relations strategy to help carry out certain program plans or objectives to build a good impression in the eyes of the public, this innovation is expected to create a strategy that can benefit the organization or company and its environment.

Public Relations Strategy

Strategy is essentially planning and management to achieve goals. Public relations strategy is a comprehensive approach to a program and explanation that is rational and determined by the problems that arise from an analysis and research. The PR strategy according to Firsan Nova in Sitepu and his colleagues 2015 or better known as the PR mix is as follows:

- a. Publications (publications) is a way of public relations in disseminating information, ideas, or ideas to the public.
- b. Event (event) is a form of activity carried out or made by public relations in the process of disseminating information.
- c. News (message / news) is information that is communicated to the public and can be delivered directly or indirectly. The information submitted is intended to be received or responded well.
- d. Lobbying and Negotiation (lobbying and negotiation techniques) is a good plan within a certain period and made by public relations in order to prepare the required budget, this is done with a careful planning and can minimize failures.
- e. Social Responsibility (CSR), is an activity or strategy for a company or organization. This activity is used by the company in order to take a role to jointly carry out its activities in order to prosper or help the surrounding community.

Image Theory

According to Frank Jefkins Public Relations book, in [11] the definition of image in the context of public relations, image is defined as an image or impression that is right in accordance with reality, for the existence of various personnel policies or services of an organization or company. Image can also be said as a public perception of the experiences, beliefs, feelings, and knowledge of the private community towards the company, so that aspects of the facilities owned by the company, and the services provided to consumers can influence consumer perceptions of the image.

Understanding the image itself can be interpreted as intangible or abstract, this is not real, and cannot be described physically and cannot be measured systematically, because the image only exists in one's mind.

However, its form can be felt from the results of good judgment decisions or those that come from the public and the wider community in general. Image can be identified, measured and changed. Research on this image has proven that the image can or can be measured and changed, although the image change is relatively slow.

Psychodynamic processes, namely perception, cognition, motivation, and consumer attitudes towards the product, the component is defined as a mental representation or image that comes from the stimulus. The four components of image formation are perception, cognition, motivation, and attitude are defined as individual images of a stimulus or stimuli. Perception is defined as the result of observing environmental elements associated with a process of meaning. Cognition is a belief from the individual to the given stimulus or stimulus. The existing motivation and attitude will then move the response as desired by the stimulus or stimulus. Attitude is an individual's tendency to act, perceive, think, and feel in the face of objects, ideas, situations, or values. Public relations is described as input-output, the internal process in the model is image formation, while input is a given stimulus and output is a particular response or behavior. The image itself is described through perceptions, motivations, attitudes.

The image formation model that has been described shows how stimuli or stimuli originating from outside are organized and affect responses. Stimulus or stimulation given by the individual can be accepted or rejected. If this stimulus or stimulus is rejected, the next process will not work as expected, this explains that the stimulus is not effective in influencing the individual because there is no attention shown from the individual [8]. The process of forming this image then ultimately produces a certain attitude, opinion, response, or behavior. To find out how an image of a company or institution exists in the minds of the public, a research is needed. Through this research, companies can know for sure how the public views or attitudes towards their institutions or companies, and know what the public likes and dislikes.

3. Methods

In conducting research the author uses a qualitative approach. Qualitative research is research that intends to understand phenomena in depth about what is experienced by research subjects such as behavior, perceptions, motivations, actions, etc., this qualitative research by describing in the form of words and language, in a special context natural and by utilizing various scientific methods [4]. This research is a qualitative approach (qualitative research) with the type of case study research. Robert K. Yin, states that a case study is an empirical inquiry that investigates a phenomenon in a real-life context, if the boundaries between phenomenon and context are not clearly defined, and where multiple sources of evidence are utilized.

The paradigm used in this study is the constructivist paradigm. The constructivist paradigm is derived from Max Weber's view which was continued by Irwin Deutcher where this study aims to assess a human behavior that is fundamentally different from the behavior of nature, because humans act as agents who construct their social reality, either through giving meaning or understanding behavior. This paradigm is influenced by the symbolic interaction perspective and the functional structural perspective. This symbolic interaction perspective says that humans actively and creatively develop responses to stimuli in their cognitive world. This is in accordance with the research of researchers in providing a stimulus given by PR to get a response from the audience.

4. Results and Discussion

Innovative Public Relations Strategy

"Mal Mall" during the new normal period of the Covid 19 pandemic requires several strategies, adjustments to the ongoing Covid 19 conditions. New strategies must be developed to obtain concrete ways or steps in dealing with the Covid 19 Pandemic. Some of the innovative "Mal M" strategies taken include creating events or activities, CSR, news, publications and lobbying and negotiation techniques.

1. The event, "Mal M" carried out an innovative strategy by holding this activity adapted to conditions during the new normal during the covid-19 pandemic by taking the Planting & Beta event or Betta fish exhibition, Eza said, at the event his party presented various types of betta which is the current trend. In addition to being hits, betta fish are the easiest type of fish to care for. In addition to the good color of the fish, how to care for it is relatively easy and can be done. The betta fish exhibited in this event include the Halfmoon Betta, Betta In addition to the Betta fish, the manager also presents various ornamental plants in the "Mal Mall" area. This concept is specially presented for visitors who are really happy with two new hobbies. For the types of plants presented, among others, Philodendron, Aglonema and various Variegata, there are also various plants for Rp. 30 thousand to various terracotta pots and plant accessories.
2. CSR, the innovative strategy of "Mal M" in addition to carrying out event activities, it also carries out CSR social activities in the form of ACT care and distribution of masks, sanitizers and daily necessities to people in the area around "Mal Mall", as well as to colleagues media partners and related officials. Care Act, a form of "Mal M" concern, which aims to protect local residents from the impact of the pandemic. So that the quality of life of the residents is maintained and the community remains healthy and well protected by providing assistance to villagers around "Mal Mall", by distributing masks and hand sanitizers to 3,000 residents. The activity which was also attended by the local RW Chair and also escorted by the Polsek, Polres, & Kodim as well as media partners so that the health quality of the surrounding community could be well maintained. With this assistance, it is hoped that it can improve and assist the quality of health of local residents, media partners and related officials.
3. News, before carrying out the activities of this event and CSR, the PR implemented an innovative strategy by making a news containing preventive actions taken by the management of "Mal Mall" with the aim of getting people's attention to visit and attend "Mal Mall" and the event that took place, this news was in some of the news presented on social media and some online news such as radar, coverage 6 as well as sindonews and other daily news.
4. Publication, carried out regularly to convey activities such as Health Protocols, regarding CSR such as ACT care, and presenting news about Plant & Beta events which are then published. PR publishes documentation of the event's activities online, such as liputan6, sindonews, and radar as well as social media such as "Mal M"'s Instagram.
5. Lobbying and Negotiation Techniques, this is also done by PR as a strategy to increase the good perception of visitors to "Mal Mall" by collaborating with media x such as liputan 6 , sindo news in reporting "Mal Mall" with attractive news packaging.

Reference [10] research with the title cyber public relations strategy in utilizing social media to build a corporate image says that there are several PR strategies using Facebook and Instagram as a means and a forum for building a company's image, in addition to using several strategies such as promotional events, CSR and publications. This is the same as this study using promotional event strategies, CSR and publications as well as adding news and negotiation lobbying techniques to the strategy.

Analysis with Image Theory

1. Stimulus Stage

This stimulus stage collaborates with the event team who runs the agenda of events that have been made and have been approved by the leadership of "Mal Mall". This event is run in order to attract the attention of visitors to want to visit "Mal Mall" while still paying attention to the applicable health protocols. The interest of visitors to visit "Mal Mall" is evidenced that every corner or certain spot is provided with posters inviting them to comply with health protocols and the maximum number of visitors in an area within the mall.

2. Perception Stage

The public perception stage is formed from the stimuli that have been made by "Mal Mall", the entire series of agendas that have been made such as social activities and events, thus making visitors want to come to visit "Mal Mall" and be curious about these activities. Seeing from the responses on social media that visitors are very enthusiastic and not worried about coming to "Mal Mall", because he is sure that all visitors who come have gone through the temperature check stage and followed health protocols before entering "Mal Mall" and have good enough supervision to monitor conditions inside and around it.

3. Cognition Stage

The cognitive stage brings visitors "Mal Mall" or the surrounding community interested and aware of the benefits of the event, and aware of the decisions taken, related to cognition is that the Markom and event parties have tried to consider all the obstacles that will occur, and reduce risks and create a strategy that according to health protocol

4. Motivation Stage

The motivation stage increases the motivation of visitors to visit "Mal Mall", as evidenced by the observation that the results every week have increased the number of visitors who come to "Mal Mall", the poster strategy and communication media such as social media created by the "Mal Mall" are also very effective. This is evidenced by the compliance of visitors not taking off their masks when in the "Mal Mall" environment, except for those who are eating in the restaurant or foodcourt area.

5. Attitude and Action Stage

The Attitudes and Actions stage strongly supports the strategy made by PR to increase and shape the perception of a sense of comfort and safety while in "Mal Mall" with good implementation and education of health protocols that are continuously monitored and promoted properly in general so that this will form a good perception in the community and visitors "Mal M". Regarding the making of the strategies that have been planned and those that have been carried out that have formed a good image for "Mal Mall", one of the tangible evidences of the results of this PR work is the news from the existing media about reporting "Mal Mall" well and positive response from the community and visitors to "Mal M" during the activity.

Factors Inhibiting the Achievement of Public Relations Strategy

The implementation of the "Mal M" public relations strategy during new normal conditions in this pandemic atmosphere is definitely not easy, many factors hinder the PR performance, which are caused by internal and external factors in building the "Mal M" image in the new normal period during the COVID-19 pandemic. Internal obstacles, among others, the uncertainty of mall management in making management policy adjustments, which initially focused on growth then became a survival or survival strategy, very suppressed costs or budgets, adjustments to the PR team which had often been behind the scenes as a supporter of activities, are now the end. company spear. Meanwhile, perceived external factors are government policies that are always changing in a very fast time so it is difficult to keep up with these changes.

6. Conclusion

Based on the results of research that has been carried out regarding public relations management strategies in building the image of "Mal M" in the new normal during the covid-19 pandemic, the researchers concluded that:

1. An innovative public relations strategy was taken to restore public trust to "Mal Mall" during the New Normal. Innovative strategies made by public relations include:

- a. Organizing the event, "Mal Mall" carries out this activity according to conditions during the new normal period during the pandemic
- b. CSR is a social activity that cares for fellow "Mal M", which aims to protect and help the surrounding community from the impact of the pandemic.
- c. News, which aims to get people's attention to visit and attend the event.
- d. Publication of activities carried out by PR through various media.
- e. Lobbying and negotiation techniques, this is also done by PR as a strategy to increase the perception of stakeholders.

2. Factors that hindered the Public Relations of "Mal M" in building an image during the new normal during the

Covid-19 pandemic, among others, Internal Factors including (1) Uncertainty in mall management in making management policy adjustments, which initially focused on growth then became a survival strategy or strategy. survive (2) Costs or budgets are heavily suppressed (3). The adjustment of the PR team, which has often been behind the scenes as a supporter of activities, is now the spearhead. Meanwhile, perceived external factors are government policies that are always changing in a very fast time so it is difficult to follow them because conditions are always changing as well.

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