

CONFLICT MANAGEMENT STRATEGIES IN THE MULTICULTURAL CITY OF BUKIT BINTANG

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Abstract

This study examines how conflict management strategies are implemented in the multicultural area of Bukit Bintang, Kuala Lumpur, Malaysia. This district is known as an economic and tourism hub that brings together people from diverse backgrounds every day, ranging from Malay, Chinese, and Indian communities to expatriates from around the world (Abdullah, 2019). Such diversity is a strength that makes Bukit Bintang vibrant, yet it can also give rise to tensions—socially, economically, and culturally. The history of Kuala Lumpur's urbanization shows that multiethnic interactions have not always been smooth, particularly when related to resource distribution or the use of public spaces. To understand these conditions, the study employs a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). The findings show that Bukit Bintang's primary strength lies in its diversity, but weaknesses emerge due to limited regulations and the absence of dialogue spaces that can bring all parties together. On the other hand, increasing awareness of the importance of multiculturalism and supportive government policies create major opportunities for fostering harmony. However, threats such as social segregation and economic inequality continue to loom. The proposed strategies include strengthening cross-cultural forums, promoting cultural literacy education, and creating inclusive policies based on community participation. With these measures, Bukit Bintang has the potential to become a real example of how a multicultural city can grow peacefully and adaptively in the era of globalization.

Keywords: *Conflict Management, Multiculturalism, Bukit Bintang, SWOT, Social Cohesion.*

INTRODUCTION

Urban geography plays an important role in determining the quality of life of residents, including aspects of accessibility and mobility within a city. Large cities often face issues such as chronic traffic congestion, lifestyle disparities between different urban areas, and drastic changes in land use that can trigger social tensions (Legi et al., 2023). Bukit Bintang, as one of the main districts in Kuala Lumpur, is a rapidly developing area with high social dynamics. The urban geography of this district is influenced by the city's physical structure and inter-regional connectivity, which shape patterns of social interaction and economic activity among its residents (Astika, 2019). The urban structure of Bukit Bintang is highly dense, dominated by shopping centers, hotels, and entertainment venues that attract both local residents and international visitors. The limited availability of inclusive public spaces in the city creates potential conflicts, particularly regarding spatial interests and access to social services amid existing ethnic diversity (Mahardika et al., 2022).

Furthermore, challenges such as air pollution, vehicular congestion, and overcrowded public spaces continue to worsen the quality of life in urban areas. These conditions often have indirect impacts, including increased social tension and intergroup competition that may lead to conflicts among communities in multicultural cities such as Bukit Bintang (Wiranegara, 2020). Bukit Bintang is a major economic and tourism hub in Malaysia, specifically in Kuala Lumpur. The area is known for its luxurious shopping centers, international hotels, and vibrant entertainment destinations frequently visited by local and international tourists (Muftitama, 2020). Bukit Bintang plays a key role in supporting Malaysia's economic growth through the service and trade sectors. The district represents a symbol of urban modernity and the ongoing development of the country (Winata, 2021).

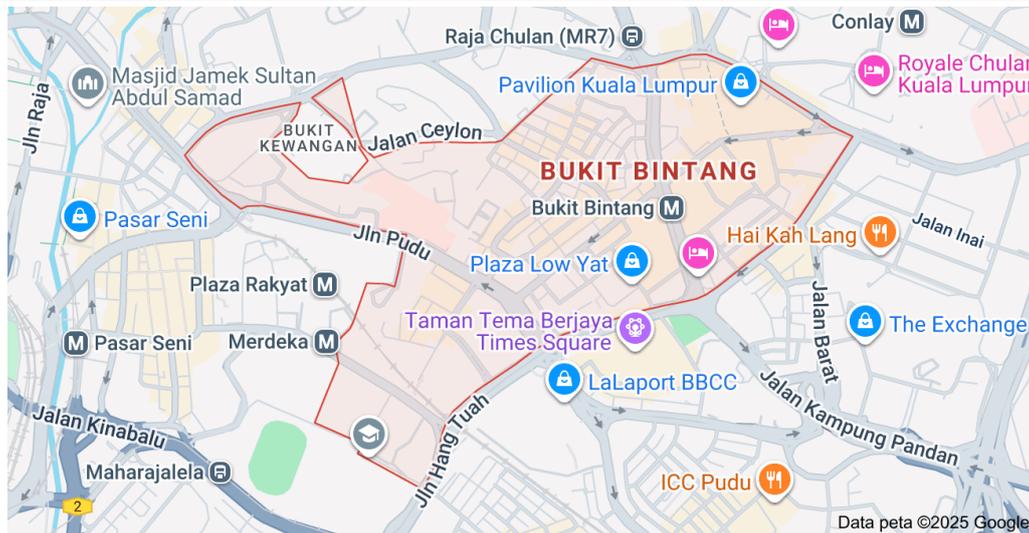


Figure 1. Map of Bukit Bintang, Kuala Lumpur, Malaysia

As Malaysia's global economic center, Bukit Bintang has become a magnet for investment and international business development. The presence of major corporations, shopping centers such as Pavilion Kuala Lumpur, and intense business activities create significant economic opportunities while simultaneously presenting social challenges (Author, Year). This dense economic activity has an impact on the migration flow of workers and traders, enriching the ethnic diversity of the area. Bukit Bintang is a multicultural district inhabited by Malaysia's major ethnic groups: Malays (Bumiputera), Chinese, and Indians. Based on demographic data, approximately 56.5% of its population is Chinese, 27.1% Bumiputera, and 15.5% Indian (R. Firdaus Wahyudi & Suriati, 2023). This diversity forms a rich cultural mosaic and dynamic social interactions in the daily life of Bukit Bintang's community. These intense and diverse interactions are key factors influencing the social and economic patterns of the district. However, this diversity also presents specific challenges in managing interethnic relations, given differences in culture, traditions, and interests that may trigger social frictions (Ramadhantya, 2023). Therefore, effective conflict management strategies are needed to maintain harmony and social cohesion within this multicultural society.

History of Interethnic Conflict in Bukit Bintang

Historical records show that Kuala Lumpur, including Bukit Bintang, has experienced significant interethnic conflicts. The 1969 racial riots are the most notable example, triggered by social and economic dissatisfaction among the Malay majority toward the Chinese community (Putra, 2022). This conflict left a deep social scar and serves as an important reminder for the management of interethnic relations in the future (Surata & Andrianto, 2001). Although the Malaysian government has undertaken various reconciliation efforts and implemented affirmative programs, ethnic tensions remain an issue that must be anticipated, especially in the context of rapid urbanization and increasing economic competition in Bukit Bintang (Diana Wangania et al., 2023). Demographic changes, ethnic politics, and economic pressures are risk factors that need to be addressed to maintain the area's social stability.

This study aims to formulate effective interethnic conflict management strategies in Bukit Bintang by using SWOT analysis as a tool to understand the local social and economic conditions (Firdaus, 1970). Through this approach, the research seeks to identify the strengths and weaknesses arising from internal factors of the multicultural community, while also evaluating opportunities and threats emerging from external factors such as government policies and economic dynamics (Fatih, 2019). The main objective is to provide a comprehensive analytical foundation for designing strategies that enhance social harmony, reduce potential conflicts, and maintain cohesion among ethnic groups in Bukit Bintang. The resulting strategies are expected to assist stakeholders in managing and resolving conflicts through constructive and sustainable approaches, thereby supporting social stability and economic growth in the area (Nor Hasan & Fifi Rahman, 2022). This approach is crucial given the ethnic diversity and social complexity that characterize Bukit Bintang as Malaysia's global economic hub.

METHOD

This study employs a qualitative approach using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to formulate interethnic conflict management strategies in the Bukit Bintang area. The qualitative approach was chosen because the research focuses on exploring an in-depth understanding of the social and economic conditions underlying the dynamics of ethnic conflict, as well as gaining insights into the strengths, weaknesses,

opportunities, and threats present in the environment (Erlangga et al., 2023). SWOT analysis is applied as the primary tool to identify internal and external factors that influence the conflict management process in Bukit Bintang. Internal factors include the strengths and weaknesses inherent in the social, cultural, and economic conditions of the multicultural community in the area. Meanwhile, external factors consist of opportunities and threats that may arise from the external environment, such as government policies, economic developments, and local or national political dynamics (Gayle & Nugraheni, 2012).

Research data were collected through an in-depth literature review that includes government documents, official reports, scientific articles, and other secondary sources relevant to the topics of ethnic conflict and conflict management in Bukit Bintang. In addition, demographic and statistical data regarding the ethnic composition and socioeconomic conditions of the area were also integrated to strengthen the analysis (Bintari & Musyarapah, 2023). This method aims not only to systematically identify strategic factors but also to provide a strong foundation for formulating policy recommendations and practical strategies that stakeholders can apply in managing diversity and social conflict in Bukit Bintang (Batubara et al., 2023).

RESULTS AND DISCUSSION

The following is a SWOT analysis table for Conflict Management Strategy in Bukit Bintang:

Table 1. SWOT Analysis Results

Aspect	Description
Strengths	<ul style="list-style-type: none"> - Bukit Bintang is an advanced economic and cultural center with modern and multifunctional infrastructure. - The ethnic diversity of Malays, Chinese, and Indians creates potential for social and economic synergy. - Government support through affirmative programs and inclusive development policies. - Strategic location with extensive transportation access and public spaces that support social interaction. - Strong digital infrastructure that facilitates cross-community communication.
Weaknesses	<ul style="list-style-type: none"> - Significant economic disparities among ethnic groups create social tension. - Limited inclusive public spaces due to high urban density. - Intense business competition between ethnic groups that may trigger conflicts. - Lack of formal conflict resolution mechanisms that involve all ethnic communities. - Suboptimal pedestrian infrastructure reinforces social segregation.
Opportunities	<ul style="list-style-type: none"> - Increasing awareness of multiculturalism supported by inclusive government policies. - Cross-cultural education programs to promote tolerance and appreciation of differences. - Utilization of social media and technology for harmony campaigns and reducing negative prejudice. - Development of inclusive public spaces such as green areas and multicultural cultural centers. - Cross-sector collaboration between government, private sector, and civil society for socio-economic empowerment of multicultural communities.
Threats	<ul style="list-style-type: none"> - Historical conflicts and unresolved social injustices may trigger new tensions. - Intensifying economic competition and global uncertainty threaten social exclusion. - Identity politics and politicization of ethnic issues at the national level spill over into local tensions. - Rapid urbanization without effective social management increases segregation and social exclusion. - Risks of crime, unequal basic services, and persistent stereotypes and ethnic prejudices.

Strengths of Bukit Bintang as a Multicultural Economic and Cultural Center

Bukit Bintang is one of the most important districts in Kuala Lumpur, Malaysia, widely recognized as the commercial and entertainment heart of the city. The area has various advantages that make it a highly developed center of economic and cultural activity. One of its main strengths is its modern and multifunctional urban infrastructure. Bukit Bintang is equipped with world-class facilities, ranging from luxury shopping centers such as Pavilion Kuala Lumpur and Lot 10, international star-rated hotels, restaurants, cafés, and entertainment centers that attract thousands of visitors every day (Habibi, 2023). This infrastructure not only supports large-scale economic activities but also facilitates dynamic social interaction among people from various cultural and ethnic backgrounds. Bukit Bintang, located within the Kuala Lumpur Golden Triangle, is geographically strategic and easily accessible

from various parts of the city and nearby areas. This strategic location enhances mobility for both residents and visitors, enabling Bukit Bintang to function as a hub for social, economic, and cultural activities. Public transportation such as the monorail, buses, and taxis is easily accessible, strengthening integration across communities and fostering social interaction among different ethnic groups (Jayawisastira, 2022). Ethnic diversity in Bukit Bintang is a key social strength of the area. The Malay (Bumiputera), Chinese, Indian, and other international communities coexist with relatively intensive interaction. This diversity not only reflects Malaysia's rich cultural mosaic but also creates significant opportunities for social and economic synergy. Interactions between different ethnicities and cultures often drive innovation in business, cuisine, as well as arts and culture, solidifying Bukit Bintang as a vibrant and evolving cultural hub (NB., 2021).

Additionally, the Malaysian government's efforts to promote social integration further strengthen Bukit Bintang. Various affirmative programs and inclusive development policies have been implemented to create equality among ethnic groups, reinforce social networks, and reduce potential tensions arising from socio-economic disparities (Wahidin & Fitriani, 2023). These programs—including cross-cultural education and social integration campaigns—aim to create a conducive environment where all ethnic groups can contribute to and benefit from urban development without discrimination. The presence of public spaces that function as communal gathering points also plays an essential role in enhancing social integration in Bukit Bintang. Urban parks, community centers, and pedestrian-friendly spaces designed to accommodate public needs offer opportunities for cross-cultural dialogue and interaction (Legi et al., 2023). With representative and comfortable public spaces, various cultural and community events can be held effectively, fostering and strengthening social cohesion among residents (Kharisma, 2017).

Rapid development of technology and digital infrastructure in the area further enhances communication and socio-economic coordination among ethnic groups (Handayani, 2023). High-speed and widespread internet access allows Bukit Bintang residents to connect, discuss, and collaborate in various social and business initiatives. The use of social media and digital platforms as tools for intercommunity communication helps reduce ethnic misunderstandings and encourages peaceful conflict resolution (Astika, 2019). Economically, Bukit Bintang's role as a business and tourism center presents vast potential for shared growth. As a major attraction for both local and international tourists, Bukit Bintang contributes significantly to Kuala Lumpur's revenue and employment opportunities (Khairiah, 2021). The thriving tourism and hospitality sectors provide employment for all ethnic communities, creating economic interdependence that unites different social groups (Rahman & Aziz, 2022). Moreover, the thriving business community and high commercial activity serve as a catalyst for inclusive economic growth.

Furthermore, cultural promotion campaigns involving various local ethnic groups and the development of art and cultural centers enrich the multicultural experience and enhance the area's appeal (Mantu, 2018). Cultural events and festivals held regularly attract public interest in appreciating cultural differences while strengthening interethnic relations (Mahardika et al., 2022). The strengths of Bukit Bintang as a multicultural district lie in the combination of its comprehensive modern infrastructure, rich ethnic diversity, inclusive government policies, and robust transportation and communication systems. These factors form a strong foundation for constructive conflict management and harmonious urban development capable of addressing the challenges posed by modern urban social dynamics (Muftitama, 2020).

Weaknesses of Bukit Bintang in Interethnic Conflict Management

Bukit Bintang, as a multicultural district and Kuala Lumpur's economic center, indeed has strong potential for fostering social harmony and economic growth. However, the area is not free from several weaknesses that, if not addressed properly, may exacerbate tension and social conflict among ethnic groups. One of the most fundamental weaknesses is the significant economic disparity among ethnic groups in Malaysia, which is also reflected in Bukit Bintang (Muftitama, 2020). This economic disparity is rooted in Malaysia's history and national economic policies that have granted special preferences to the majority Malay ethnic group through the New Economic Policy (NEP), introduced in the early 1970s. The policy aimed to reduce poverty and improve the economic position of Malays who were economically behind the Chinese community, which had long dominated trade and commerce (Winata, 2021). Although NEP succeeded in increasing Malay welfare, socio-economic inequality still persists and remains a source of tension. In Bukit Bintang, this disparity is evident in access and control over economic opportunities, where certain ethnic groups—particularly the Chinese community, which has longstanding business roots in the area—enjoy greater economic access compared to others (Kompasiana, 2024). This inequality is not only a matter of income but also unequal access to resources and business opportunities. When certain groups feel marginalized or disadvantaged by the distribution of resources, social resentment may arise, potentially triggering conflict. The dense and competitive business environment in Bukit Bintang makes such

tensions highly visible, particularly in business competition and employment opportunities across economic sectors (R. Firdaus Wahyudi & Suriati, 2023). Furthermore, the limited availability of inclusive public spaces is a major weakness affecting social cohesion in Bukit Bintang. As a densely populated and highly active area, Bukit Bintang faces the issue of insufficient open spaces for social interaction. Limited public spaces hinder the creation of harmonious social interactions between ethnic groups and heighten competition over their use—whether for commercial activities such as street vending or for social activities (Fitriani, 2016). Suboptimal pedestrian infrastructure and traffic congestion in the area also hinder mobility and social interaction. Limited mobility leads ethnic communities to conduct their activities separately, reinforcing social segregation and reducing communication and mutual understanding. This contributes to the formation of socially segregated spaces that impede strong social cohesion.

Intense business competition among ethnic groups is another source of tension and potential conflict. The Chinese community—which has historically dominated trade and service sectors—often competes with Malay and Indian communities seeking to expand their market share. Unequal opportunities and unhealthy competition can lead to resentment and conflicts of interest. In this context, interethnic business competition can escalate into economic disputes that provoke social friction (Ramadhantya, 2023). Beyond economic competition, the absence of formal mechanisms involving all ethnic groups in conflict resolution is a serious weakness. Bukit Bintang lacks an effective and routine interethnic dialogue forum to address emerging issues. Without such mechanisms, small social conflicts may persist and escalate into larger, more destructive conflicts. The absence of participatory platforms and open dialogue weakens reconciliation processes, making damaged interethnic relationships increasingly difficult to repair (Putra, 2022). Another contributing factor is the unequal access to education and capacity-building opportunities among ethnic groups in Malaysia. Although the government implements educational quotas to support the Malay community, ethnic minorities such as Indians still face difficulties in accessing quality education and economic opportunities. This creates disparities in human capital that may trigger frustration and social tension (Intan Sari Diah Ayu, 2012).

Socio-economic inequality is further exacerbated by political issues and national policies that sometimes fuel ethnic segregation or implicit discrimination. Identity politics that favors certain groups contributes to societal polarization, posing a threat of new conflicts in urban areas like Bukit Bintang (Muftitama, 2020). The main weaknesses of Bukit Bintang in interethnic conflict management lie in persistent economic inequality, limited inclusive public spaces, restricted social mobility across communities, intense interethnic business competition, and the lack of formal conflict-resolution mechanisms. These weaknesses have the potential to worsen social conditions and trigger conflicts that could undermine harmony and stability in the area. Therefore, addressing these weaknesses must be a top priority in Bukit Bintang's conflict management strategies so that the district can remain a harmonious and productive multicultural center (Gustiani, 2021).

Opportunities for Conflict Management in Bukit Bintang

Amid the various challenges faced by Bukit Bintang as a multicultural district in Kuala Lumpur, significant opportunities exist that can be utilized to create more effective conflict management and strengthen social harmony. One of the key opportunities is the growing awareness of the importance of multiculturalism as a cultural and social asset that must be preserved and developed. The Malaysian government, through various development policies, continues to encourage areas such as Bukit Bintang to become inclusive and accommodating to all segments of society regardless of ethnic or cultural background (Winata, 2021). These inclusive policies create strategic opportunities to strengthen cross-ethnic dialogue and interaction in a more systematic and sustainable manner. With support from the government and civil society organizations, intercultural dialogue programs can be directed toward building strong social networks, which in turn serve as a solid foundation for conflict resolution and improving relations between communities. Activities involving multiple ethnic groups—such as cultural festivals, interfaith dialogues, and social service programs—can foster mutual respect and understanding across diverse groups (Aan, 2020).

In addition, cross-cultural education programs implemented in public and private schools, community centers, and non-governmental organizations serve as an essential means of increasing knowledge and appreciation of cultural diversity. Through multicultural education, the younger generation can be shaped to develop inclusive attitudes and respect for differences, thereby reducing potential conflicts stemming from prejudice or miscommunication between ethnic groups. The rapid development of information technology and social media in the digital era also presents a major opportunity. The use of digital platforms to disseminate positive messages about tolerance and interethnic harmony can be a powerful tool to reduce negative stereotypes and prejudices that often fuel ethnic conflict. Social media can be used for educational campaigns, open dialogue, and rapid social-crisis

management (Ramadhanti et al., 2022). For instance, an online community platform for Bukit Bintang residents could serve as a space for information-sharing, cross-cultural events, and participatory conflict-management coordination. Furthermore, Bukit Bintang has the opportunity to become a model of a harmonious multicultural district through the development of inclusive public spaces that represent diverse ethnic communities. Investments in improving pedestrian infrastructure, expanding green spaces, and building cultural activity centers can strengthen social relations and encourage interethnic collaboration. Comfortable and accessible public spaces naturally encourage social interaction and reduce segregation between groups.

Another promising initiative is the development of the Bukit Bintang City Centre (BBCC), designed as an integrated entertainment and cultural hub. BBCC combines arts, culture, and commerce in a space aimed at celebrating local identity and cultural diversity. Attractions such as the Malaysia Grand Bazaar and regular cultural performances provide opportunities for various ethnic groups to showcase and share their cultural heritage, while simultaneously fostering solidarity and cross-ethnic understanding (Apriyani & Rona, 2023). Additional opportunities arise from partnerships between the government, the private sector, and civil society organizations. These collaborations can support social-development programs that reach diverse social groups. For example, cross-ethnic entrepreneurship training programs can help improve local economic welfare while also strengthening social networks at the community level. By addressing economic inequality through collaborative initiatives, conflict driven by economic factors can be significantly reduced.

Moreover, strengthening urban governance systems through active participation of multi-ethnic communities in planning and decision-making processes presents an opportunity to empower residents in conflict management and social development. Such participation ensures that policies reflect the needs and interests of all groups, fostering a sense of belonging and shared responsibility for maintaining harmony in the district. By integrating these opportunities effectively, Bukit Bintang can enhance social cohesion, reduce conflict risks, and support sustainable economic growth while improving the quality of life for its multicultural population.

Threats in Interethnic Conflict Management in Bukit Bintang

Although Bukit Bintang possesses significant strengths and opportunities to promote interethnic harmony, the area still faces serious threats that may undermine its social stability and security. These threats require careful attention from stakeholders to prevent social conflict and broader instability. One of the major threats involves unresolved historical conflicts that continue to cast a shadow over social harmony in Bukit Bintang. Historical ethnic tensions between Malays and Chinese—such as the May 13, 1969 incident—have left deep social scars and remain part of a collective memory that can be reactivated in moments of heightened tension (Hassan, 2018). The sense of injustice felt by some ethnic groups due to socio-economic inequality also contributes to negative sentiments that can trigger new conflicts if not properly addressed. Failure to resolve these underlying social issues could create a recurring cycle of conflict, posing a serious threat to harmony in Bukit Bintang and its surrounding areas.

Another significant threat is increasingly intense economic competition, especially amid global uncertainty and financial pressures experienced by businesses and workers from various ethnic groups. This competition extends beyond business activities to include access to employment, capital, and resources, worsening social relations between ethnic communities (Nazir, 2021). Unhealthy economic competition can result in social exclusion and discrimination, deepen social inequality, and widen gaps between majority and minority groups, all of which pose threats to social stability and may trigger open conflict. In addition to economic factors, the politicization of ethnic issues at the national level also poses a threat to social harmony in Bukit Bintang. Divisive identity politics and ethnic-based rhetoric at the national stage can spill over into the district, escalating local tensions that may rapidly grow if not effectively managed. Exclusive ethnic-based political discourse and the spread of negative identity narratives can polarize local communities, erode intergroup trust, and provoke horizontal conflict. Local authorities must remain vigilant about the spread of negative narratives and implement timely mitigation measures to prevent escalation.

Rapid urbanization and uncontrolled development in Bukit Bintang also present significant social-management challenges. Urbanization without adequate social planning increases the risk of social exclusion, especially for vulnerable groups lacking access to essential services and facilities. The intense socio-economic pressure generated by urbanization can trigger social segregation and spatial separation along ethnic or economic lines. This trend weakens social cohesion and amplifies the risk of sectoral and neighborhood-based conflicts stemming from unmet needs and accumulated dissatisfaction. Additionally, the threat of crime and social violence is a major concern. As a densely populated and economically active district, Bukit Bintang faces heightened risks of violent incidents and criminal activity that may trigger intergroup tension. A notable example is the 2015 Low Yat Plaza incident, sparked by the arrest of a Malay individual allegedly caught stealing from a shop owned by a person

of another ethnicity—an event that escalated into interethnic clashes. Such incidents demonstrate how small disputes can develop into major conflicts when social management and law enforcement are ineffective. These social vulnerabilities are further exacerbated by unequal access to basic services such as education, healthcare, and housing. Inequality fosters dissatisfaction and reinforces feelings of discrimination among minority or disadvantaged groups. If unresolved, these inequalities may give rise to protests and wider social conflict. Finally, persistent ethnic stereotypes and prejudices present a subtle yet significant threat. Negative stereotypes and prejudicial attitudes can fracture communities, undermine trust, and perpetuate cycles of conflict. Media and communication platforms often become channels for reinforcing such stereotypes, making effective information management and public education essential in countering negative perceptions and promoting objective and inclusive narratives. Mitigating these threats requires a coordinated and comprehensive approach involving legal protection, strengthened social dialogue, inclusive development, and multicultural education. Both local and national governments—along with civil society—must consistently develop policies and programs that anticipate and reduce these potential threats to ensure Bukit Bintang remains a safe, harmonious, and productive multicultural district.

Discussion

This research on conflict management strategies in the multicultural area of Bukit Bintang reveals the complex social and economic dynamics that shape interethnic relations in the district. Through qualitative methods and SWOT analysis, the study successfully identifies various internal and external factors that constitute the strengths, weaknesses, opportunities, and threats in conflict management. This approach helps formulate effective and inclusive strategies to maintain social harmony and support economic growth in Bukit Bintang. As a major strength, Bukit Bintang's position as an economic and cultural hub with modern and multifunctional infrastructure provides a strong foundation for building social synergy among diverse ethnic communities. Ethnic diversity, coupled with government support through affirmative programs and inclusive policies, creates significant opportunities for social and economic integration. However, these strengths must be managed wisely to prevent social inequality and business competition from becoming triggers of conflict.

In terms of weaknesses, the research shows that significant economic disparities between ethnic groups and the limited availability of public spaces are primary sources of social tension. If not addressed, such disparities may lead to social resentment and widen the gap between communities. Furthermore, the lack of formal conflict-resolution mechanisms and the absence of effective cross-ethnic dialogue platforms make emerging conflicts difficult to resolve peacefully and constructively. Therefore, developing inclusive public spaces and improving community-based conflict resolution systems are crucial elements in effective conflict management strategies. From the perspective of opportunities, the growing awareness of the importance of multiculturalism and government support for inclusive development provide strategic capital for strengthening dialogue among ethnic groups. Cross-cultural educational programs involving communities, schools, and civil society organizations can enhance intercultural understanding and appreciation. The utilization of social media and information technology also plays a significant role in disseminating messages of tolerance and reducing negative prejudice—the root cause of many interethnic conflicts. Bukit Bintang has the potential to become a model of a harmonious multicultural district through the development of public spaces that offer safe and inclusive interaction opportunities for all communities.

Significant threats that must be taken seriously include unresolved historical conflicts, increasing economic competition, and the spread of identity-based political issues that can divide society. Rapid urbanization without effective social management increases the risk of social segregation and the exclusion of vulnerable groups. These threats require careful mitigation to prevent them from becoming catalysts for broader conflicts that may disrupt regional stability and wellbeing. In conclusion, this study emphasizes the importance of integrative and participatory approaches in formulating effective conflict management strategies in Bukit Bintang. Through SWOT analysis, policymakers can optimize existing strengths and opportunities while addressing weaknesses and anticipating threats in a systematic manner. The success of these strategies will strongly depend on collaboration among all stakeholders—government, communities, and the private sector—in supporting interethnic dialogue, providing inclusive public spaces, and strengthening community-based conflict resolution mechanisms.

CONCLUSION

Effective conflict management strategies in Bukit Bintang must be integrated and involve various holistic approaches. Interethnic dialogue serves as an essential foundation in building mutual understanding and appreciation of cultural differences within this multicultural area. Constructive dialogue helps resolve conflicts before they escalate into larger social issues. In addition, improving and developing inclusive public spaces is highly necessary to provide comfortable and accessible areas for social interaction among all ethnic groups, thereby strengthening

social cohesion. Strengthening community-based conflict resolution mechanisms is also crucial to provide both formal and informal platforms for resolving issues in a participatory and equitable manner. Such mechanisms allow all parties to feel heard and involved in the resolution process, resulting in more sustainable and mutually accepted solutions. SWOT analysis offers a systematic framework that can be used to identify strengths, weaknesses, opportunities, and threats in managing conflicts in Bukit Bintang. By understanding these factors, conflict management strategies can be designed more precisely and effectively to create a harmonious and productive multicultural city. Thus, the implementation of integrated strategies that prioritize inclusivity and active community participation is key to maintaining social stability and supporting the socio-economic development of Bukit Bintang as a competitive multicultural area.

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