

# Marketing Strategy for Domestic and International Tour Packages at PT Let's Take a Tour

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## Abstrak

This research discusses Tourism, one of the largest industries in the world and is a sector that many countries rely on. This study aims to find out the marketing strategy of tour packages in PT. Let's Tour on Domestic and International Tour Packages. This research method was carried out to consumers of PT. Let's Tour, The reason for choosing this location is because PT. Yuk Kita Tour is a travel agency that is different from other travel agencies. The types and sources of data in this study use qualitative data types, such as: the results of descriptive interviews, the potential attraction of tourists of PT. Let's Take a Tour and two data sources, namely primary data sources and secondary data sources. In collecting data using three techniques, namely: observation where this research is carried out by direct observation of PT. Let's take a tour. To determine the informants using the purposive sampling technique, the researcher determines in advance who is the sample, and mentions the status of each according to the researcher's wishes and objectives. Research Results of PT. Let's Tour Implement the SO strategy by increasing sales promotion to the target market, increasing cooperation with hotels and travel agents and maintaining diversity and innovation in product and service quality. ST Strategy By further increasing cooperation with other travel agencies, and improving the quality of service. WO's strategy to increase promotion through mass media, and print brochures, expand market segments and improve the quality of human resources in education and training. Meanwhile, the WT strategy is to increase promotional activities and increase human resources. PT. Let's Tour to have its own transportation, improve education and training for employees and provide appropriate compensation, as well as update the architecture of the building and office equipment.

**Keyword:** Strategy, Marketing, Tour Packages

## 1. INTRODUCTION

Tourism is an activity that directly touches and involves the community so that it brings various impacts to the local community, tourism can be said to be a driving energy for development in an area involving the local community. Tourism has now become one of the largest industries in the world and is a sector that many countries rely on. This is because the importance of the tourism industry in society because it can provide job opportunities for the community around tourist attractions and increase other tourism activities to develop. Tourism, especially in Indonesia, has become an industrial sector that is in great demand by various groups and has become a source of income for the country. In the presentation of the Indonesian Minister of Tourism, the tourism sector is the commodity that contributes the third largest foreign exchange after the petroleum and mining sectors. With the increase in the tourism industry around the world, especially in Indonesia, it has an impact on the increase in tourism needs themselves.

The rapid development of the tourism sector in Indonesia today shows evidence of the success of development carried out by the Indonesian government. Conyette (2012) proposed that online transaction providers in the tourism industry are increasing and making them the largest online transaction providers and based on online sales, the two tourism industries, hotel bookings and air travel are the largest sources of income. Ease of access to transportation by air and sea is also one of the factors in increasing the number of tourist visits every year, both domestic and foreign tourists. According to Damardjati (1995:5) provides the following restrictions on travel agents. "Travel Agent is a service business that has a function to plan and execute a tour package including the completeness of tourist trips such as transportation, guides, and others from both within and outside the country".

Yuk Kita Tour is a Travel and Organizer company that was established in 2018. Initially the address was on Jl. Kihajar Dewantara Rantauprapat No 31. Then in 2022 And now on Jl. Martius Lubis. Perum Sun Residence No.06. Rantauprapat. Let's tour has a vision to become one of the best tourism service companies and companies that have complete services and products, especially in the field of domestic and international tour packages and the mission to provide maximum and satisfactory service to all customers, Provide welfare to every member of the company, shareholders, management and all employees, Strive to support local income and contribute to the social and environmental sector. The products and services offered are tour package packaging, while several types of tour package packaging sold by PT. Let's also develop a tour to bring clients abroad. Not only domestic tour packages. Let's tour also develop foreign tourism. With a choice of services according to the budget, and there is a service that does not need to take care of passports. This provides an opportunity for an increase in the number of customers to use the services of Let's Go Tour.

One of the travel agencies that has sold a variety of domestic and foreign tour packages is PT. Let's take a tour. The travel agency that was established in 2018, in addition to serving the sale of domestic and foreign tour

packages, Yuk Kita Tour also serves family trips, KKL, outings, outbounds, custom tours, as well as rental cars, vans, and tourist buses. PT. Yuk Kita Tour promotes tour packages through online and offline On Facebook, Yuk Kita Tour only posts pictures of trips that have been carried out so that the promotion on the Facebook platform is not strong. On the Instagram platform Yuk Kita Tour, the promotion is better, namely there are pictures of travel as testimonials and tour packages with tour package flyers and complete explanations in the caption. From the description and data above, there are several problems in the marketing of Yuk Kita Tour tour packages so that there is a decrease in the purchase of tour packages, the following are the problems that occurred.

**Table 1.1.**  
**Number of Tour Packages Sold**  
**in Let's Tour the Last Three Years (2020-2023)**

No.	Year	Domestic		Abroad	
		Tour Packages	Sum	Tour Packages	Sum
1	2020	Aceh Band	255 people	Thailand	274 people
		Bukit Tinggi	72 people	Kuala Lumpur	354 people
		Lake Toba	56 people	Singapore	49 people
		Total	383 people		677 people
2	2021	Aceh Band	354 people	Thailand	205 people
		Bukit Tinggi	77 people	Kuala Lumpur	177 people
		Lake Toba	144 people	Singapore	3 people
		Sibolga	15 people	Japanese	4 people
		Berastagi	165 people	Hatyai Thailand	205 people
		Yogyakarta	35 people	Turkish	5 people
		Field	42 people		
Total	832 people		599 people		
3	2022	Aceh Band	447 people	Bangkok Thailand	158 people
		Bukit Tinggi	55 people	Pattaya Thailand	15 people
		Lake Toba	30 people	Malaysia	245 people
		Yogyakarta	25 people	Singapore	125 people
		Sibolga	245 people		
Total	802 people		543 people		

Source: PT. Let's Go Tour, 2022

In the table above, it can be seen that there was an increase of 117.2% in sales of domestic tour packages, but there was a decrease of 11.5% in sales of foreign tour packages in 2021. Meanwhile, in 2022, sales of domestic and foreign tour packages decreased from the previous year. In domestic tour packages, there was a decrease of 3.6% and in foreign tour packages there was a decrease of 9.3%. The total number of domestic and foreign tour participants in 2022 is 1,345 people.

Efforts made to increase the sales of tour packages, PT. Let's Take Tour must implement a marketing strategy to increase sales of tour packages. The success of the main marketing strategy can be obtained by harmonizing the marketing environment, namely the internal environment and the external environment of the company (Payne, 2000:29). Sihite (2000:73) stated that there are several factors for the importance of marketing in supporting the success of a business, including: (1) Declining sales rates. (2) The growth rate of product sales is slowing down. (3) Changing consumer tastes and increasing standards of consumer needs. (4) Operational costs and investment costs are increasing.

## 2. RESEARCH METHODE

This research was conducted on consumers of PT. Let's Tour, The reason for choosing this location is because PT. Yuk Kita Tour is a travel agency that is different from other travel agencies. The types and sources of data in this study use qualitative data types, such as: the results of descriptive interviews, the potential attraction of tourists of PT. Let's Take a Tour and two data sources, namely primary data sources and secondary data sources. In collecting data using three techniques, namely: observation where this research is carried out by direct observation of PT. Let's take a tour. This observation uses recording and documentation techniques, data collection interviews conducted by way of questions and answers with those who have authority in this study, namely tourists from PT. Let's Go Tour, as well as literature studies conducted by collecting data from books, brochures and journals related to tourist attractions, in Sugiyono (2012). To determine informants using the purposive sampling technique, the researcher determines in advance who is the sample, and mentions their respective status according to the wishes and objectives of the researcher (Mukhtar, 2013). The scope of the research used is marketing strategies using marketing mix, namely Product, Price, Promotion, Place, People, Process. The data analysis technique uses qualitative descriptive data analysis techniques, the data that has been collected, processed and analyzed descriptively using SWOT analysis tools which is a qualitative analysis carried out by examining internal and external factors. Internal factors in this case are Strength (strength or potential)

and Weakness (weakness or obstacle). External factors consist of Opportunities and Threats owned by tourist attractions.

### 3. RESULT AND DISCUSSION

#### 3.1 Strategy

##### 3.1.1 SO Strategy

1. A strategy that leverages the strengths of the opportunities that have been identified. Strategies that can be applied in marketing PT. Yuk Kita Tour is a strategy for the creation and development of tourism products.
2. Maximizing marketing carried out by offering tourism products owned by PT. Let's Tour Well,
3. Maintain and foster better cooperative relationships with related relationships in the tourism industry such as hotels, restaurants, and transportation.

##### 3.1.2 ST Strategy

1. Improving and maintaining cooperation with well-established travel agencies, for travel agencies in Bali and abroad.
2. Maintain a reasonable price according to the consumer's desire and product quality to win the competition.
3. Improving service quality by providing good quality service to consumers, because basically customer satisfaction is the main thing in the tourism service business.

##### 3.1.3 Strategy WO

1. A strategy that minimizes weaknesses by trying to take advantage of existing opportunities. Strategies that can be applied in marketing PT. Let's Tour is a strategy to increase promotion and a strategy to improve human resources.
2. Maintain good relations with several existing transportation companies. In addition, it will carry out updates to damaged office equipment.
3. Improving the performance and quality of employees to improve service to tourists by increasing tourists' interest in products and employees are also able to take advantage of existing communication media.
4. Improving the quality of service to tourists to increase tourist satisfaction, especially those sent by foreign agents so that there are no delays in payment.

##### 3.1.4 WT Strategy

1. Guarantee the quality of products and services
2. Expanding market segments and increasing promotions with brochure printing and others to be able to win the competition with other travel agencies in Medan.
3. Improving the quality of human resources through training, especially for new employees to be able to provide better service in dealing with customers who are more selective in choosing tourism products and able to provide knowledge and understanding to consumers who will use the tour package products made.

#### 3.2 Marketing Mix of PT. Let's Take a Tour:

##### 3.2.1 Products

- Types of tours: What types of tours are offered? Is it educational tourism, nature tourism, cultural tourism, culinary tourism, or a combination?
- Tour packages: Create attractive tour packages with a variety of duration, destinations, and activity options.
- Facilities: Make sure the facilities provided are adequate and in accordance with the needs of tourists.
- Uniqueness: Offer something unique and different from competitors to keep travelers interested.

##### 3.2.2 Price

- Cost analysis: Calculate all costs associated with organizing a tour, such as transportation, accommodation, food, and activities.
- Competitor pricing: Do your research to find out what prices are offered by competitors.
- Target market: Determine your target market and adjust the price to their capabilities.
- Promos and discounts: Offer promos and discounts to attract tourists, especially in the low season.

##### 3.2.3 Promotio

- Website and social media: Create an informative and engaging website and social media to promote your travel.
- Advertising: Use a variety of advertising mediums, such as online advertising, print advertising, and radio advertising.
- Partnerships: Partner with travel agencies, influencers, and media to expand the reach of your promotions.
- Events and exhibitions: Attend events and exhibitions to meet potential tourists in person.

##### 3.2.4. Location

- Accessibility: Ensure that tourist sites are easily accessible to tourists, whether by private vehicles or public transportation.

- Ease of navigation: Make directions clear and easy for travelers to understand.
- Facilities around the location: Make sure there are adequate facilities around the tourist site, such as restaurants, shops, and toilets.
- Safety: Make sure the tourist site is safe and comfortable for tourists.

### **3.2.5 People**

- Friendly and professional employees: Train your employees to provide friendly and professional service to travelers.
- Experienced tour guides: Provide experienced tour guides to help travelers during their trip.
- Effective communication: Ensure that communication between employees, tour guides, and tourists runs effectively.
- Customer satisfaction: Always prioritize customer satisfaction and provide the best service.

## **3.3 SWOT Analysis**

### **3.3.1 Strengths.**

1. Have a business establishment license in establishing a travel agent
2. Have an experienced founder in the field of hotel and tour wholesalers. Have a system that supports its operational activities
3. Have a good relationship with business partners
4. Have good quality products or services

### **3.3.2 Weaknesses**

1. Limited number of employees
2. Lack of product or service differentiation
3. Lack of promotion through social media and advertising
4. The web is still not at its peak

### **3.3.3 Opportunities**

1. The cooperation of Malaysia Healthcare & Travel Agent in Medan
2. Increasing number of domestic tourists
3. The tourism sector is a national priority in the 2020-2024 Medium-Term Development Plan (RPJM)

### **3.3.4 Threats**

1. Many Online Travel Agents (OTAs) have sprung up
2. Differentiation of products or services from competitors
3. Many illegal travel agents have sprung up

Competition Currently, tourists tend to prefer to use internet technology access. This is what drives the emergence of Online Travel Agents (OTAs). OTAs come by selling products and tour packages that utilize internet technology. Currently, there are several OTAs that are currently popular, such as: Agoda, Booking.com, and Expedia. These three OTAs can provide information to their consumers quickly and easily by utilizing internet technology. Both Agoda, Booking.com, and Expedia are present as a threat to the Yuk Kita Tour agency.

## **4. CONCLUSION**

Based on the discussion of the marketing strategy of PT. Let's Take Tour, which uses a SWOT analysis method that analyzes Strengths (strengths), Weaknesses (weaknesses), Opportunities (opportunities), and Threats (threats) to the elements of the marketing mix in the marketing of PT. Let's Tour, then conclusions can be drawn according to the results of the SWOT analysis of the marketing strategy applied. Product strategies that must be implemented by PT. Let's Take Tour is to improve and develop products that are in demand by tourists and improve services in order to win competition with travel agencies and other travel agents that offer similar products. Price Based on the explanation from the management, the reference rate is indeed set quite high with the consideration that the pricing of a product gives a separate perception of the quality of the product. The price is always adjusted to market conditions as a reference, the final price determination considers the number of tourists in a period in addition to other considerations. Distribution Channels The distribution system carried out by PT. Let's Take Tour relies a lot on the informal sector, namely by entering into written agreements with tourism components, such as tour guides, hotel employees, restaurants and so on. The formal sector is to collaborate with other travel agencies both abroad and abroad. Promotion In promoting its products, PT. Let's Take Tour to do a reisen sommer (sales promotion) carried out by the Manager Director (company owner) to overseas agents. The person referred to here is a person who is involved in services to tourists either directly or indirectly who uses the services of PT. Let's take a tour. Physical Evidence of PT. The Let's Tour has facilities to support physical evidence such as employee uniforms, transportation facilities, and buildings. Process As a travel agency, PT. Yuk Kita Tour has a sales and marketing process in marketing its products. The process can be

explained as follows. The sales and marketing department of PT. Let's Take a Tour to do a reisen sommer or better known as sales promotion.

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