

ODAN'S CV TRAVEL MARKETING PATTERNS IN INCREASING SERVICE QUALITY TO TOURISTS IN BATUBARA DISTRICT

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Abstract:

This study aims to find out how CV Travel Odan's marketing pattern improves the quality of service to tourists in Batubara Regency. As a theoretical basis in analyzing the problems in this qualitative research, theories about marketing communications and tourists are used, so that researchers are required to obtain data and information by conducting in-depth interviews and observations. This research uses a qualitative approach that is descriptive. The informants in the study were CV Travel Odan workers and tourists who used CV Travel Odan's services. The data collection techniques used were interviews, observation and documentation, using a phenomenological study approach, namely researchers trying to find the meaning of marketing communication phenomena used by CV Travel Odan. The data analysis used by the researcher is descriptive analysis, which summarizes all the data that has been collected from the interviews. The results of this study indicate that to improve service quality CV Travel Odan will increase consumer confidence by conducting persuasive communication, repositioning strategies and strategies to provide extra services for tourists.

Keywords: *Marketing Patterns, Service Quality, Tourists*

Introduction

Indonesia is an archipelagic country with great potential in almost all sectors. One of the sectors that is a development priority for the Indonesian government is tourism. This sector is considered a large multiplier effect for the Indonesian economy. In addition, several other sub-sectors get opportunities from the tourism industry, some of which are accommodation, transportation, and also micro, small and medium enterprises or known as UMKM¹. As a sector that is considered complex, the influence of tourism is very large for the development of the country. This is due to several reasons, including: the reduced role of petroleum as a source of foreign exchange, the decline in the value of exports in the non-oil and gas sector, an increase in tourism, and the large potential that the Indonesian people have for tourism development².

According to Santoso, the tourism sector will play an important role in the Indonesian economy. This will materialize and can be realized if tourism management is carried out properly and correctly³. Pardi also stated that tourism can be regarded as an industry that will later provide prosperity through transportation and lodging, economically transportation and lodging are categorized as an industry⁴. The existence of a statement regarding the benefits of tourism in the economy is also explained in law number 10 of 2009 concerning tourism, in the article it is explained that tourism aims to improve people's welfare, reduce poverty, unemployment, preserve nature, the environment, promote culture, elevate the nation's image, and strengthen friendship between nations (Law No. 10 of 2009 concerning Tourism).

The growth of tourism objects in Batubara Regency is very fast both in quality and quantity. Pulau Pandang, a tourist attraction, has its own charm, namely the beauty and naturalness of the island. This potential is what makes CV Travel Odan engaged in boat rental services for tourists visiting Batubara Regency, especially to Pulau Pandang, CV Odan Travel is faced with a happy challenge, namely the growth of the tourism economy. Thus CV Travel Odan thinks about the right policy in tourism planning. It is known that tourism is a sector that has the potential to be developed as a mainstay sector, because it has a broad impact (*multiple effects*) in development in various sectors and is believed to be a future that can improve the quality of life of local people in a better direction, is believed to be able to increase foreign exchange and while providing job opportunities for local people.

The development of this tourist attraction must be followed by good management and effective introduction to the community. If visitors to tourist objects increase, it will have an impact on increasing income so that there are no difficulties in covering the costs used for operating tourist objects. Therefore it is

¹ Mun'im, Akhmad. "Penyempurnaan Pengukuran Kontribusi Pariwisata: Alternatif Percepatan Pertumbuhan Ekonomi Indonesia." *Jurnal Kepariwisata Indonesia: Jurnal Penelitian dan Pengembangan Kepariwisata Indonesia* 16.1 (2022): 1-14.

² Yakup, Anggita Permata. *Pengaruh Sektor Pariwisata terhadap Pertumbuhan Ekonomi di Indonesia*. Diss. Universitas Airlangga, 2019.

³ Idrus, Syech. "Perspektif Sumber Daya Manusia Pariwisata di Era Revolusi Industri 4.0." *Seminar Ilmiah Nasional Teknologi, Sains, dan Sosial Humaniora (SINTESA)*. Vol. 1. 2018.

⁴ Revida, Erika, et al. *Pengantar Pariwisata*. Yayasan Kita Menulis, 2020.

very important to make an appropriate and effective marketing strategy. In fact, tourism management in various regions has not been carried out optimally, therefore to support better tourism management, CV Travel Odan has a difficult task, namely to develop a pattern of development in improving the quality of service to tourists in Batubara Regency.

Marketing Strategy

To make a company successful in the current era of globalization, it is very important to implement a good and attractive marketing strategy or pattern. The success of the company is determined by the pattern or marketing strategy, namely the company's way of developing and implementing marketing strategies to attract consumers⁵. According to Lizardo and Asnan the main function of the company's strategy is to get consumers and increase the company's competitiveness with other companies. Corporate strategy also plays an important role in assisting companies in facing the current era of all-technological globalization⁶.

Marketing strategy is a form or form of marketing plans that have been prepared by members of the company in order to achieve the desired results of the company. Marketing is one of the activities that must be carried out by the company after the company has determined the strategy that will be used by the company, things that must be determined by the company before carrying out marketing activities, namely setting prices for products or services, determining how to promote the ideas of selected company members, preparing products or goods, and preparing quality services in order to achieve company goals as well as the individual goals of each member of the company⁷.

Basically, the marketing strategy is a form of a company's strategic plan to increase company productivity by allocating company resources. The marketing strategy aims to focus on the long term within the company which follows the company's long plans for the realization of company goals. Marketing includes the company's vision and participates in implementing company policies. Marketing strategy is a planning process forming the determination of company policy planning for the benefit of the company in realizing the goals, vision and mission of the company. Examples of marketing strategies include advertising products, giving discounts on products, introducing companies to the general public.

According to Arif and Abdul the marketing strategy process has a flow of defining marketing problems (looking for opportunities), looking for facts related to the source of the problem, analyzing facts, determining problem solving and other alternative paths, choosing the best alternative and making decisions⁸. Marketing is something that includes all the important connected mechanisms in the form of planning and setting the price of a product, marketing and distributing

⁵ Cassol, Alessandra, et al. "Strategic Behavior Measurement in Micro and Small Businesses: An Analysis Supported by The Miles & Snow Typology (1978)." *Revista Adm. Made* 23.1 (2019): 105-125.

⁶ Lizardo, Jimmy, and Asnan Furinto. *Strategi Co-Digination Menghadapi Kompetisi Digital: Membangun Daya Saing Perusahaan di Industri Media Luar Ruang*. Scopindo Media Pustaka, 2020.

⁷ Wijoyo, Hadion. *Manajemen Pemasaran*. Insan Cendekia Mandiri, 2021.

⁸ Arief, Abdul Samad, et al. *Metodologi Riset Pemasaran*. Yayasan Kita Menulis, 2021.

products and services to meet the needs of actual and potential buyers, marketing strategy as the goal of fulfilling and increasing profits in the company⁹.

There are several marketing patterns, namely viral marketing, digital marketing, content marketing. Describes viral marketing as a strategy for a product or service aimed at individuals to continuously deliver marketing messages to audiences, giving rise to potential growth, increasing exponentially in message exposure and influence. Online viral marketing. It was explained that viral marketing is any advertisement that spreads itself in the same way as a virus, which means it spreads quickly, which is why viral marketing uses digital media¹⁰.

Pulizzi and Barrett in the journal Hapsari (2020) suggest that one of the first definitions of content marketing is "creating and distributing interesting educational content in a variety of formats to acquire consumers and retain customers"¹¹. Then, Yoyo Sudaryo (2020) argued that content marketing is a marketing strategy that focuses on creating valuable experiences. Content marketing has been part of the digital marketing strategy of companies operating online frameworks for many years¹².

Digital Marketing is marketing activities by means of attracting customers to business through promotional offers, banners, articles, videos, images, flash animations, advertising display platforms, website redirects, etc. Information sales or marketing activities are planned as creative temptations for visitors where certain business websites become attractive attractions. This promotional information is mainly placed on the main page or front page of the website to reach the main audience. Digital Marketing is the practice of utilizing web-based channels to carry out brand awareness of a company and its products or services to its prospective customers. The goal of digital advertising is to get people to see the company's advertisements and to visit the website and then convert those visitors into potential customers¹³.

Tourists or Visitors

Visitors are people who travel to tourist objects and attractions. Visitors are people who have free time, money and mobility will travel if there is motivation and encouragement to travel to a particular object by buying a holiday package for the same reasons as when deciding to buy other objects¹⁴. According to Demanik et al, tourists or tourism are a person or group of people who travel, if their length of stay is at least 24 hours in the area or country visited. However, if they live in the

⁹ Noor, EHR Zulki Zulkifli, SH ST, and M. Kn MH. *Buku Referensi Strategi Pemasaran 5.0*. Deepublish, 2021.

¹⁰ Wijoyo, Hadion. *Strategi Pemasaran UMKM di masa pandemi*. Insan Cendekia Mandiri, 2021.

¹¹ Hapsari, Ayu Amanda, Agus Achmad Suhendra, and Wawan Tripiawan. "Perancangan Atribut Pemasaran Digital Pada Ukm Mamazy Brightfood Dengan Menggunakan Imc Quality Dan Model Kano." *eProceedings of Engineering* 7.2 (2020).

¹² Yoyo Sudaryo, S. E., et al. *Digital Marketing dan Fintech di Indonesia*. Penerbit Andi, 2020.

¹³ Sulaksono, Juli. "Peranan digital marketing bagi usaha mikro, kecil, dan menengah (umkm) desa tales kabupaten kediri." *Generation Journal* 4.1 (2020): 41-47.

¹⁴ Fanggidae, Rolland Epafras. "Organizational culture and spirituality workplace: Empirical study of influence of organizational culture and spirituality workplace." *E3S Web of Conferences*. Vol. 73. EDP Sciences, 2018.

area or country visited for less than 24 hours, then they are called travelers¹⁵. According to Camilleri and Mark Anthony, tourists are people who visit an area or country, where they consist of many people with different purposes¹⁶. According to Yang et al, tourists are people who travel to get enjoyment, satisfaction, enjoy a healthier life and avoid stress¹⁷.

Sihite in his book entitled *Tourism Industry (Tourism)*, states that tourists are people or groups of people who travel temporarily. Usually this is done from one place to another by leaving the area of origin or the original place. At the places visited there was no planning or intention to open a business or make a living, but for recreation and fulfillment of educational dynamics¹⁸. In addition, Jariah and Ainun also wrote his opinion about tourists, he argued that tourists are a journey made from one place to another that is temporary in nature, can be carried out by individuals or groups¹⁹.

Research Method

This type of qualitative research is the type of research that the author uses, namely by applying a descriptive analysis method to his research activities, which requires researchers to use data aggregation techniques through interviews, observation and documentation of informants, namely workers and managers of CV Travel Odan. In research, the authors used a phenomenological study approach, namely researchers trying to find the meaning of the phenomenon of marketing patterns used by informants.

The function of implementing these things is to get complete results and data to improve the quality of research in research. Generally, the purpose of qualitative research is to be able to understand what phenomena occur in humans as social beings with their environment and to obtain complex and complete research results that can be presented using words obtained from informants or commonly referred to as resource persons.

In order for the researcher to conduct interviews, observation and documentation with several people who work at CV Travel Odan who are informants, namely to obtain data, after that a descriptive data analysis will be carried out. The main function of conducting data analysis is to condense the very diverse data obtained from informants into empirical and concise data so that it is easily understood and understood by readers.

In this study, the researcher had primary data and secondary data, the primary data were all informants, namely Bram as the Owner, Cindy as the Consumer and Mutiara as the Public Relations who the researchers interviewed.

¹⁵ Damanik, Darwin, et al. *Ekonomi Pariwisata: Konsep, Pemasaran dan Pembangunan*. Yayasan Kita Menulis, 2022.

¹⁶ Camilleri, Mark Anthony. "The tourism industry: An overview." *Travel marketing, tourism economics and the airline product* (2018): 3-27.

¹⁷ Yang, Ting, et al. "The impact of a 360 virtual tour on the reduction of psychological stress caused by COVID-19." *Technology in Society* 64 (2021): 101514.

¹⁸ Mesra, B., Elfitra Desy Surya, and Megasari Gusandra Saragih. "Kajian Dasar Pariwisata." (2019)

¹⁹ Jariah, Ainun. "Implementasi literasi digital dalam peningkatan daya tarik wisata di era new normal Kota Palangka Raya." *Jurnal Hadratul Madaniyah* 8.1 (2021): 74-87.

The secondary data are books and journals related to research. In the research, the authors will use techniques to maintain the validity of triangulation data, namely the activity of checking data that has been obtained from various informants in various ways, 3 types of triangulation checks, namely source triangulation, data collection technique triangulation, and time triangulation²⁰.

Results and Discussion

Marketing strategies are tips or plans for marketing a product or service. Every sale of goods or services, it is important for someone to prepare a strategy in marketing the product. Especially marketing for a service, is different from marketing goods because the marketing of goods is clearly visible, but if you want to market services, extra effort is needed because consumers cannot see directly the services offered. As in this research that examines the marketing strategy of CV Travel Odan, in which this company offers services as its merchandise. It is necessary to carry out a special strategy so that the services offered reach consumers. Moreover, the company focuses on improving the quality of service provided by the company to consumers.

Researchers interviewed Mr. Bram as the owner of the company CV Travel Odan claimed to have several good strategies in offering company services. In an interview conducted on 11 October 2022, the informant said the following:

"We have been open since 2018, this company is engaged in tourism. From 2018, thank God, we have survived until now. Full of struggle indeed in setting up this company. To get hold of this, the way we do it is to keep trusting the consumer, keep the consumer close, consider that the consumer is rich, someone close to us, then if possible, don't lose the consumer, for example the consumer has ordered with us, we are ready to finish the order some time later, inform the consumer again, give offersis that consumers order again with us, and the last one has to be willing to compete with others."

In the interview above, the researcher concluded that the strategies carried out by CV Travel Odan were

1. Utilizing consumer trust,
2. Persuasive communication,
3. Retaining customers,
4. Competing with competitors.

Marketing strategy by leveraging consumer trust to create a positive corporate image. The strategy of leveraging consumer trust is an effort to build sustainable relationships between companies and consumers. It is hoped that with the development of good relations between companies and consumers, the greater the possibility that consumers will become *advertisers* who will share their best experiences and offer company services to other people such as family, relatives, friends and anyone they meet.

²⁰ Sahir, Syafrida Hafni. *Metodologi penelitian*. Penerbit Kbm Indonesia, 2021.

Utilizing consumer trust

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Conduct persuasive communication. A persuasive

Communication strategy is to carry out integrated and massive communication activities by offering several attractive offers for consumers, as well as making company slogans that are easy for consumers to remember. In addition, the marketing communication strategy carried out by the company should be carried out in stages with not too long a period of time. Thus, in improving product quality, the marketing communication strategy implemented is the most effective marketing communication according to the company. Like the interviews that have been conducted by researchers to company owners, they say it is important to approach consumers with communication, regard consumers as the closest people, provide the best service to consumers.

Based on the results of interviews with CV Travel Odan consumers to find out about the advertising carried out by the company. Cindy's informant as a consumer said the following:

"I often vacation using these travel services, so they are smart, they always tell me if there is a holiday offer at a cheap price, as if that price is only reserved for me."

In the interview above, the researcher concluded that consumers feel happy and satisfied related to persuasive communications made by the company. Consumers feel part of the company, the company provides the best offers to consumers. This causes the consumer's perception of the offer to be directed only to him. So persuasive communication strategies can also change consumer perceptions in a better direction.

This marketing strategy is not only carried out to consumers but also to company partners. The company CV Travel Odan which is engaged in tourism services has quite a lot of partners, therefore this strategy is also carried out with company partners. By acting as a liaison between the company's partners and property investors. This aims to make a lot of investors to invest in making property in tourism locations.

Retaining customers

Maintaining customers is the next marketing strategy, so that the company has a positive image. This strategy focuses on maintaining and developing as many relationships with existing customers as possible rather than looking for new customers. To be able to survive in such intense competition, companies must continue to maintain consumer confidence in improving the quality of tourism. The company believes that by maintaining consumer trust, other consumers will come by themselves. It is more difficult to maintain consumer trust, therefore companies spend extra effort to carry out this strategy by providing attractive offers to consumers in the form of price discounts or gifts to consumers.

Compete with other competitors

In the midst of intense competition, whether you want it or not, companies have to add *budget* for marketing communications activities in order to compete with competitors. The budget for marketing communication activities is a long-term investment. If understood together, marketing communications have various functions. The marketing communication function at the initial level is more focused on product introduction to consumers. As product sales have increased, the marketing communications function has also alerted. for the advanced stage when marketing has increased, marketing communications function to maintain the image of the product or company.

On the other hand, Mutiara as the company's public relations informant added 3 ways to implement the company's marketing communication strategy. The results of the interview are as follows:

"We have social media accounts, so that's where we advertise our products, the way we make flayers is then we publish on social media accounts, sometimes we hold events, we also open a complaint service for the travel services we provide".

The implementation of the strategies used by companies mostly through social media. Companies are well aware that the influence of social media is enormous. Utilizing social media as an advertising tool is a surefire step taken by companies. The implementation is as follows:

a. Publication

The main task of public relations is to ensure that the information reaches consumers properly. This can be done by publishing information through various media, both online and print media, which consumers believe will receive the information correctly. In this case, the PR of CV Travel Oden publishes any information in the form of activities, price offers, or *events* organized by the company through the company's social media.

b. Events

Make the design of a particular event (*special event*) selected in a certain time period, location, and certain objects that are specific in nature to influence the opinion of potential customers. Several types of activities include, *Special Events*, and *Moment Events*.

c. Complaint service

The aspect of responsibility in establishing good communication between companies and consumers is important, not only seeking material benefits for the company, but also a form of concern for consumers in order to achieve success in gaining consumer sympathy and empathy. In this case CV Travel Odan opens a complaint service for consumers regarding the poor service received by consumers. In order to maintain good relations between the company and consumers, CV Travel Odan is ready to take full responsibility for any inconvenience that consumers receive.

Conclusion

Limited tourists when it's quiet is still a problem for CV Travel Odan in attracting tourists. Therefore, by analyzing the weaknesses, opportunities, strengths and threats faced, the marketing pattern strategies that are applied, namely increasing consumer confidence, conducting persuasive communication, repositioning strategies and strategies to provide extra services for tourists, retain customers, can compete with other competitors and as well as maximizing all potential to bring in more tourists visiting.

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