

Received : November 31, 2022
Accepted : December 21, 2022
Published : March, 2023

Conference on Community Engagement Project
<https://journal.uib.ac.id/index.php/concept>

Implementation of promotion strategy and quality of service to PT. Batam Indah Tour & Travel through social media

Golan Hasan¹, Winson Leon²

Universitas Internasional Batam

Email correspondence : 1941149.winson@uib.edu

Abstract

In recent years we have been hit by the Covid-19 virus pandemic which has had a very big impact on all industries in the world, especially in the tourism industry. The purpose of this activity is to increase sales and increase tourism in the city of Batam especially to PT. Batam Indah Tour & Travel. due to the impact of the Covid-19 virus, which has caused many people not to dare to travel on vacation. This activity is carried out by making tourism posters to be published on social media such as Instagram. Thus the authors hope to help company owners to increase sales of holiday packages and increase Batam city tourism. The author collects data by visiting the company and conducting interviews or debriefings with the company owner.

Keywords: *Promotion strategy, Service Quality, Travelling, Media Sosial*

Introduction

PT. Batam Indah Tour & Travel is a business engaged in the tourism sector, where the location is located in Penuin Center Block S, No.4, Batam, Riau Archipelago. PT. Batam Indah Tour & Travel was established in 2002 by Mr Tan Atik. Currently PT. Currently, Batam Indah Tour & Travel employs 2 guides and 8 bus drivers. At this time PT. Batam Indah Tour & Travel serves tourism, the majority of which originate from Singapore, Malaysia and Vietnam. Based on the results of observations made by the author, it was found that the owner of the company did not have a maximum promotion system so the writer wanted to implement a promotion system through social media such as doing a promotion system on Instagram so that the tourism business owned by Mr. Tan Atik could increase and be known by many people. and not only that the author also helps promote the services of using buses and tourist guides to guests who are planning a vacation to the city of Batam. The purpose of this activity is so that friends on social media can also see holiday promotion packages and also maintain health protocols during the Covid-19 pandemic, so that friends who haven't been on vacation for a long time can also feel safe and comfortable, helping company owners increase sales of holiday packages and increase tourism in Batam city, especially in the company PT. Batam Indah Tour & Travel In recent years we have been hit by the Covid-19 virus pandemic which has had a very big impact on all industries in this world, especially in the tourism industry. Because all cities and countries apply

lockdowns so people cannot travel or leave their respective cities or countries. So this also causes a decrease in tourists from various foreign and domestic tourists. Because airplanes limit flight routes and tourist destinations are also closed. Indonesia is also one of the countries of choice for tourism destinations which are also experiencing this huge impact.

Methods

The data collection technique used by the author is by asking directly or conducting direct interviews with the company owner PT. Batam Indah Tour & Travel so that the writer can analysis the difficult times faced by the company owner.

The method used by the author is by conducting direct interviews with the owner of the company. Then the author gives several questions to the company owner and asks for the help of the company owner to answer the questions posed by the author (Oda I. B. H. 2021). As for some of the questions posed by the author to the company owner for the interview as follows:

Table 1

No	List of Questions
1	Name of the owner of the company PT. Batam Indah Tour & Travel?
2	In what year did you start this business?
3	Why choose to run this business?
4	What is needed in running this business?
5	How many units of buses do you have now?
6	Most of the visiting guests are from which countries?
7	How many employees do you have at the moment?
8.	What are the duties of each employee at this company?
9.	How to get foreign guests?
10.	What tourist destinations do they visit?

The observation method used by the writer is to go straight to the field and visit the company owned by Mr. Tan Atik. The author also sees how the tour guides work and provide services to foreign guests who come. The purpose of the observation technique is to understand and see how the work process and system of work are carried out by Mr. Tan Atik. The process of designing the output of this practical work was compiled within a period of 3 months starting from the process of observing, identifying problems, collecting data, formulating problems, solving problems, implementing, evaluating.

The following is the promotion system design process that the authors describe:

1. Observation

The first process carried out by the author is to conduct a survey or observation at the company PT. Batam Indah Tour & Travel owned by Mr. Tan Atik.

2. Problem identification

The author conducts interviews and questions and answers with company owners and asks what problems they have and are currently experiencing.

3. Data collection

The author collects data from the owner of the company related to existing problems.

4. Formulation of the problem

After getting the data from the company owner, the next activity of the writer is to formulate the problem faced and how to deal with the problem.

5. Troubleshooter

The author plans to implement a promotion system on social media such as Instagram

6. Implementation

In this stage, the author uses a social media promotion system on Instagram that has been approved by the company owner.

7. Evaluation

Authors and Owners of the company carry out this strategy and also evaluate how the results and developments are obtained.

The author carries out this preparatory stage from August to September 2020, the author begins by looking for a place to carry out practical work assignments and pays visits to company owners. After feeling that the workplace where the intended practice is appropriate, then the author asks permission from the company owner to carry out practical work in the company he owns. And after obtaining permission from the company owner, the author conducts questions and answers or interviews with the company owner such as background, and an overview of the company.

Picture 1



Picture 2



The following is about the implementation schedule and budget of activities carried out when doing practical work. The budget is filled with costs incurred while carrying out practical work assignments in carrying out community service programs by activity implementers. The total cost incurred is:

Table 2

No	Activity Plan	Type Budget	Volume	Unit	Price	Total
1	Observation and Interview	Consumption Cost	5	Time s	Rp 180,000	Rp 900,000
		Transportation costs	5	Time s	Rp 200,000	Rp 1,000,000
		Internet Connection Fee	4	Time s	Rp 200,000	Rp 800,000

2	Fee Design	Module Development Fee	1	Time s	Rp 800,000	Rp 800,000
3	Implementation	Promotion Fees	1	Time s	Rp 1,000,000	Rp 1,000,000
		Internet Connection Fee	1	Time s	Rp 200,000	Rp 200,000
		Transportation costs	1	Time s	Rp 100,000	Rp 100,000
4	Report Generation	Other Cost	1	Time s	Rp 600,000	Rp 600,000
TOTAL BUDGET						Rp 5,400,000

Result and Discussion

The author conducted research activities for 3 months starting in September 2022 to November 2022. The author found several obstacles experienced by the company because the company owner did not promote on social media or with other promotional methods. Therefore, the author helps company owners promote by doing promotions on social media like Instagram.

Promotion is an activity to bring or convey information about something to potential consumers and stimulate the desire of consumers to obtain it. Here the writer suggests promotional ideas to company owners to implement social media promotions using Instagram

1. Instagram social media

PT. Batam Indah Tour & Travel will be assisted by the author to promote tour packages or bus rentals when traveling in the city of Batam, so that tourists who will visit Batam tourist destinations can contact PT. Batam Indah Tour & Travel.

Conclusions

After carrying out the activities or implementation of the promotional plans that have been made by the author at PT. Batam Indah Tour & Travel, There are a number of things the author wants to conclude as follows:

1. The writer helps business owners to promote tour packages in Batam City through social media, namely Instagram.
2. The company owner has also run a promotion, namely in the form of a promotional package to attract tourists to take a vacation to Batam City.

Conclusions may summarize these points below.

The following suggestions can be given by the author to business owners for the future, namely as follows:

1. Adding or opening outbound tour packages
2. Actively using social media to promote travel packages

After implementing the promotion of tour packages in the city of Batam, PT. Batam Indah Tour & Travel currently is:

1. There is an increase in tourists who use the services of the company PT. Batam Indah Tour & Travel when you want to visit or have a vacation in Batam city.
2. Tourists are familiar with the company and are comfortable when using the services of the company PT. Batam Indah Tour & Travel.

References

Aikal Aulia Rahman, Arifin Sitio. 2019. "THE EFFECT OF PROMOTION AND PRODUCT QUALITY THROUGH PURCHASE DECISION ON THE CUSTOMER SATISFACTION OF BOHEMIAN PROJECT.ID PRODUCTS." *International Journal of Engineering Technologies and Management Research* 1-18.

Khomeiny Yuniior, S.E., M.Si., Calvin Chang, Kangga Ega Williyandi, Ivan Leonardo Salim, Lisa. 2021. "Effect of Promotion, Price and Product Quality Toward Buying Decision." *JurnalMantik* 1-7.

Sari Ramadanty, Riana Widayanti. 2020. "SALES PROMOTION AND BRAND LOYALTY THROUGH MOBILE APPLICATION LINE OFFICIAL ACCOUNT." *JOURNAL OF CRITICAL REVIEWS* 1-8.

Statistik, Badan Pusat. 2021. *Jumlah kunjungan wisman ke Indonesia bulan Desember 2020 mencapai 164,09 ribu kunjungan*. 1 Februari.
<https://www.bps.go.id/pressrelease/2021/02/01/1796/jumlah-kunjungan-wisman-ke-indonesia-bulan-desember-2020-mencapai-164-09-ribu-kunjungan-.html>.

Sudaryanto S., N. Ari S., Intan N. A., Deasy W., Anifatul H. 2019. "Influence Of Brand Image, Price And Promotion On Consumer's Buying Decision Of Fast Moving Consumer's Goods With Culture As A Moderating Variable In Basmallah Retail Store In Indonesia." *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY* 1-8.

Oda I. B. H. 2021. Implementation of Tiktok Popular Culture as A Digital Marketing Technique to Attract Consumers, *The Seybold Report Journal* 17 (7), 266-277