

**MARKETING STRATEGY OF LAKE TOBA 4 DAYS / 3 NIGHTS TOUR
PACKAGE TO KUALA LUMPUR AT PT.NARASINDO
TOUR & TRAVEL MEDAN**

Padriadi Wiharjokusumo¹⁾ Dewi Manik²⁾

Prodi Usaha Perjalanan Wisata, Akademi Pariwisata dan Perhotelan Darma Agung

E-mail: knb.ministry76@gmail.com

ABSTRACT

Marketing strategy is a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities to be carried out in order to achieve the marketing objectives of a company.

This research is descriptive qualitative, data obtained from the results of field research, namely the method used to obtain information by conducting interviews directly with relevant sources, such as; the tour manager and marketing staff of PT. Narasindo Tour & Travel Medan and library research which is a method used to obtain information by reading books related to research.

From the discussion of the data that has been obtained in the field, the authors conclude that the Marketing Strategy of Lake Toba Tour Package to Kuala Lumpur at PT. Narasindo Tour and Travel Medan, which is participating in tourist exhibitions in Kuala Lumpur, sales visits to Kuala Lumpur, holding table top in Kuala Lumpur, internet or marketing through social media, and having famtrip tours.

Keywords: *Marketing Strategy, 4 Days/3 Nights Lake Toba Tour Packages, Narasindo.*

1. INTRODUCTION

The increasing tourism industry in Indonesia today cannot be separated from the marketing of tour packages. Marketing is a strategy carried out by companies in marketing a product, either goods or services by using certain plans and tactics so that the number of sales is higher.

One of the Tour and travel companies that markets tour packages is PT. Narasindo Tour & Travel Medan. This company provides domestic and international tour packages. The tour packages marketed include Asia (Thailand, Malaysia, Singapore and Australia) and Europe (Netherlands, Spain, Germany and England) Tour

Packages. However, PT. Narasindo Tour & Travel Medan prioritizes marketing inbound tour packages (domestic). Such as the Lake Toba Tour Package, Tangkahan Tour Package, Berastagi Tour Package and Bukit Lawang Tour Package.

The package that most tourists are interested in is the Lake Toba 4 Days / 3 Nights Tour package. However, to achieve this all requires a marketing strategy. In this case, the marketing strategy plays an important role, because the marketing strategy of each Tour and Travel company is different from other companies.

2. LITERATURE REVIEW

2.1 Definition of Tour and Travel Company

According to the researchers, the meaning of Tour and Travel company is a commercial business activity that regulates, and provides services for a person, group of people, to travel with the main purpose of traveling where this company organizes travel activities that act as an intermediary in selling or managing services for travel both domestically and abroad.

According to Oka Yoeti (2006: 29) a Tour and Travel company is one that has main activities that emphasize planning and arrangement of tourism their own initiative and on their own responsibility with the aim of taking advantage of these operations.

Meanwhile, according to the Act of Republic Indonesia No. 10/2009 on Tourism. Tour and Travel companies are the business of providing travel planning services and / or tourism services and administration services, including organizing religious trips.

Based on the above opinion, it can be concluded that the Tour and Travel company is a business entity that provides services in the tourism sector, starting from planning, making and implementing trips for people who want to travel.

2.2 Definition of Tour Package

According to the researchers, a tour package is a schedule of travel activities that are arranged with careful planning including all rates starting from accommodation, transportation, consumption, tourist attractions and costs including viewing tourist attractions.

Yoeti (2001: 112) states that a tour package is a tour that is planned and

organized by a Tour and Travel company at its own risk and responsibility, which includes the length of time for the tour, the places to be visited, accommodation, transportation, food and drinks which have been determined by the Tour and Travel company in quantity.

According to Ginanjar (2011: 5) a tour package is a travel plan arranged regularly with costs that have been determined in the tour package, these costs include accommodation, transportation, sightseeing tours, transfers which are listed in the package.

Based on the above opinion, it can be concluded that term of a tour package is a travel product of several tourist visits in which there are already facilities needed during the trip at a predetermined price.

Following are the types of tour packages marketed by the Tour and Travel Company (Ginanjar, 2011)

- a. Cultural Tourism, a tour package specially organized to find out the customs, style and way of life of a nation, history, cultural arts and religious events.
- b. Pleasure Tourism, which is a tour package designed for the purpose of wanting to know a tourist destination in an event to fill out his vacation in order to eliminate fatigue from his daily routine.
- c. Recreation Tourism, this type of package is prepared with the main objective of using the day off for the restoration of physical and spiritual health.
- d. Business Tourism, a package carried out in the context of conducting a business feasibility study in the region or country visited.
- e. Sport Tourism, a tour package conducted in the context of training

or conducting physical agility tests or participating in sports competitions in other regions or countries.

- f. Adventure Tourism, a tour package carried out in the open to train physical agility and to refresh the spirit by taking risks that are quite dangerous to the safety of the soul guided by someone or more experienced.
- g. Special Interest Tourism, a special tour package that requires special skills and abilities for participants with a limited number of participants such as skydiving, pilgrims or the like.
- h. Convention Tourism, a tour package in the context of participating in activities or attending a conference, seminar, exhibition or the like which is interspersed with tourist activities in his spare time.

2.3 Definition of Marketing

Marketing is a way for a company to introduce products and services and focus on customer needs. If a marketing can understand the needs of customers, develop superior products and services for customers, set prices, distribute and promote these products and services effectively, then those products and services will be easy to sell.

According to Philip Kotler, quoted from his book *Marketing Management* (2005: 10) marketing is a social process in which individuals and groups gain what they need and want by creating, offering and freely exchanging products and services of value with other parties.

According to Cristie (2000: 316) marketing is a fundamental human activity that supports and facilitates the exchange process that benefits individuals, organizations and society.

Based on the above opinion, it can be concluded that the notion of marketing is an activity that introduces a product from a company to the community so that they are interested in the products and services offered and buy them.

2.4 Definition of Marketing Strategy

Marketing strategy is the basis of all company policies, because marketing strategy is the basis for determining and providing direction for company decisions.

According to Philip Kotler (2004: 81) marketing strategy is a marketing mindset that will be used to achieve marketing goals.

According to Assauri (2007: 154) marketing strategy is a comprehensive, integrated and unified plan in the marketing sector, which provides guidance on activities to be carried out in order to achieve the marketing objectives of a company.

Based on the above opinion, it can be concluded that a marketing strategy is a comprehensive plan to carry out business activities that direct goods and services from producers to consumers and provide appropriate offers to consumer desires so that the company can realize the objectives of its marketing to get its benefits.

2.5 Definition of Marketing Mix

The marketing mix is critical to marketing success. The marketing mix is a set of tools that a company uses to achieve its marketing goals in meeting its target market. If a management applies the right marketing mix, will get more advantages and benefits, compared to management who applies a modest marketing mix.

According to Philip Kotler (2005: 17) marketing mix is a set of marketing tools that are used to continuously achieve their marketing goals in the target market.

According to McCarthy, quoted by Pitana in the book of Introduction to Tourism (2009: 172), the marketing mix is a decision made in relation to the 4Ps, namely product, price, promotion, and place (distribution). These tools break down into the four big elements, which are called the four P's of marketing: product, price, place and promotion.

Based on the definition above, it can be concluded that the marketing mix is the four important elements of marketing that are interconnected and used by companies to dominate the market.

Here are four elements in the marketing mix, including:

a. Product

Products are anything that can be offered including physical goods, services, people, places, organizations, and ideas that can meet the needs and desires of consumers.

b. Price

It is the amount of money that must be paid by customers to obtain a product or service.

c. Promotion

Activities that communicate the product and persuade the target or customer to buy it.

d. Place or Location

Where the company's activity to distribute and market products or services available to consumers.

3. RESEARCH METHODS

This research is descriptive qualitative, data obtained from the results of field research, the method used

to obtain information by conducting interviews directly with relevant sources, namely the tour manager and marketing staff of PT. Narasindo Tour & Travel Medan, and library research which is a method used to obtain information by reading books related to research.

4. RESULTS AND DISCUSSION

4.1 Marketing Strategy of Lake Toba Tour Package 4 Days / 3 Nights to Kuala Lumpur at PT. Narasindo Tour & Travel Medan

Marketing is an activity that is most important in increasing sales of a product in a company, without marketing the company's products will not be known by consumers or the public. Marketing focuses on efforts to meet consumer needs so that the company achieves a profit.

In marketing activities, communication is one of the most important things to convey messages from the company to customers. In a marketing communication, the products that the company will offer will be more quickly accepted and reach the hands of customers.

To find out the product marketing strategy marketed by PT. Narasindo Tour & Travel Medan, which is a Lake Toba tour package 4 days / 3 nights to Kuala Lumpur, we can observe it through the marketing strategy system and marketing mix.

4.1.1 Marketing Strategy

One of the marketing strategies carried out by PT. Narasindo, namely by determining the target market, the target market of PT. Narasindo Tour and Travel Medan include:

a. Family

b. Individual

- c. Company
- d. Student
- e. Government

The above was conveyed by Rian, Fadli and Yolanda, Marketing Staff of PT. Narasindo Tour and Travel Medan to researchers on December 5, 2019 they further said:

"Malaysia is the main target market, because PT. Narasindo Medan has cooperative relationships with several travel agents in the country. Because almost every day tourists from Malaysia travel to Indonesia, especially North Sumatra, both families, individuals and groups".

4.1.2 Marketing mix

According to McCarthy quoted by Pitana in the book of Introduction to Tourism (2009: 172) the marketing mix is a decision made in relation to the 4P, namely; product, price, promotion, and place (distribution)."

The four elements of the marketing mix at PT. Narasindo Tour and Travel Medan According to Sudy and Jonas, Tour Manager conveyed to researchers on December 5, 2019, namely:

a. Product

According to Sudy and Jonas Tour Manager, PT. Narasindo Tour and Travel Medan provides service products in the form of services. Tourism travel services carried out by skilled and professional human resources.

b. Price

The following is the price of the Lake Toba 4 Days / 3 Nights inbound tour package offered by PT. Narasindo Tour and Travel Medan.

Tabel 1.1 4 Days / 3 Nights Tour Package Prices

<u>Hotel Name</u>	<u>Total (Pax)</u>	<u>Price (Rp)</u>
<u>1N- Toledo Hotel</u>	<u>2- 3</u>	<u>2.645.000</u>
	<u>4- 7</u>	<u>1.995.000</u>
<u>1N- SinabungHotel</u>	<u>8- 9</u>	<u>1.695.000</u>
	<u>10- 14</u>	<u>1.615.000</u>
<u>1N- PoloniaHotel</u>	<u>15- 19</u>	<u>1.595.000</u>

Source: PT. Narasindo Tour and Travel Medan, 2019

c. Promotion

Activities that communicate the product and target the target audience or customers to buy it. Based on interviews conducted by researchers with Sudy and Jonas as Managers, it was said that the Promotion Strategy undertaken by PT. Narasindo Tour and Travel Medan as follows:

- 1) Participating in a tourism exhibition in Kuala Lumpur, and marketing Lake Toba tour package products through brochures distributed at the exhibition.
- 2) Sales Visit to travel agents in Kuala Lumpur who are business partners of PT.Narasindo Tour and Travel Medan in order to foster good relations and ensure that they keep buying the tour package products on offer.
- 3) Organized a Table Top event at the Kuala Lumpur hotel where PT.Narasindo invited travel agents in Kuala Lumpur to discuss the Medan Lake Toba tour package for 4 days / 3 nights.
- 4) Internet Marketing which PT. Narasindo sends tour programs that have been arranged to all travel agents in Kuala Lumpur who become

business partners of PT. Narasindo Tour and Travel Medan.

- 5) Social Media Marketing which PT. Narasindo conducts marketing promotions through Instagram, WhatsApp, Twitter and Facebook to market the Lake Toba tour package program.
- 6) Organizing a Familiarization Trip Tour (Famtrip Tour) by inviting travel agents from Kuala Lumpur for direct field studies by taking a tour of Medan Lake Toba 4 days / 3 nights.

d. Place or Location

The distribution channel for the 4 days / 3 nights Lake Toba Tour Package marketing of PT. Narasindo Tour and Travel Medan, namely through Travel in Malaysia which is a business partner of PT. Narasindo Tour and Travel Medan.

PT. Narasindo Tour and Travel Medan is located in the center of Medan, which is located at Jalan Ir. Juanda No.55 Medan. According to the observations of researchers that PT. Narasindo Tour and Travel Medan is very strategic where it is located in the city center as a place of service and can be passed by public transportation such as: public transportation, buses, cars. The place is very comfortable and the employees are so friendly.

5. CONCLUSION

Based on the discussion, the researcher can draw the following conclusions:

Marketing Strategy for Lake Toba Tour Packages to Kuala Lumpur at PT. Narasindo Tour and Travel Medan such as: Participating in a tourism exhibition in Kuala Lumpur, sales visit to Kuala Lumpur, holding a table top in Kuala Lumpur, Internet or social media marketing, and holding a Familiarization

tour (Famtrip Tour).

6. SUGGESTIONS

From the above conclusions, the researcher suggests that PT. Narasindo Tour and Travel Medan can search the solution to implement several strategies in marketing the 4 days / 3 night Lake Toba tour package to Kuala Lumpur, such as; advertising on local TV and radio in Kuala Lumpur.

REFERENCES

- A, Yoeti, Oka. *Pengantar Ilmu Pariwisata* Edisi Revisi. Bandung. Penerbit Angkasa. 1996. Hal 33. Abdul Halim. 2001.S
- Assauri, Sofjan, 2007, *Manajemen Pemasaran*, Rajawali Pers, Jakarta.
- Desky, M.A. 2001. *Manajemen Perjalanan Wisata*. Adicita Karya Nusa: Yogyakarta
- Ginanjari, Gian. 2011. *Pembuatan paket Wisata dan Promosi*. Bandung: Politeknik Negeri Bandung.
- Kotler, Philip. 2005. *Manajemen Pemasaran* Jilid 2. PT. Indeks Kelompok. Gramedia, Jakarta
- Kotler, Philip. (2004,81). *Definisi Strategi Pemasaran*, www.sarjanaku.com, 15 Desember 2013
- Kotler, Philip dan Armstrong. 2004. *Dasar-Dasar Pemasaran*. Jakarta: PT Indeks.
- Malayu S.P Hasibuan. (2013). *Manajemen Sumber Daya Manusia Perusahaan*, Jakarta: Bumi Aksara.
- Oka A Yoeti, 2006. *Tours and Travel Management*. Jakarta: Pradnya Paramita Piana,
- I Gede Pitana, I Ketut, 2009. *Pengantar Ilmu Pariwisata*. Yogyakarta
- Wardiyanta 2006. *Metodologi dan Penelitian Pariwisata*, Yogyakarta: Andi Offset

