

THE EFFECT OF IMPLEMENTING GRAPHIC DESIGN IN DIGITAL MARKETING ON SALES OF PRODUCTS IN TRAVEL COMPANIES

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Abstract—Marketing today has become an indispensable part of every business irrespective of its size and type. With the advancement of superior Internet technologies, new ways to reach the target audience have evolved. The need for digital marketing already feels like never before in the tourism industry, where customers have quick access to all types of information about the latest offers and the best prices. Digital marketing plays an important role in the success of every tourism business, especially in travel agent companies. However, in terms of marketing products and services from travel agent companies, delivery techniques are key to attracting prospective buyers. Graphic things, unique delivery and selection of interesting images are a few examples. Therefore, this paper will discuss how graphic design is the basic determinant of digital marketing in the tourism industry.

Keywords— graphic design, digital marketing, tourism

I. INTRODUCTION

Digital marketing has a very broad scope. It means that when people mention digital marketing, those people are talking about IT, social media, trends, business, advertising, and the net community itself. The progress of this technology is a real manifestation of a phenomenon where consumer behavior has now undergone a shift. Consumers want to get their needs and desires more practically and quickly. It's like an epidemic and it's becoming a new trend in today's modern societies.

Today, Indonesia is entering the era of industry 4.0, and at this time all information and communication technology is a tool that helps in various fields, including in the world of tourism. In this day and age, it is becoming a basic need in any organization,

company, government agency and educational institution. The role of IT in tourism is a way to promote tourism, where we often hear the electronic term 'Digital Marketing'.

The era of industry 4.0 is closely related to digital marketing. Whereas in industrial revolution 4.0 it is explained that machinery and production capacity alone is not enough to create growth for a country. Besides, it's a development of the previous technology, the 4th industrial era revolution is also considered to be able to give an opportunity to conventional business. One example of the impact of the world that has been connected to the internet and information technology is the trend of online ticketing that is able to provide transportation ticket sales services or any tourism entry tickets.

The existence of digital ticketing services that can be used by anyone, anywhere has become a new opportunity for conventional travels that have long been established. The trend seems to be a mandatory dress for each individual. Business trips that are carried out together with vacations are now a favorite of many people, especially for those who come from executives with high activity densities. Things like this happen very often, especially for busy people who find it difficult to enjoy a vacation.

This phenomenon is seen as a golden opportunity for marketers, especially in the tourism sector. They will not waste this opportunity. If in the past people traveled more to visit a place and shop at a tourist location, the trend has now shifted to something more valuable and meaningful. More and more local and foreign tourists travel to destinations with cultural, culinary or cultural explorations to gain more valuable new experiences and knowledge. So, in the end marketers make new breakthroughs for tourists to be

able to enjoy a holiday in particular tourist destinations.

Therefore, with the advancement of technology, it is expected that the packaging of tourism products will become more attractive. For example, by reinforcing a tour program with pictures of tourist destinations and adding graphics or certain illustrations to make it easier for people to determine their destination. This is done so that with the presence of digital marketing, the brand image of a tourism product can give a deep impression to potential tourists. It cannot be denied that bidding remains a major factor so that prospective consumers want to use our products. However, in this era, it must be wrapped in a unique style of the trend that is happening, especially in today's age, lifestyle is changing very fast and developing due to the existence of globalization.

II. LITERATURE REVIEW

Traditional marketing is the most recognizable form of marketing. Traditional marketing is a way by which to promote products or services. On the other hand, digital marketing is the process of marketing products and services using digital channels to reach consumers.

There are many elements by which digital marketing is formed. All forms operate through electronic devices. The most important elements are given below:

Table 1. Digital Marketing Communication

Digital Marketing Communication	
Online advertising	Publishers put information about their products or services on their websites so that consumers or users can get free information. Advertisers should place more effective and relevant ads online. Through online advertising, a company can control its budget on time.
Email Marketing	A company can easily promote its products and services by using this element of digital marketing. It is relatively low cost compared to advertising or other forms of media exposure. A company can gain the complete attention of the customer by creating an attractive mix of graphics, text and links on the products and services pages.
Social Media	According to Nielsen, internet users continue to spend more time on social media sites than any other type. Social media marketing networks include Facebook, Twitter, LinkedIn, and Instagram. It is the best tool for the promotion of a company's products and services. It is not only a simple social media network but it is also an authorship tool that links web-content directly with its owner.

Text Messaging	Using SMS for campaigns get faster and more substantial results. Using this technique, companies can send marketing messages to their customers in real-time, at any time, and can be confident that the message will be seen. A company can create a questionnaire and obtain valuable customer feedback essential to developing their products or services in future.
Affiliate Marketing	There are two ways to approach affiliate marketing: A company can offer an affiliate program to others or it can sign up to be another business's affiliate. If a company wants to drive an affiliate program, then, the company owner has to pay affiliates a commission fee for every lead or sale they drive to a company's website. A company's main goal here is to find affiliates who can reach untapped markets.
Search Engine Optimization (SEO)	In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines.
Pay Per Click (PPC)	Pay-per-click marketing is a way of using search engine advertising to generate clicks to a website rather than "earning" those clicks organically. Pay per click is good for searchers and advertisers. It is the best method for a company to advertise since it brings lower costs and greater engagement with products and services.

(references : Hudson, S., Roth, M., Madden, J.T., 2012)

A travel Agency is a company that earns income and profits by offering and selling products and services provided to its customers. As a tour operator, the main product of a tour agency tour packages, which are organized at its own risk.

Kotler (1984: 463) quoted by Victor T. C. Middleton (1988: 82) stated that, actually a travel agency's products consists of three levels: the core product, the tangible product, and the augmented product. The core product is a service or benefit provided to satisfy the needs of the target market (tourists) that have been identified. The tangible product is a special offer carried out in order to sell (something) by emphasizing that tourists will receive it in return for the money that they pay. In this sense, Victor T. C. Middleton (1988: 83) is an intangible product in the form of services to be received by tourists according to their needs and desires. The augmented product is all forms of added value given to tangible products offered, so that it becomes more attractive to prospective tourists.

The main product (core product) of a travel agency is a tour package itself. The following are some of the products from travel agency companies: travel document management services, ticketing (flights, trains, buses, and other tourist transportation), hotel

bookings (domestic or overseas), domestic or overseas tour packages, the airport pick-up, escort service, and Umrah service or Pilgrimage.

Graphic design is a form of visual communication using images to give information or messages as effectively as possible. In graphic design, text is also considered an image because it is the result of abstraction of symbols that can be sounded. Graphic design are all the cognitive abilities and visual skills, including typography, illustration, photography, image processing, and layout. In digital marketing, graphic design has a role as brand design, product and packaging design, and visual communication.

The brand design could help companies create images that are consistent in various aspects of business that provide communicative messages for different services of the product. The product and packaging design is something you need to pay attention to further. You don't have sales people who can talk to all potential buyers. When your prospective buyers shop and compare your products, it's time for your packaging to speak to convince buyers. The visual communication will increase the interest of your message or content reading. People often give the image and first impression of your company through your communication media such as brochures, suppliers, websites or business cards. The quality of the graphic design will affect the reaction of prospective buyers.

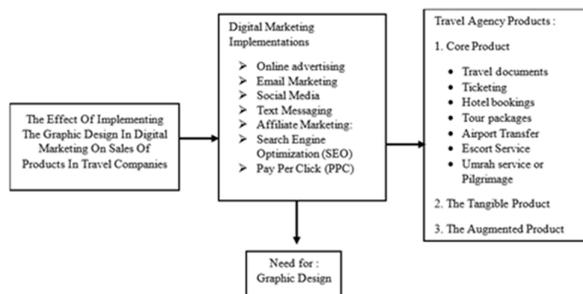


Fig 1. Frame Work

III. METHODS

This paper uses a qualitative descriptive analysis design as the method of literature study. A literature study is written by looking for a reference theory which is relevant to the case under study. This article is written based on research that has been previously published in the relevant international journals. The data used in this study is secondary data sourced from books, the internet, and previous research reports.

The goal of qualitative descriptive studies is a comprehensive summarization, in everyday terms, of specific events experienced by individuals or groups of

individuals. To some researchers, such a qualitative design category does not exist. Unfortunately, this has forced other researchers, especially novices to the methods of qualitative research, to feel they have to defend their research approach by giving it ‘epistemological credibility.’ This has led to the labeling of many research studies as phenomenology, grounded theory, or ethnography, when in fact these studies failed to meet the requirements of such qualitative approaches.

Qualitative descriptive studies are the least “theoretical” of all of the qualitative approaches to research. In addition, qualitative descriptive studies are the least encumbered studies, compared to other qualitative approaches, by a pre-existing theoretical or philosophical commitment. For example, phenomenology, grounded theory, and ethnographies are based on specific methodological frameworks that emerged from specific disciplinary traditions. By comparison, qualitative descriptive studies tend to be drawn from naturalistic inquiry, which purports a commitment to studying something in its natural state to the extent that is possible within the context of the research arena. Thus, there is no pre-selection of study variables, no manipulation of variables, and no prior commitment to any one theoretical view of a target phenomenon. Although qualitative descriptive studies are different from the other qualitative research designs, qualitative descriptive studies may have some of the overtones of the other approaches. In other words, a qualitative descriptive study may have grounded theory overtones, because it used constant comparative analysis when examining the data. However, a qualitative descriptive study is not grounded theory, because it does not produce a theory from the data that were generated.

IV. RESULT AND DISCUSSION

The associations between design and marketing are challenging in their own rights due to the different approaches of design and marketing. In the next section we shall consider how better integration can be reached.

TABLE 2. FUNCTIONS OF MARKETING AND DESIGN

Function	Marketing	Design
Key focus and efficacy	Business e.g. market share, brand equity	Practical solution, beauty
Primary stakeholder	Customer, co-creator	User, co-creator
Work organization	Formalized	Informal “organic”
Deliverables	Verbal/written analyzes and recommendations	Physical models and visual representations

(reference : Kristensen and Grønhaug, 2014)

The benefits of better integration come in the form of better information and knowledge going into decisions and designs. A first issue concerns multiple models of a reality (Flick 1992, Roe 1999). Marketing has a tradition of an analytical approach to marketing (Alderson, 2005). Information is gathered and analyzed and a plan devised, which is usually documented verbally and analytically. Design on the other hand sets the stage for a representation of the problem space in visual terms. Also, markets and consumers may be represented in visual terms like mood boards, situations of use and pictures of consumers having problems with the existing solutions. This includes realism to the marketing decision and provides a larger number of alternative solutions that can be kept in the consciousness at a particular time. Additionally, communication in a group of decision makers will be improved as they can point to problems and solutions rather than describe them in abstract terms. This can mean that a better solution will be chosen.

The world is changing and so does the way people travel. The success of any destination is now highly dependent on ensuring that the different stakeholders' interests and perceptions of a destination are harmonized in order to be able to achieve a joint goal (Manente & Minghetti 2006; NDou and Petti 2007). Through the move from offline to online travelers, the web and social media presence of destinations are crucial as e-destinations serve as platforms where consumers can be inspired, get all the information about a potential trip to a destination, and eventually book the holiday (Pan & Fesenmaier 2003).

Travelers who use agencies indicated much higher importance for ease of booking, especially foreign travelers. The use of agencies for this administrative function appealed to those who wanted convenience but also insisted on good tour providers who served the desired destination. Communications issues did not appear high in overall purchasing importance but shed some light on differences within the channel. Although no differences were given between levels in the channel, formal communications such as brochures and ads were the highest rated in overall importance. Operator clients and domestic travelers showed slight preference for friends and family over agent recommendations. However, travelers who purchased from agencies and took foreign tours valued agent recommendations over personal recommendations of friends. In contrast to some previous findings, high risk (foreign) travelers used more company-controlled sources (brochures, guidebooks, tourist bureaus) and formal sources (agents) than did lower risk (domestic) travelers.

Then, there is the function of the traveler's mind in what makes up an experience. Gnoth and Matteucci (2014) detail that in order to become aware of something the mind needs to attend to what is, initially, the affective reaction that is created through the tourist sensing a stimulus.

This stimulus is about how the visual marketing strategies affect them in buying products from the travel company. That visual things called the graphic design on digital marketing. People were able to easily memorize and identify the graphic designs that appear in any digital marketing media, such as websites or social media.

V. CONCLUSION

The influence of technology has led travelers to be more practical, and this makes the products offered by digital marketing increasingly sought. In addition, the technique of delivering these offers must also be made attractive but ergonomic. Therefore, the elements in a graphic design are important things that can be applied in digital marketing.

With the right stimulation of attractive designs in digital offerings through online media such as social media and websites, prospective buyers or travelers will be able to quickly determine the choice of destinations and products from travel. So clearly it can be said that graphic design in digital marketing affects the sales of a travel company.

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