

# Social Media Marketing Application in Indonesian Travel Industry

Tina Setriani  
*Departemen Magister Manajemen*  
*Universitas Komputer Indonesia,*  
Bandung, Indonesia  
tina.75218004@mahasiswa.unikom.ac.id

Herman Surdiatno Soegoto  
*Departemen Magister Manajemen*  
*Universitas Komputer Indonesia*  
Bandung, Indonesia  
herman@unikom.ac.id

**Abstract**—This research aimed to analyze the effectiveness of promotion using digital platforms by content marketing, advertising, and influencer who promote the products. The research method used was a qualitative descriptive analysis with SWOT tools. SWOT Analysis is a process that includes four areas into two dimensions. It has four factors: ‘Strengths’, ‘Weaknesses’, ‘Opportunities’, and ‘Threats’. The scope is about effectiveness promotion using digital platforms. The results obtained that advertising on digital platforms will increase and more engage in costumers in promoting the products. Content marketing and influencer required extra selectivity and content so that customers will be more interested in trying the products. This research gives reference to change the manual marketing system into a digital marketing system since the digitalized system is more effective than a manual marketing system.

**Keywords**—Digital Marketing, Travel Industry, SWOT

## I. INTRODUCTION

The people decide to communicate, working, and doing business is the internet because the internet has a vital role in the way for it. Social media is one of the platforms to get update information. Online social networking tends to add these advantages, as costumers can communicate more proactively. For example, through online social networking, people can know others’ opinions about specific products [1]. From a costumers' side, the use of information communication technologies offers some advantages, including efficiency, easy to use, and participative information, a broader selection of products, competitive pricing, cost decrease, and product variety[2].

There was so many research conducted to assess the effectiveness of social media marketing. The study of Ashley and Tuten (2015) indicated that the social marketing strategy is the best way to create the costumers' engagement [3]. In line with this, the other prior research indicated a similar result that social media increase the attractiveness of a brand for costumers [4-6]. And the growth of social media, it will be growing social media with customer relationship management [7]. Unfortunately, the study about social media marketing in the travel industry still rare to be found. This reason becomes the originality of the paper. In addition, the travel industry has become the main industry today. People need more easiness to travel around the world since Founded in 2012, Traveloka

is now The biggest online ticket booking with more than 15 million downloaders. The number of users Traveloka is supported by quite large transactions for ticket bookings and travel in Indonesian e-commerce. In 2018, total transactions from the field this figure reached 20.000 transactions per day. Traveloka Position as the biggest online ticket booking platform increasingly strengthened by various awards, such as Google Play: The Best App in 2015 and the 20 Rising Global Stars award. Although Traveloka is an online ticket booking platform the largest, Traveloka continues to carry out marketing activities intensively, such as social media marketing using Facebook, Twitter, and Instagram. Based on an explanation before, this research will analyze effectiveness promotion using digital platforms in the digital era. The build process and gain the number of costumers, the marketing staff chooses a digital market because marketers know the importance of digital marketing and invest significant financial resources in its improvement and implementation [8]. In this case, to support the execution of marketing strategies, the Internet may develop performance [9]. And marketers know that investment in Internet promotions will overdo assets in other media in the coming [10].

The research method is qualitative descriptive with SWOT analysis as a tool. And the conclusion that social media marketing is an option that more effective marketing in the digital era than a manual marketing system. And the impacts of this research that travel industries in Indonesia will more grow after use digital marketing because of digital marketing more effective in promoting the products.

## II. METHODS

The research method is qualitative descriptive with SWOT analysis as a tool. Qualitative descriptive is a method used to describe or analyze a research result but is not used to make broader conclusions. Therefore, the interview was conducted to the company’s marketing division with the number of respondents is 5 employees within the week in June 2019 at Traveloka office in West Jakarta, Indonesia. SWOT analysis is a process that includes four areas into two dimensions. It has four things: ‘Strengths’, ‘weaknesses’, ‘opportunities’, and ‘threats’. Strengths and weaknesses are internal factors of the organization; opportunities and threats are external factors of the environment. SWOT Analysis is drawn out in a four-value box that allows for a summary that is organized according to the four section titles. The table is a SWOT Analysis, with its four values in a 2x2 matrix. The analyses used in this study

were SWOT analysis (Strength, Weakness, Opportunity, and Threat).

1. **Strength**  
Strength is the competence or resource available for a company that makes the company moderately compared to its competitors in serving customers
2. **Weakness**  
Weakness is insufficiency or limitation in one or more of the competence or resources of a company qualified to its competitors, which is a barrier in meeting customer needs effectively
3. **Opportunities**  
Opportunities are a profitable primary situation in an inventiveness environment.
4. **Treats**  
Threats are a major uncomplimentary situation in an inventiveness environment.

SWOT can be described as follows:

1. **SO (Strenght – Opportunities)**  
Optimizing the strength, you have to be able to take advantage of various opportunities
2. **WO (Weakness – Opportunities)**  
Minimizes existing weaknesses to take advantage of existing opportunities
3. **ST. (Strenght – Threats)**  
Optimizing strength to reduce existing threats
4. **WT (Weakness – Threats)**  
Reduce weaknesses to avoid existing threats.

Factors Affecting SWOT Analysis:

2 main factors influence the SWOT analysis, internal factors, and external factors.

**1. Internal Factors**

Internal factors are factors that come from within a company, namely the strengths and weaknesses of the company itself. As for several things that are part of internal factors included the settle financial resources, competent human resources, latest technological property, and community trust in the company, good marketing skills, good distribution ability, and others.

**2. External Factors**

External factors are all factors that come from outside the company (threats and opportunities) and affect the company's performance. The external factors are included Business trends, Community culture, Social politics and ideology, a country's economic conditions, Government regulations and policies, Technological Development, and others.

*SWOT analysis using External Factor Evaluation (EFE) Matrix, Internal Factor Evaluation (IFE) matrix.*

**a. EFE Matrix (External Factor Evaluation)**

The External Factor Evaluation Matrix is a strategy for summarizing and evaluating economic, social, cultural, demographic, environmental, political, government, legal, technological, and competitive information that companies face.

**b. IFE Matrix (Internal Factor Evaluation)**

In IFE Matrix, the organization will analyze two variables, namely strengths, what is owned by a company, and weaknesses that exist within the company itself.

*Develop the EFE & IFE Matrix*

**1. Identify the main external/internal factors.**

EFE Matrix Perform a PEST analysis first. Information from the PEST analysis shows which factors currently influence the company in the future. Factors can be opportunities or threats, and your next task is to sort them into one or another category. Competitor's strategies are also essential to analyze. The results of the analysis will know whether what competitors are doing is right and whether the strategy is missing.

**2. Determine the weights and rank.**

Weights and valuations are given subjectively. Therefore, this process is harder than identifying the main factors. We set weights based on the opinion of industry analysts. The same process is with the assessment. Ratings of 1-4 can be given to every opportunity and threat, but only a rating of 1-2 can be given for each weakness and 3-4 for each strength.

**3. Use the results**

The IFE or EFE matrix has its small value. The company must do both analyzes and combine the results to discuss new strategies or for further analysis. They are very useful when building advanced SWOT analysis, SWOT matrices for strategy, or IE matrices.

**III. RESULTS AND DISCUSSION**

Table 1 depicted the result of the respondent of external factors about this company in the Indonesia travel industry and related to the digital era in Indonesia.

**TABLE I. MATRIX EFE**

No	Factor	Weights	Rating	Score
	Opportunities			
1	Digital and internet growth	0.07	4	0.28
2	People who want instant transaction	0.08	3	0.24
3	Tourism industry growth	0.10	3	0.31
4	Increase costumers needs	0.11	4	0.43
5	Many alternatives choice for traveling	0.08	3	0.25
6	People lifestyle	0.08	2	0.17
<b>Threats</b>				
1	Another competitor online travel agencies	0.06	4	0.25
2	Government regulations and policies	0.08	3	0.23

3	The people trust	0.07	4	0.28
4	Global crisis	0.09	2	0.18
5	Data hackers	0.08	3	0.25
6	Financial fraud	0.09	2	0.18
Total		1.00		3.05

The tables above can describe that there are 12 most important external factors related to this company. Digital and internet growth and costumers need increase is the most affected; therefore the rating is 4. People who want an instant transaction, growth of tourism industry in Indonesia, and alternative to traveling, are included in rating 3. This company affects an increase in people's lifestyle that needs to travel, but these factors are not very affected.

On the other hand, there's a threat affected by this company. The most critical factors are competitors and people's trust. Because there are people who still trust the offline travel agency. Government policies and data hackers is another threats to this company because this company is totally used online system for operating the business. The last external factors are a global crisis and financial fraud. These factors are related because if the economy is going to weakness, the chance of financial fraud will be bigger.

The rating of 12 external factors above will calculate with weights of that's factors and will equal the score about external factors. The final scores are 3,05. Table 2 depicted the result of the respondent of internal factors about this company in the Indonesia travel industry and related to the digital era in Indonesia.

TABLE II. MATRIX IFE

No	Factor	Weights	Rating	Score
	Strengths			
1	The updated technology and marketing system	0.10	3	0.29
2	Competent human resources	0.11	4	0.44
3	24 hours services	0.08	4	0.33
4	Transaction guarantee	0.11	4	0.44
5	There's any international branch	0.09	3	0.26
6	Cheaper price	0.09	3	0.26
Weakness				
1	Still startup company	0.05	3	0.16
2	Didn't have the own building	0.08	3	0.25

3	Minimum controlling in international branch	0.08	2	0.15
4	Minimum training for international branch's staffs	0.05	3	0.16
5	Short payment time limit	0.09	3	0.26
6	Some internal system still under development	0.08	4	0.33
Total		1.00		3.32

The tables above can describe that there are 12 most important internal factors related to this company. The competent human resources, 24 hours services, and transaction guaranteed is the highest rating in the internal factors category. Therefore the factor's rating is 4. Because these factors can be gain the number of costumers and people's trust. The updated technology, international branch, and cheaper price than a competitor is another internal factor in this company that has rating number 3.

On the other hand, there's a weakness in this company. The highest rating for internal factors is some internal system is still underdeveloped by the company. Sometimes, these factors are decreased the company's productivity, therefore the rating is 4. Another weakness of this company is the company still startup company, the company didn't have its own building, minimum training in the international branch, the short payment time limit for the customer and these factors is have rating 3. The last weakness of this company is the minimum controlling in the international branch, although this company is used the online system, some management in international branch is need offline maintenance by managers.

The rating of 12 internal factors above will calculate with weights of that's factors and will equal the score about external factors. The final scores are 3,32.

From the data above, this research got the point about external factors, 3.05 and internal factors 3.32. Therefore, we can be positioning the company in this picture below. (See Fig. 1).

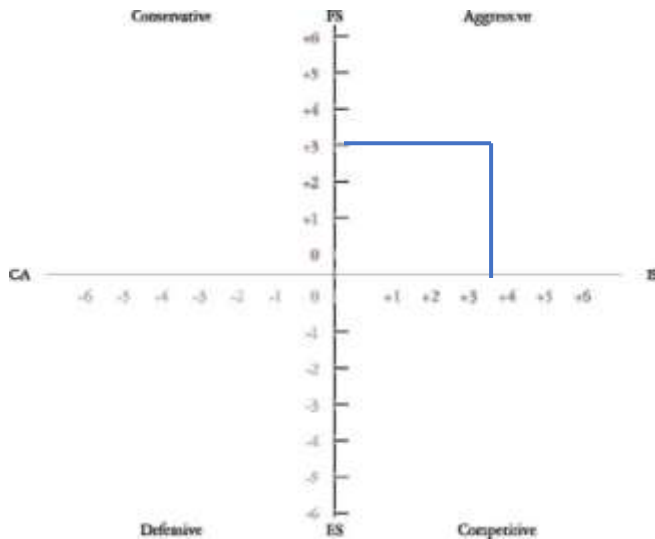


FIG 1. SPACE MATRIX

Based on the picture above, the company is in an aggressive position, that's the mean company that is in a very good position to utilize various internal strengths to take advantage of external opportunities, overcome internal weaknesses, and avoid various external challenges.

There's a recommended strategy for this company to help this company to grow more and wins the market. The company can do market penetration, product development, and backward, forward, or horizontal integration. The company position is great to decide Weakness-Opportunity strategy.s

After we got the results from SWOT analysis, here's the discussion about essential factors in this company below:

Internal Strength:

- a. Traveloka has good service with 24 hours customer services and an international branch in ASEAN.
- b. Traveloka is always updating the technology trends.

Internal Weakness:

- a. Traveloka still startup company and have not reached BEP yet
- b. Traveloka always rents a building for office.

External Opportunities:

- a. The digital world and the internet will grow faster.
- b. The travel industry will grow faster.

External Threat:

- a. People trust
- b. So many online travel agencies

IV. CONCLUSION

The results obtained that advertising on digital platforms will increase and more engage in costumers in promoting the

products. Content marketing and influencer required extra selectivity and content so that customers will be more interested in trying the products. This paper contributes recommendations to shift manual marketing systems into digital marketing systems since the digitalized system is more effective than a manual marketing system. Because the company position is very good to take utilize various internal strengths to take advantage of external opportunities, overcome internal weaknesses, and avoid various external challenges. And the social media marketing of this company is one of the strengths that can help the company to wins the market.

ACKNOWLEDGMENT

We want to acknowledge Universitas Komputer Indonesia to support funds for this research.

REFERENCES

- [1] Goyal, R., Dhyani, P., & Rishi, O. P. Marketing and Social Media. In *Social Media Marketing: Breakthroughs in Research and Practice*, (2018), (pp. 90-97). IGI Global.
- [2] Billon, M., Marco, R., & Lera-Lopez, F. Innovation and ICT use in the EU: An analysis of regional drivers. *Empirical Economics*, (2017), 53(3), 1083-1108.
- [3] Ashley, C., & Tuten, T. Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, (2015), 32(1), 15-27.
- [4] Michaelidou, N., Siamagka, N. T., & Christodoulides, G. Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial marketing management*, (2011), 40(7), 1153-1159.
- [5] Zarrella, D. *The social media marketing book*. " O'Reilly Media, Inc.", (2009).
- [6] De Vries, L., Gensler, S., & LeeFlang, P. S. Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of interactive marketing*, (2012), 26(2), 83-91.
- [7] Carlson, A., & Lee, C. C. Followership and social media marketing. *Academy of Marketing Studies Journal*, (2015), 19(1), 80.
- [8] Swapana, M. M., & Padmavathy, C. Social media marketing. *Advance Management Practices in Business*, (2015), 86.
- [9] Eid, R., & El-Gohary, H. The impact of e-marketing use on small business enterprises' marketing success. *The Service Industries Journal*, (2011), 33(1), 31—50.
- [10] Tiago, M. T. P. M. B., & Verissimo, J. M. C. Digital marketing and social media: Why bother?. *Business horizons*, (2014), 57(6), 703-708.