

## Marketing Strategy for Domestic and International Tour Packages at PT. Yuk Kita Tour

Ahmad Jailani Siregar<sup>1\*</sup>, Paham Ginting<sup>2</sup>, R.Hamdani Harahap<sup>3</sup>  
University of North Sumatra

**Corresponding Author:** Ahmad Jailani Siregar [jaysiregar0610@gmail.com](mailto:jaysiregar0610@gmail.com)

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### ABSTRACT

This research discusses Tourism, one of the largest industries in the world and is a sector that many countries rely on. This study aims to find out the marketing strategy of tour packages in PT. Yuk Kita Tour on Domestic and International Tour Packages. This research method was carried out to consumers of PT. Yuk Kita Tour, The reason for choosing this location is because PT. Yuk Kita Tour is a travel agency that is different from other travel agencies. The types and sources of data in this study use qualitative data types, such as: the results of descriptive interviews, the potential attraction of tourists of PT. Yuk Kita Tour and two data sources, namely primary data sources and secondary data sources. In collecting data using three techniques, namely: observation where this research is carried out by direct observation of PT. Yuk Kita Tour. To determine the informants using the purposive sampling technique, the researcher determines in advance who is the sample, and mentions the status of each according to the researcher's wishes and objectives. Research Results of PT. Yuk Kita Tour Implement the SO strategy by increasing sales promotion to the target market, increasing cooperation with hotels and travel agents and maintaining diversity and innovation in product and service quality.

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## **INTRODUCTION**

Tourism is an activity that directly touches and involves the community so that it brings various impacts to the local community, tourism can be said to be a driving energy for development in an area involving the local community. Tourism has now become one of the largest industries in the world and is a sector that many countries rely on. This is because the importance of the tourism industry in society because it can provide job opportunities for the community around tourist attractions and increase other tourism activities to develop. Tourism, especially in Indonesia, has become an industrial sector that is in great demand by various groups and has become a source of income for the country. In the presentation of the Indonesian Minister of Tourism, the tourism sector is the commodity that contributes the third largest foreign exchange after the petroleum and mining sectors. With the increase in the tourism industry around the world, especially in Indonesia, it has an impact on the increase in tourism needs themselves.

The rapid development of the tourism sector in Indonesia today shows evidence of the success of development carried out by the Indonesian government. Conyette (2012) proposed that online transaction providers in the tourism industry are increasing and making them the largest online transaction providers and based on online sales, the two tourism industries, hotel bookings and air travel are the largest sources of income. Ease of access to transportation by air and sea is also one of the factors in increasing the number of tourist visits every year, both domestic and foreign tourists. According to Damardjati (1995:5) provides the following restrictions on travel agents. "Travel Agent is a service business that has a function to plan and execute a tour package including the completeness of tourist trips such as transportation, guides, and others from both within and outside the country".

Yuk Kita Tour is a Travel and Organizer company that was established in 2018. Initially the address was on Jl. Kihajar Dewantara Rantauprapat No 31. Then in 2022 And now on Jl. Martius Lubis. Perum Sun Residence No.06. Rantauprapat. Yuk Kita Tour has a vision to become one of the best tourism service companies and companies that have complete services and products, especially in the field of domestic and international tour packages and the mission to provide maximum and satisfactory service to all customers, Provide welfare to every member of the company, shareholders, management and all employees, Strive to support local income and contribute to the social and environmental sector. The products and services offered are tour package packaging, while several types of tour package packaging sold by PT. Yuk Kita Tour also develop a tour to bring clients abroad. Not only domestic tour packages. Yuk Kita Tour also develop foreign tourism. With a choice of services according to the budget, and there is a service that does not need to take care of passports. This provides an opportunity for an increase in the number of customers to use the services of Yuk Kita Tour.

One of the travel agencies that has sold a variety of domestic and foreign tour packages is PT. Yuk Kita Tour. The travel agency that was established in 2018, in addition to serving the sale of domestic and foreign tour packages, Yuk

Kita Tour also serves family trips, KKL, outings, outbounds, custom tours, as well as rental cars, vans, and tourist buses. PT. Yuk Kita Tour promotes tour packages through online and offline On Facebook, Yuk Kita Tour only posts pictures of trips that have been carried out so that the promotion on the Facebook platform is not strong. On the Instagram platform Yuk Kita Tour, the promotion is better, namely there are pictures of travel as testimonials and tour packages with tour package flyers and complete explanations in the caption. From the description and data above, there are several problems in the marketing of Yuk Kita Tour tour packages so that there is a decrease in the purchase of tour packages, the following are the problems that occurred.

**Table 1.1. Number of Tour Packages Sold  
in Yuk Kita Tour the Last Three Years (2020-2023)**

No.	Year	Domestic		Abroad	
		Tour Packages	Sum	Tour Packages	Sum
1	2020	Aceh Band	255 people	Thailand	274 people
		Bukit Tinggi	72 people	Kuala Lumpur	354 people
		Lake Toba	56 people	Singapore	49 people
		Total	383 people		677 people
2	2021	Aceh Band	354 people	Thailand	205 people
		Bukit Tinggi	77 people	Kuala Lumpur	177 people
		Lake Toba	144 people	Singapore	3 people
		Sibolga	15 people	Japanese	4 people
		Berastagi	165 people	Hatyai Thailand	205 people
		Yogyakarta	35 people	Turkish	5 people
		Field	42 people		
Total	832 people		599 people		
3	2022	Aceh Band	447 people	Bangkok Thailand	158 people
		Bukit Tinggi	55 people	Pattaya Thailand	15 people
		Lake Toba	30 people	Malaysia	245 people
		Yogyakarta	25 people	Singapore	125 people
		Sibolga	245 people		
Total	802 people		543 people		

Source: PT. Yuk Kita Tour, 2022

In the table above, it can be seen that there was an increase of 117.2% in sales of domestic tour packages, but there was a decrease of 11.5% in sales of foreign tour packages in 2021. Meanwhile, in 2022, sales of domestic and foreign tour packages decreased from the previous year. In domestic tour packages, there was a decrease of 3.6% and in foreign tour packages there was a

decrease of 9.3%. The total number of domestic and foreign tour participants in 2022 is 1,345 people.

Efforts made to increase the sales of tour packages, PT. Yuk Kita Tour must implement a marketing strategy to increase sales of tour packages. The success of the main marketing strategy can be obtained by harmonizing the marketing environment, namely the internal environment and the external environment of the company (Payne, 2000:29). Sihite (2000:73) stated that there are several factors for the importance of marketing in supporting the success of a business, including:

1. Declining sales rates.
2. The growth rate of product sales is slowing down.
3. Changing consumer tastes and increasing standards of consumer needs.
4. Operational costs and investment costs are increasing.

The research objectives of this research is 1. To find out the decline in sales of tour packages at PT. Yuk Kita Tour, especially in 2022, which showed a decrease of 3.6% for domestic tour packages and 9.3% for foreign tour packages. 2. To find out PT. Yuk Kita Tour has difficulties in promoting tour packages, especially through the Facebook platform which is not effective. Promotion through Instagram is better, but it still needs to be improved. 3. To know Consumers' tastes are changing, and the standard of their desires is increasing, which requires more innovative and adaptive marketing strategies.

## LITERATURE REVIEW

### *Marketing Strategy*

Some experts provide various definitions of marketing, including:

1. Marketing strategy is a managerial social process in which individuals and groups get what they need and cool it down by creating, offering, and exchanging valuable products with other parties. Kotler (2012).
2. Marketing strategy is a series of goals, objectives, policies, and rules that provide direction to the company's marketing efforts from time to time at each level and reference, as well as its allocation as a response to the company's response in facing the ever-changing environment and competitive circumstances, then marketing strategies in the form of activities to make products, set prices, determine distribution, and determine promotional activities. Assuari (2012).

### *Marketing Management Goals*

According to Meithiana Indrasari (2019:10-12), the goals of marketing management are as follows:

1. Creating demand (demand), Demand is the activity of creating products by reviewing consumer preferences and tastes for goods or services that will meet their needs and desires.
2. Customer satisfaction, which is meeting customer expectations by giving an impression of the value of the product.
3. Increase and expand market share from the ratio of sales to total sales profit.

4. Increase the company's revenue profit from the sale of goods or services needed by customers.
5. Building a good product image to customers by creating quality goods followed by varying prices.

## **METHODOLOGY**

This research was conducted on consumers of PT. Yuk Kita Tour, The reason for choosing this location is because PT. Yuk Kita Tour is a travel agency that is different from other travel agencies. The types and sources of data in this study use qualitative data types, such as: the results of descriptive interviews, the potential attraction of tourists of PT. Yuk Kita Tour and two data sources, namely primary data sources and secondary data sources. In collecting data using three techniques, namely: observation where this research is carried out by direct observation of PT. Yuk Kita Tour. This observation uses recording and documentation techniques, data collection interviews conducted by way of questions and answers with those who have authority in this study, namely tourists from PT. Yuk Kita Tour, as well as literature studies conducted by collecting data from books, brochures and journals related to tourist attractions, in Sugiyono (2012). To determine the informant using the purposive sampling technique, the researcher determines in advance who is the sample, and mentions their respective status in accordance with the researcher's wishes and objectives (Mukhtar, 2013) in Yohansyah (2020). The scope of the research used is marketing strategies using marketing mix, namely Product, Price, Promotion, Place, People, Process. The data analysis technique uses qualitative descriptive data analysis techniques, the data that has been collected, processed and analyzed descriptively using SWOT analysis tools which is a qualitative analysis carried out by examining internal and external factors. Internal factors in this case are Strength (strength or potential) and Weakness (weakness or obstacle). External factors consist of Opportunities and Threats owned by tourist attractions.

## **RESEARCH RESULT**

### ***SO Strategy***

1. A strategy that leverages the strengths of the opportunities that have been identified. Strategies that can be applied in marketing PT. Yuk Kita Tour is a strategy for the creation and development of tourism products.
2. Maximizing marketing carried out by offering tourism products owned by PT. Yuk Kita Tour Well,
3. Maintain and foster better cooperative relationships with related relationships in the tourism industry such as hotels, restaurants, and transportation.

### ***ST Strategy***

1. Improving and maintaining cooperation with well-established travel agencies, for travel agencies in Bali and abroad.

2. Maintain a reasonable price according to the consumer's desire and product quality to win the competition.
3. Improving service quality by providing good quality service to consumers, because basically customer satisfaction is the main thing in the tourism service business.

#### ***WO Strategy***

1. A strategy that minimizes weaknesses by trying to take advantage of existing opportunities. Strategies that can be applied in marketing PT. Yuk Kita Tour is a strategy to increase promotion and a strategy to improve human resources.
2. Maintain good relations with several existing transportation companies. In addition, it will carry out updates to damaged office equipment.
3. Improving the performance and quality of employees to improve service to tourists by increasing tourists' interest in products and employees are also able to take advantage of existing communication media.
4. Improving the quality of service to tourists to increase tourist satisfaction, especially those sent by foreign agents so that there are no delays in payment.

#### ***WT Strategy***

1. Guarantee the quality of products and services
2. Expanding market segments and increasing promotions with brochure printing and others to be able to win the competition with other travel agencies in Medan.
3. Improving the quality of human resources through training, especially for new employees to be able to provide better service in dealing with customers who are more selective in choosing tourism products and able to provide knowledge and understanding to consumers who will use the tour package products made.

#### ***Marketing Mix of PT. Yuk Kita Tour:***

##### **a. Products:**

1. Types of tours: What types of tours are offered? Is it educational tourism, nature tourism, cultural tourism, culinary tourism, or a combination?
2. Tour packages: Create attractive tour packages with a variety of duration, destinations, and activity options.
3. Facilities: Make sure the facilities provided are adequate and in accordance with the needs of tourists.
4. Uniqueness: Offer something unique and different from competitors to keep travelers interested.

##### **b. Price:**

1. Cost analysis: Calculate all costs associated with organizing a tour, such as transportation, accommodation, food, and activities.
2. Competitor pricing: Do your research to find out what prices are offered by competitors.

3. Target market: Determine your target market and adjust the price to their capabilities.
4. Promos and discounts: Offer promos and discounts to attract tourists, especially in the low season.
- c. Promotion:
  1. Website and social media: Create an informative and engaging website and social media to promote your travel.
  2. Advertising: Use a variety of advertising mediums, such as online advertising, print advertising, and radio advertising.
  3. Partnerships: Partner with travel agencies, influencers, and media to expand the reach of your promotions.
  4. Events and exhibitions: Attend events and exhibitions to meet potential tourists in person.
- d. Location:
  1. Accessibility: Ensure that tourist sites are easily accessible to tourists, whether by private vehicles or public transportation.
  2. Ease of navigation: Make directions clear and easy for travelers to understand.
  3. Facilities around the location: Make sure there are adequate facilities around the tourist site, such as restaurants, shops, and toilets.
  4. Safety: Make sure the tourist site is safe and comfortable for tourists.
- e. People:
  1. Friendly and professional employees: Train your employees to provide friendly and professional service to travelers.
  2. Experienced tour guides: Provide experienced tour guides to help travelers during their trip.
  3. Effective communication: Ensure that communication between employees, tour guides, and tourists runs effectively.
  4. Customer satisfaction: Always prioritize customer satisfaction and provide the best service.

### ***SWOT Analysis***

#### **a. Strengths**

1. Have a business establishment license in establishing a travel agent
2. Have an experienced founder in the field of hotel and tour wholesalers.  
Have a system that supports its operational activities
3. Have a good relationship with business partners
4. Have good quality products or services

#### **b. Weaknesses**

1. Limited number of employees
2. Lack of product or service differentiation
3. Lack of promotion through social media and advertising
4. The web is still not at its peak

c. Opportunities

1. The cooperation of Malaysia Healthcare & Travel Agent in Medan
2. Increasing number of domestic tourists
3. The tourism sector is a national priority in the 2020-2024 Medium-Term Development Plan (RPJM)

d. Threats

1. Many Online Travel Agents (OTAs) have sprung up
2. Differentiation of products or services from competitors
3. Many illegal travel agents have sprung up

Competition Currently, tourists tend to prefer to use internet technology access. This is what drives the emergence of Online Travel Agents (OTAs). OTAs come by selling products and tour packages that utilize internet technology. Currently, there are several OTAs that are currently popular, such as: Agoda, Booking.com, and Expedia. These three OTAs can provide information to their consumers quickly and easily by utilizing internet technology. Both Agoda, Booking.com, and Expedia are present as a threat to the Yuk Kita Tour agency.

## DISCUSSION

### Efforts made by PT. Yuk Kita Tour in Marketing Tour Packages

Advertising is a form of communication used by the management of PT. Yuk Kita Tour to promote tour packages, according to Tjiptono & Diana (2015:399), advertising is defined as a wide variety of ways of presenting and promoting ideas, products, or services financed by identifiable sponsors. The following is the event carried out by PT. Yuk Kita Tour in marketing the tour package.

- 1) Promotion through events



Figure 1

### Promotion through events

Event promotions are often carried out in order to increase sales of tour packages, event locations are usually in malls, restaurants, and other strategic locations that are prepared by the promotion team every month. As said by the program manager Mrs. Wynda:

*"For offline promotions we usually do it in crowded locations such as malls and restaurants, and for online we only use Instagram and Facebook, for the target market, we don't measure too significantly, but we only look at sales achievements, so if we see the event is crowded and there are many closings, then we do it again the same way and so on.*

## 2) Promotion Through Socialization



**Figure 2**  
**Promotion Through Socialization**

Promotion by way of socialization is carried out by PT Yuk Kita Tour regularly twice a week. The target of promotion through this socialization is the community, organizations, parents of students and the segmentation of community groups. This is also as conveyed by one of the consumers, Mr. Nasrul who was interested in using YKT's services because the marketing team was present at the school, *"In the past, we were interested because there was YKT marketing who came to the school to offer tour packages, now from there we are always in the prospect every time we want to go on school holidays, and finally we teacher staff deliberate to give the YKT marketing team the opportunity to be a percentage of the tour package process at our school. After that we were interested in the offer given.*

## 3) Distribute Brochure



**Figure 3**  
**Distribute Brochure**

The marketing program by distributing brochures is carried out by the Yuk Kita Tour marketing staff regularly every Sunday at the car free day event to increase the purchase of Yuk Kita Tour tour packages. This program is also one of the routine activities carried out by the sales team in the field, as said by the Program staff in the interview conducted.

*"For offline marketing, we do promotions for brochures and events. We also offer special discounts for customers who come to our booth during events. In addition, we also collaborate with schools or companies to use our tour packages when they are on vacation."*

#### 4) Canvassing to Companies and Agencies

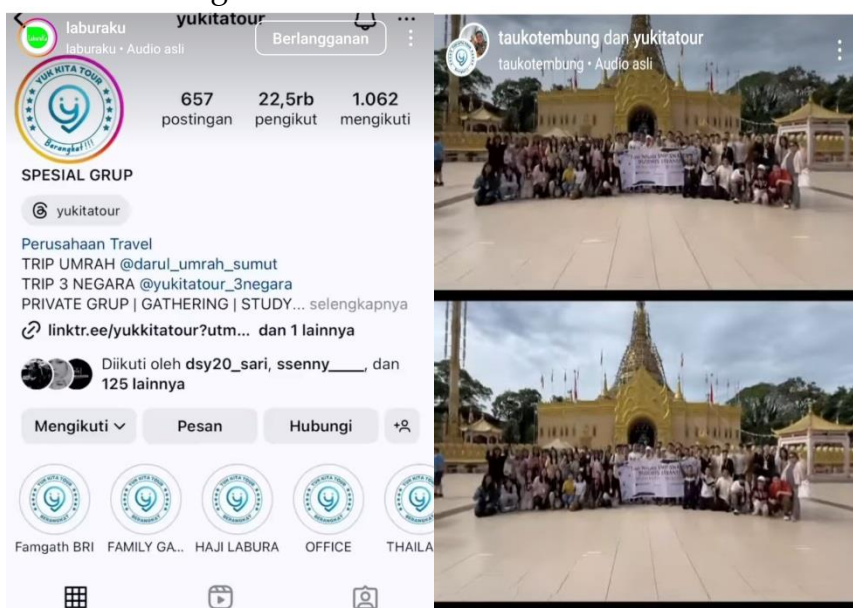


**Figure 4**  
**Canvassing to Companies and Agencies**

Canvassing is routinely carried out by the offline marketing team, the purpose of this program is to provide information related to the price of Yuk Kita Tour tour packages, usually in schools, companies and offices that have many employees, this way also affects the purchase of tour packages, as said by one of the consumers in the following interview.

*"In the past, we were interested because there was YKT marketing who came to the school to offer tour packages, now from there we are always in the prospect every time we want to go on a school holiday, and finally we teacher staff deliberate to give the YKT marketing team the opportunity to give the YKT marketing team the opportunity to prosecute tour packages at our school. After that we were interested in the offer given".*

### 5) Promotion Through Social Media



**Figure 5**  
**Promotion Through Social Media**

The promotion carried out by PT. Yuk Kita Tour on social media in collaboration with @laburaku accounts and Instagram accounts @taukotembung the two media have hundreds of thousands of followers of followers, with segmentation of various ages. This method also affects the sales of tour packages, because according to one of the consumers who has been interviewed, he said,

*"Yesterday I saw my friend's Instagram story on a vacation to 3 countries, then I asked him what travel he was using, then he showed me the Instagram Yuk Kita Tour, so I chose because of the info from a friend".*

### 6) Promotion by giving Free Vacation Vouchers



**Figure 6**  
**Promotion by giving Free Vacation Vouchers**

This voucher is given free of charge to participants who have used the Yuk Kita Tour service and can be used for the next tour trip with Yuk Kita Tour.

From the data obtained from the Yuk Kita Tour archive, there have been 120 vouchers spread from January 2024 to April 2024. This method is also effective for retaining and finding new consumers, as conveyed as follows

*"The benefit I get is a tour voucher with YKT, this is also interesting because I have plans to vacation with my family to Padang or Aceh, now with this voucher, it is not bad to be able to discount up to 400 thousand."*

With several marketing activities organized by PT. Yuk Kita Tour. With this strategy, prospective consumers can easily get information on tour packages. PT. Yuk Kita Tour provides discounts to customers who have previously used PT. Yuk Kita Tour, so that they can be made easier for their vacation. according to David J. Rahman (1987: 79) in Cangara (2020: 79-80) states the principles of corporate governance, as well as the process of pricing and promotion, promotion of ideals, goods, and services to distinguish between gun ownership and organizational ownership. By ensuring to the audience, of course, it is inseparable from communication because without communication, marketing will not run. Marketing Communication Strategy will certainly not be separated from what is desired, of course, along with the Marketing Communication Strategy Target.

#### 7) Establish cooperation contracts with consumers

This method is done by establishing long-term cooperation with consumers with predetermined contracts. The hope is that consumers can become loyal consumers and can refer Yuk Kita Tour to schools or other companies. The form of contract and cooperation is prepared based on the Yuk Kita Tour agreement with consumers. An example of a contract is attached to the attachment page in this study.

#### 8) Active in event activities

In addition to establishing cooperation contracts, Yuk Kita Tour is also active in organizing local events. This is done as a form of good relations with stakeholders and partners who have collaborated as examples as follows at music concert events and humanitarian institutions.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the discussion of the marketing strategy of PT. Yuk Kita Tour, which uses a SWOT analysis method that analyzes Strengths (strengths), Weaknesses (weaknesses), Opportunities (opportunities), and Threats (threats) to the elements of the marketing mix in the marketing of PT. Yuk Kita Tour, then conclusions can be drawn according to the results of the SWOT analysis of the marketing strategy applied, namely:

1. Products Product strategies that must be implemented by PT. Yuk Kita Tour is to improve and develop products that are in demand by tourists and improve services in order to win competition with travel agencies and other travel agents that offer similar products.
2. Price Based on the explanation from the management, the reference rate is indeed set quite high with the consideration that the pricing of a product gives a separate perception of the quality of the product. The price is

always adjusted to market conditions as a reference, the final price determination considers the number of tourists in a period in addition to other considerations.

3. **Distribution Channels** The distribution system carried out by PT. Yuk Kita Tour relies a lot on the informal sector, namely by entering into written agreements with tourism components, such as tour guides, hotel employees, restaurants and so on. The formal sector is to collaborate with other travel agencies both abroad and abroad.
4. **Promotion** In promoting its products, PT. Yuk Kita Tour to do a *reisen sommer* (sales promotion) carried out by the Manager Director (company owner) to overseas agents.
5. The person referred to here is a person who is involved in services to tourists either directly or indirectly who uses the services of PT. Yuk Kita Tour.
6. **Physical Evidence of PT. Yuk Kita Tour** has facilities to support physical evidence such as employee uniforms, transportation facilities, and buildings.
7. **Process** As a travel agency, PT. Yuk Kita Tour has a sales and marketing process in marketing its products. The process can be explained as follows. The sales and marketing department of PT. Yuk Kita Tour to do a *reisen sommer* or better known as sales promotion.

### **ADVANCED RESEARCH**

The limitations of research conducted on PT. The Yuk Kita Tour can be seen from several aspects:

1. **Limited Number of Employees:** Research shows that the number of employees of PT. Yuk Kita Tour is limited, which can be an obstacle in facing the increasing demand for tourists.
2. **Lack of Product or Service Differentiation:** PT. Yuk Kita Tour has a lack of product or service differentiation, which can make it difficult for them to attract the attention of tourists who are increasingly selective in choosing tourism products.
3. **Lack of Promotion Through Social Media and Advertising:** Research shows that PT. Yuk Kita Tour is less active in promotion through social media and advertising, which can reduce the reach of their promotions and affect sales.
4. **The Web Is Not Optimal:** Even though PT. Yuk Kita Tour has a website, research shows that their website is not optimal, which can reduce the effectiveness of online promotion.

Based on the conclusion there are several obstacles to writing suggest:

1. Adding marketing staff to expand the range of tour package products outside the city of Medan so that the public knows what products are offered by the Yuk Kita Tour Travel Agency.
2. The offline marketing strategy carried out by Yuk Kita Tour must be more massive and conduct location research so that offline promotions such as event booth stands are in accordance with segmentation.

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