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***ANALYSIS OF TOURISM PRODUCT MARKETING STRATEGY
IN PT. ALMIN AHSAN TRAVEL***

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ABSTRACT

This study discusses the marketing strategy of tourism products that happened at PT. Experience Ahsan Travel. Nowadays, the development of Umrah Hajj travel in Indonesia is increasing. With the increase in Hajj and Umrah travel make the competition between travel even tighter. Marketing strategy is one of the most important things in how to sell a product to the public large. Marketing can be done in two ways, namely conventional and digital marketing. PT. Alamin Ahsan Travel carries out various marketing strategies, such as providing information about the products they own, and by growing pilgrims' confidence in travel which is also important in marketing strategy. By using various methods, strategies marketing will be able to complement each other and travel can continue compete with other Umrah and Hajj travel agencies. This study used descriptive qualitative method. The results of the research that marketing at PT Alamin is already using digital. This research can adapt to applied studies in the field of tourism marketing.

Keywords: Strategy, Marketing, Service, Conventional, Digital

ABSTRAK

Penelitian ini membahas tentang strategi pemasaran produk pariwisata yang terjadi di PT. Rasakan Perjalanan Ahsan. Saat ini perkembangan perjalanan umroh haji di Indonesia semakin meningkat. Dengan meningkatnya perjalanan haji dan umroh membuat persaingan antar travel semakin ketat. Strategi pemasaran merupakan salah satu hal terpenting dalam cara menjual suatu produk kepada masyarakat luas. Pemasaran dapat dilakukan dengan dua cara yaitu pemasaran konvensional dan digital. PT. Alamin Ahsan Travel melakukan berbagai strategi pemasaran, seperti memberikan informasi tentang produk yang mereka miliki, dan menumbuhkan kepercayaan jamaah terhadap travel yang juga penting dalam strategi pemasaran. Dengan menggunakan berbagai metode, strategi pemasaran akan dapat saling melengkapi dan travel dapat terus bersaing dengan biro perjalanan umroh dan haji lainnya. Penelitian ini menggunakan metode kualitatif deskriptif. Hasil penelitian bahwa pemasaran di PT Alamin sudah menggunakan digital. Penelitian ini dapat berdampak pada kajian terapan dibidang pemasaran pariwisata.

Kata kunci: Strategi, Pemasaran, Layanan, Konvensional, Digital

INTRODUCION

In the beginning, travel activities arose because of human needs to continue to survive, such as expanding trade networks or propagate a religion. However, as the times progressed, the activities

travel is now synonymous with vacationing somewhere for some time. According to Law No. 10 of 2009 travel activities are also referred to as tourism, namely travel activities carried out by a person or group of people with visiting a certain place for the purpose of recreation, personal development, or learning the uniqueness of the tourist attraction visited on a temporary basis. A person who travels is called a tourist.

According to Krippendorff (2006) in his book entitled *Marketing et al tourism* states that marketing in tourism is a system coordination that must be carried out as a policy for companies engaged in tourism, whether private or government businesses, both on a local, regional or international basis, in order to achieve optimal satisfaction of the needs of tourists and other groups, as well as to achieve a reasonable profit. Marketing can be done in two ways, namely conventional and digital marketing. Conventional marketing is one type of marketing that is done directly (not online) with conventional methods (using common habits that are commonly used).

Marketing example One of the conventional methods is by making advertisements in newspapers or placing billboards on the roadside. While Digital Marketing (DM) is all efforts to market a product and service through internet media.⁵ Examples of marketing using the internet, one of which is through social media and creating a website. Marketing using the internet can not only increase sales only, but can also carry out product promotion, branding, and establish more effective communication with customers. By referring to the background that the author has described above, then the author is interested in making a study with the

title "ANALYSIS OF TOURISM PRODUCT MARKETING STRATEGY IN PT. ALMIN AHSAN TRAVEL

LITERATURE REVIEW MARKETING MANAGEMENT

According to Kotler and Keller (2016: 27) marketing management is the art as well as the science of determining target markets and getting, keeping and growing consumers through creating, delivering, and communicating product benefits to consumers. According to George R. Terry in his book *Principles of Management*, he divides the basic management into four functions, namely Planning, Organizing, Actuating and Controlling or commonly abbreviated as POAC.

1. *Planning*

Planning is choosing facts and linking facts and the making and use of forecasts or assumptions for the future by describing and formulating the activities needed to achieve the desired results.

2. *Organizing*

Organizing is the determination, grouping, and preparation of various activities needed to achieve goals, the placement of people (employees), towards these activities, the provision of suitable physical factors for work purposes and the appointment of a relationship of authority, which is delegated to each person in relation to implementation of each expected activity.

3. *Actuating*

Movement is to arouse and encourage all group members so that they will and try hard to achieve goals sincerely and in harmony with the planning and organizational efforts of the parties involved. leader. Based on the above definition, whether the goals are achieved or not depends on whether or not all members of the management group are moving, starting from the top, middle to bottom levels.

4. *control*

Control has a very important role or position in management, considering it has a function to test

whether the implementation of work is orderly, directed or not. Although planning, organizing, actuating are good, but if the work is not organized, orderly and directed, then the goals that have been set will not be achieved. Thus control has a function to oversee all activities so that focused on the target, so that the goals that have been set can be achieved.

Heidrick and Struggles (2009) argue that the development of digital marketing through websites, mobile phones, game devices, offers new access to unheralded and highly influential advertising. Then according to Ridwan Sanjaya and Joshua Tarigan (2009) digital marketing is a marketing activity including branding that uses various media-based websites, blogs, emails, Adwords, or social networks. The concept of digital marketing that can be taken in terms of promotion as part of the marketing mix (4p) according to Ryan (2009):

1. Website

The website is the link to the digital world as a whole and perhaps the most important part of the overall strategy digital marketing, where online activities will be directed directly to potential consumers.

2. Search Engine Optimization (SEO)

One of the most important things from a website is Search Engine Optimization (SEO) or the process of setting content from a website so that it is easily found by internet users who are looking for content that is relevant to the one on the website. Paid Search Click-Based Advertising (PPC Advertising) PCC (pay per click) advertising allows marketers to purchase internet search results pages based on selected keywords and sentences.

3. Affiliate Marketing and Strategic Partnership

The activity of partnering with other organizations/companies and websites to achieve mutual benefits from a collaboration to promote a product or service.

4. Public Relations Online

Using online communication channels such as press releases, article syndication (RSS), and blogs to achieve a positive perception of

brand and place the organization/company as the authorized party in a particular field.

5. Social Network

A marketing opportunity, but currently no one has been able to offer an advertising system with a very focused focus on a very small group of people (niche) on the basis of profile information obtained from social networking sites.

6. E-mail Marketing

Electronic mail (e-mail) is still an important tool for digital marketing activities, which are sent with the aim of maintaining relationships between existing and prospective consumers. consumers who are willing to receive information via e-mail.

7. Customer Relationship Management

Keeping existing customers and building mutually beneficial partnerships with them is one of the important elements of digital marketing activities.

SWOT concept

In addition to discussing how Alisan's marketing strategy is, the author will also analyze the implementation of marketing strategies using SWOT. SWOT analysis is a form of descriptive analysis of situations and conditions (gives an overview). This analysis is divided into four basic components, namely:

1. Strength: is a situation or condition that is the strength of the organization or program at this time.
2. Weakness: is a situation or condition that is a weakness of the organization or program at this time.
3. Opportunity: is a situation or condition that is an opportunity outside organization and provide growth opportunities for the organization in the future.
4. Threat: is a situation that is a threat to the organization that comes from outside the organization and can threaten the existence of the organization in the future

PRODUCTION MANAGEMENT

According to Sofjan Assauri (2004:22), there are four most important functions in management production, including:

1. Planning

Planning is the linkage and organization of production activities to be carried out with a certain period. With good and correct planning it will minimize production costs so that companies can determine good prices and achieve big profits.

2. Processing

Processing is a method or technique used to process income. This process is very important for resource utilization maximally and efficiently.

3. Supporting services

The facilities needed for determination and the methods used so that the processing process can be carried out effectively and efficiently. This is often necessary to help companies compete in a healthy manner by increasing production and quality output.

4. Control/ Supervision

This is a function to ensure the implementation of activities in accordance with the plan, so that the purposes and objectives of using and processing inputs can be carried out.

METHODOLOGY

According to Saryono (2010), qualitative research is research that used to investigate, discover, describe, and explain the qualities or features of social influences that are not can be explained, measured or described through a quantitative approach. An interview is a conversation with a specific purpose.

That conversation conducted by two parties, namely the interviewer (interviewer) who asked the question and the interviewee (interviewer) who provided the answer to the question (Moleong, 2010). The author conducted interviews related to marketing management strategies with the person in charge and the marketing staff at PT. Experience Ahsan Travel. Observation is a research activity in order to collect data related to research problems through

a process of direct observation in the field. Researchers are there, to get valid evidence in the report to be submitted. Observation is a data collection method in which researchers record information as they witnessed during the study (W. Gulo, 2002). The author made observations for 4 months at PT. Alamin Ahsan Travel and collect important data for this research.

**RESULT AND DISCUSSION
PRODUCT MARKETING STRATEGY PT.
ALMIN AHSAN TRAVEL**

In order for a company to run properly and correctly, it needs to be implemented management system in each company. According to George R. Terry in his book Principles of Management, he divides the basic management into 4 functions, namely Planning, Organizing, Actuating and Controlling or commonly abbreviated as POAC.

These four functions can be said to be the key to the running of a company so that it can be better than before and run in accordance with existing SOPs.

For planning, Alisan usually holds meetings with their respective divisions. Alisan is a company with a family concept, so Alisan does not hold joint large meetings, only holds meetings with their respective divisions. And after holding a meeting with his division, the results of the meeting will be reported to the President Director of Alisan. As for organizing, Alisan places its employees according to their respective expertise, so that employees will be able to carry out the work comfortably and without pressure. Then for Actuating, in order to optimize in order to achieve the company's vision, mission and work program, all employees work in line with the work plan that has been prepared by Alisan.

Lastly, for controlling, Alisan's main director, Mr. Ali, always controls, supervises and evaluates the work process and the results of the work so that it is in accordance with the work program and Alisan's vision and mission.

Marketing Mix

McCarthy in Kotler and Keller (2008) classifies the Marketing Mix into seven elements called the 7Ps, namely product (product), price (price), promotion (promotion), place (place), people (people), physical form (physical evidence), process (process).

1. Product (Product)

Based on the durability and appearance of the product can be classified into non-durable goods, durable goods, and services. Alisan Travel is included in the classification of services, namely selling a product that can be offered to consumers without any physical form but can be felt and enjoyed by the buyer. Alisan is a travel agency company that serves its pilgrims (consumers) to be able to go to the washing land and perform Hajj or Umrah. Alisan Travel is also a company with the status of BPW (Travel Bureau) therefore Alisan also sells Halal Tour packages for groups or can be done on request, Umrah visas, flight tickets and accommodation reservations. Alisan always tries to maintain the services provided to its congregation, such as accommodation facilities, transportation, travel safety, and others. So that the product quality will be better than before.

2. Price (Price) After determining the necessary aspects and doing careful calculations, Alisan will determine the right price and in accordance with the service and comfort that will be provided to the congregation. The price of a package is greatly influenced by the hotel, the closer the hotel is to the Alharam Mosque, the more the package price will be the price of the package chosen by the congregation is also high. In addition, the flight to be used is also something that greatly affects the package price, such as seat selection (business class / economic class), and direct or indirect flights.

3. Promotion (Promotion)

Alisan started marketing their products for the first time in a way that is still very conventional, namely the method from mouth to mouth. In accordance with Alisan's vision and mission, which always strives to provide the best service for its congregations, Alisan will try to make the

pilgrims feel comfortable and satisfied with their services as long as the pilgrims perform worship in the holy land. This makes the congregation feel the need to share their experiences with Alisan and advise their family, relatives, or friends to also go with Alisan. The first media that cooperated with Alisan was *Republika* newspaper by placing advertisements on *Republika* newspaper pages. In addition, Alisan has also collaborated with television stations several times, namely *Trans7* and *Metro TV*. The *Islamic Peninsula* is broadcast every month of Ramadan, which will accompany you at dawn and also before breaking the fast. In addition to the *Islamic peninsula*, there is also a cloth *Ihram* event, which is an event to dispatch people who are

underprivileged to be able to go to Umrah for free. Meanwhile with *Metro TV*, Alisan bartered promotion by sending a team from *Metro TV* and Alisan would get services in the form of advertisements on TV. Alisan has representatives in several areas such as Surabaya, Jogjakarta, Jember, and other areas. In 2001 there were still many regions in Indonesia whose citizens do not have a TV, therefore Alisan's marketing is by placing banners, pamphlets, and brochures in these areas. In addition, Alisan also took the initiative to cooperate with several radio stations, such as *Radio Ambar*, *Radio Elshinta*, and *Radio KIS FM*. According to the Managing Director of Alisan, namely Mr. Ali in interview who said that these methods were considered very effective and successful in marketing Alisan products. This is also considering that in that year the Internet was not yet easy to reach by all levels of society.

b. Sales Promotion
Alisan has a *Milad Umrah* package held to celebrate Alisan's birthday. A few days before returning to Jakarta, Alisan will hold a thanksgiving event in Mecca. In the event, door prizes will be distributed such as Umrah discounts, coupons, and others. Likewise, during the reunion, door prizes will be distributed and there will also be guest stars who will entertain the congregation during the event.

When Alisan was just starting out, Alisan participated in several travel exhibitions and opened a booth. One of the exhibitions that Alisan participated in was a travel exhibition organized by APEC and became the largest travel exhibition in 2003, the exhibition was held at Hotel Sahid. Meanwhile, Alisan also regularly invites Alisan congregations every few years to hold congregational reunions in various cities. Some time ago Alisan held a congregational reunion at The Sarfin Hotel Pati, inviting an Islamic vocal group, namely Senada, as guest stars to entertain the congregation who attended the reunion. This reunion event was distributed using radio in Pati and posters distributed in WhatsApp groups with the congregation. Personal Selling Before the deal to buy Alisan products, the pilgrims will usually consult with the customer service department to be more confident and understand the product to be purchased. Place/Distribution (Place/Distribution) Place which means a place that functions as a place for distribution of the company's products. Alisan always strives to make its products easily available for its congregations.

So that can provide convenience and reach pilgrims from various regions in Indonesia Alisan opens representatives (branches) in various areas, especially big cities in several provinces. The representatives are located in the cities of Surabaya, Solo, Jogja, Pati, Denpasar, Banyuwangi, Pangkalan Bun, Jember, and Kalimantan. In addition, the area in Jakarta itself has several Alisan representatives, such as in Cibubur and the Ministry of Trade department. The following are certain aspects to determine the area as a representative area according to the author's interview. Seeing the potential of the area, have there previously been Alisan congregations who left for the area? After the congregation departs with Alisan, Alisan will offer directly to the congregation whether they are willing to become Alisan's representative Offices in each representative area⁵. People Alisan Travel has 21 qualified employees. All Alisan employees work according to their expertise in their respective fields. Besides that,

Alisan employees always trying to implement 5S, namely, smile, greeting, greeting, polite and courteous to fellow employees and when serving the congregation, so as to provide comfort and active interaction to attract the congregation's interest in Alisan

5. Physical Evidence

Because Alisan is a company that sells products in the form of services, physical evidence is needed in order to gain the trust of prospective pilgrims. Alisan itself already has a head office located in Tebet, South Jakarta. In addition, Alisan is also a registered member of HIMPUH (Himpunan Organizers of Special Umrah and Hajj), IATA (The International Air Transport Association), and ASITA (The Indonesian Tours and Travel Agencies). For Umrah or Hajj, Alisan will distribute uniforms, suitcases, ihram cloths, and other equipment to pilgrims to be used while in the holy land. Process (Process). Before deciding to go with Alisan, usually prospective pilgrims will consult first. If you feel confident and fit, prospective pilgrims will be directed to pay for the selected package. After completing the payment process, prospective pilgrims will be distributed uniforms, suitcases, ihram cloth, and other equipment to them pilgrims to use while in the holy land. About two weeks or a week before the departure of the prospective pilgrims will be given a briefing to understand the laws of Umrah or Hajj, conditions in the holy land and activities that will be carried out while in the holy land.

Digital Marketing

In 2009 many social networking platforms or also known as social media began to appear, Alisan took the initiative to create a media account social media and use Digital Marketing or E-Marketing marketing strategies. Alisan always tries to keep up with the latest and most popular social media developments in order to market their products with a wider reach. Until now Alisan has several social media accounts such as Website, Path, BBM, Facebook, Instagram, WhatsApp and Line.

1. Website

In general, a website or what is commonly referred to as a web is a collection of pages

consisting of several pages that contain information in digital form, both written (text) and animated images provided on the internet. The Alisan website was created in 2009. The website was created and maintained by Alisan's IT expert, Mr. Ibrahim. The Alisan website will update its program for a period of one year. In addition to the Alisan programs and information for the congregation, on the Alisan website there are also several articles that can be enjoyed by the congregation

2. Path

Path is a private social network for messaging and sharing moments about music, videos, photos and more. Path was created in November 2010 by 3 founders namely Dave Morin, Shawn Fanning and Dustin Mierau. Around 2013 Path began to become the most popular social media in Indonesia. By seeing a good opportunity for marketing their products, Alisan finally created a Path account. But unfortunately on October 18 2018, Path has officially stopped operating and will be deleting the platform.

3. Blackberry Messenger Blackberry Messenger

BBM was created on August 1, 2005. Initially, BBM was made specifically for Blackberry mobile phone users, but in 2013 BBM was also accessible to non Blackberry users. Alisan took advantage of this opportunity to communicate with the congregation more easily, so Alisan also created a BBM account. But unfortunately on May 31, 2019 BBM has removed the platform

4. Facebook

Facebook or FB is a social networking site and service where users can post comments, photos and links to news or other interesting content on the Web. At its core Facebook is a social networking site that makes it easy for you to connect and share with people your family and friends online. Facebook was created in 2004 by Mark Zuckerberg. According to Alisan, creating a Facebook account can make it easier for Alisan to market their products with a wider reach. At first Alisan had 3 Facebook accounts, PT. Alamin Ahsan Tours & Travel, Alisan Jakarta, and Alisan Tours & Travel. PT

Account. Alamin Ahsan Tours & Travel was created around 2011, but due to a problem the account has not been used until now.

Then on 27 May 2015 Alisan created a new account with the username Alisan Jakarta. This account is still actively used to market Alisan products. Alias always updating the account by informing each time there is a new product, departure and return of pilgrims, as well as activities during activities journey. In addition to marketing their products, Facebook is also often used for communication with prospective pilgrims or pilgrims who previously left with Alisan. After posting the new product, there will be prospective pilgrims who contact Alisan's FB and ask a few things. After feeling more confident the prospective congregation will be directed to directly contact the head office.

Alisan had created a new Facebook account and linked it to the official Alisan website. The account was created on October 2, 2016. However, the activity on the account only lasted for 2 years just. Alisan Tours & Travel account has 256 followers. Just like the Alisan Jakarta account, Alisan Tours & Travel also frequently updates its account with congregational activities with Alisan, info and products latest Alisan. Besides that, of course, Alisan Tours & Travel often greets pilgrims who follow the Alisan account. However, due to the absence of an admin (person in charge of holding and controlling an account) specifically assigned to the Alisan Facebook account, sometimes responding to prospective pilgrims who contact via Facebook is a bit hampered.

6. Instagram

Instagram is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and other networking activities. Instagram is a social network that was born from a company called Burbn, Inc. which was established on October 6, 2010. When Instagram began to be popular with the Indonesian people, Alisan began to see the

opportunity that Instagram could be a very effective platform for marketing Alisan products. Alisan's Instagram account was created in January 2016 with the username @alisan_toursandtravel_id. Currently, Alisan's followers (a term for people who follow an Instagram account) have reached 22,800 people. Since its inception until now, Instagram is Alisan's most active social media. Not only posting about Alisan products,

SWOT Analysis of Alisan Tours & Travel's Marketing Strategy

SWOT Analysis of Marketing Strategy in facing competition with other Hajj and Umrah organizers. Strength :Maximum service for pilgrims The number of pilgrims who feel comfortable with Alisan Trying to keep up with the latest social media developments Registered in official Hajj and Umrah institutions.

Weaknesses: Less than optimal use of social media owned, No special admin for Alisan Facebook account.

Opportunity: The majority of Indonesians are Muslim. There is a lot of interest from the Indonesian people to be able to go to the holy land. The use of the internet is very helpful in marketing Alisan products with a wide reach

Threats: There has been a fraud by a travel, making people more vigilant in choosing a travel that will be trusted The number of Hajj and Umrah organizers in Indonesia Competition for Hajj and Umrah organizers is getting tougher

CONCLUSION

Products Offered PT. Alamin Ahsan Travel Travel agency is a company engaged in services, by offering travel products and services to the public Alisan is a company that has the status of a travel agency that is also the organizer of Umrah and Hajj. Apart from Umrah and Hajj, Alisan also caters for Halal Tours, visas, and ticket airlines. Marketing Strategy Applied PT. Alamin Ahsan Travel According to the author's observations for a month doing internships and conducting interviews with several related sources, to market

products and attract prospective pilgrims to use Alisan's services, Alisan does several ways, namely: Advertising, Sales Promotion, Publicity, Personal Selling, and Digital Marketing.

SUGGESTION

After making observations while at Alisan Tours & Travel, hereby the author can provide the following suggestions: 1. According to the author, Alisan has been very good at following the latest social media developments, but there is still a need for increasing the use of social media that is owned to be better and more communicative with the congregation. Because some of Alisan's social media are still less effective in marketing products and communicating with the congregation. 2. The need for a special admin to hold Alisan's social media accounts so that they can be managed and used more optimally and minimize the occurrence of double jobs for employees.'3. In order to make it easier and not confuse the congregation, the Alisan Facebook account listed on the Web needs to be changed to the current account active, because it still lists the old and inactive Facebook account.

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