

STRATEGI KOMUNIKASI PEMASARAN PENJUALAN TIKET PESAWAT DI PT TX TOUR AND TRAVEL CABANG GORONTALO

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ABSTRAK

Pentingnya komunikasi dalam dunia bisnis dinilai mampu mengatasi berbagai masalah yang dihadapi oleh suatu perusahaan. Diperlukan berbagai strategi untuk bertahan dalam setiap tantangan bisnis dewasa ini. Strategi komunikasi berperan signifikan dalam pemasaran barang atau jasa. Penelitian ini bertujuan untuk mengetahui dan menganalisis strategi komunikasi pemasaran penjualan tiket pesawat di PT. TX Tour and Travel Cabang Gorontalo. Penelitian lapangan ini menerapkan metode kualitatif deskriptif. Pengumpulan data dilakukan melalui observasi dan wawancara. Hasil dari penelitian ini adalah pemilik dan karyawan perusahaan itu telah melakukan strategi komunikasi pemasaran (Morissan, 2010), yaitu: 1) Pemasaran langsung melalui penawaran langsung kepada calon pelanggan produk atau jasa di PT. TX Tour and Travel Cabang Gorontalo. 2) Promosi penjualan di PT. TX Tour and Travel Cabang Gorontalo dilakukan melalui potongan harga untuk minimal pembelian 20 tiket pesawat. 3) Periklanan dilaksanakan secara aktif berupa promosi di media sosial. 4) Penjualan secara personal yang dilakukan di PT. TX Tour and Travel Cabang Gorontalo berupa komunikasi secara tatap muka dengan pelanggan yang datang langsung ke kantor. 5) Kehumasan di PT. TX Tour and Travel Cabang Gorontalo hanya dilakukan melalui aktivitas kehumasan dengan pola umum karena PT. TX Tour and Travel Cabang Gorontalo tidak memiliki divisi khusus kehumasan. Komunikasi pemasaran yang diterapkan oleh PT. TX Tour and Travel Cabang Gorontalo memiliki kekuatan untuk tetap bertahan di tengah perkembangan dan persaingan. Namun, PT. TX Tour and Travel Cabang Gorontalo masih memiliki kelemahan yang perlu ditingkatkan lagi dengan teknik perencanaan strategi baru yang lebih inovatif untuk menghadapi persaingan pada bisnis wisata perjalanan.

Kat-kata Kunci: Komunikasi Pemasaran, Penjualan Tiket Pesawat

MARKETING COMMUNICATION STRATEGY OF AIRPLANE TICKET SALES AT PT.TX TOUR AND TRAVEL GORONTALO BRANCH

ABSTRACT

Communication in the business world is significantly considered capable of overcoming various problems faced by a company. Various strategies are needed to survive every business challenge today. Communication strategies play a significant role in marketing goods or services. This study aims to find and analyze the marketing communication strategy of airplane ticket sales at PT TX Tour and Travel Gorontalo Branch. This study applies a descriptive qualitative method. Data collection is done through observation and interviews. The result of this study is that the owner and employees of the company have carried out some marketing communication strategies (Morissan, 2010), namely: 1) Direct marketing through direct offers to potential customers of products or services. 2) Sales promotion is carried out through discounts for a minimum purchase

of 20 airplane tickets. 3) Advertising is carried out actively in the form of promotions on social media. 4) Personal selling carried out is in the form of face-to-face communication with customers walking in directly. 5) Public Relations is only carried out through public relations activities with a general pattern because PT TX Tour and Travel Gorontalo Branch does not have a special public relations division. Marketing communication applied by PT TX Tour and Travel Gorontalo Branch has the strength to survive amid development and competition. However, PT TX Tour and Travel Gorontalo Branch still has weaknesses that need to be improved again with new, more innovative strategic planning techniques to face competition in the travel tourism business.

Keywords: Marketing Communication, Airplane Ticket Sales

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INTRODUCTION

In Indonesia, business transactions are very fast in development. According to Maryanto *et al.* (2019, 37), many consumers continue to be critical, and dynamic, and with various demands, so it is not easy to guess their wants. For instance, a service sector company, a tour-and-travel business provides travel, transportation services, and tourism information. The existence of the tour and travel makes it easier for customers to get the information and tour packages they want more completely. With so many facilities provided and served by the tour and travel, it attracts tourists or the public to use tour and travel services. This also causes competition among tour and travel companies to be increasingly and tightly competitive.

One of the growing Tour and Travel service companies in Indonesia today is

TX Tour and Travel. TX Tour and Travel is a travel agency that presents the concept of a full-service travel agent. It provides various offers such as the sale of airline tickets, tour packages, hotel vouchers, and cruises. This travel has opened more than 200 outlets in 54 cities in Indonesia and received an award from the Indonesian World Records Museum (so-called *MURI*) in 2004 as the first travel agent to be franchised in Indonesia. One of the outlets is in Gorontalo city which is the object of this study. In improving the company's image (brand image), TX Tour and Travel is required to continue to maintain good relations and provide good service to customers.

PT TX Tour and Travel is one of the travel agents that is still active in Gorontalo city. This is inseparable from the digital world because it has

technology applications, such as internet advances, the globally widespread smartphones, and streaming habits, as well as social media (Suswanto *et al.*, 2020, 18). With the current technological developments, travel agents and online travel agents strictly compete. Recently, airplane tickets can also be accessed through Online Travel Agent, and this has had a significant impact on travel agents starting from the decline in ticket sales and the attack of the Covid-19 virus which has been currently sweeping across all countries and resulted in several airlines stopping operations during the lockdown for some occasions.

Following the circumstances experienced, several TX Tour and Travel branches have been in danger of going out of business. The decline in ticket sales has also resulted in fewer customers at TX Tour and Travel. Currently, some TX Tour and Travel customers have started to move to use Online Travel Agent. It can be seen from the recapitulation of airplane ticket sales before the attack of Covid-19 in 2017 that indicated 1532 airplane ticket sales and experienced an increase in 2018 with 1688 airplane ticket sales. Consequently, in 2019, TX Tour and Travel experienced a very drastic decline in tickets sold as many as 867 airplane

tickets. Then the recap of ticket sales after Covid-19 in the year decreased even more than the previous year, namely 513, and then in 2021 ticket sales were 447.

PT TX Tour and Travel realizes that the main problem of the decline is caused by external problems, namely price competition. As we know, the existence of online application-based travel agents has brought about many losses for conventional travel agents, as well as TX Tour and Travel. It is proven by many buyers who have chosen to switch to using online-based applications. Those online-based applications of travel agents are considered to be easier, more practical, and more efficient. Apart from them, the main problem is price comparison. PT TX Tour and Travel implies that many buyers compare the prices listed on the application to be cheaper. Even so, TX Travel always tries to convince buyers that the price they sell is consistent or will not change at any time.

In dealing with the abovementioned situation, PT TX Tour and Travel needs a strategy so that the company can increase ticket sales and survive amid intense business competition. According to Ekalista *et al.* (2019, 21), marketing communication strategy is

communication planning and management carried out in delivering messages related to a particular product. Concerning several marketing communication strategies, Morissan (2010) explains direct marketing, advertising promotion, personal selling, and public relations.

Direct marketing is a form of communication directly with several consumers to get a quick response. According to Morissan, (2010: 22) in addition to brand building and customer relationships, direct marketing usually seeks a direct, immediate, and measurable consumer response.

Personal selling is a form of direct communication with potential customers by making presentations to establish good relationships with consumers. Personal selling is a personal presentation by a company salesperson with the aim of making sales and building relationships with customers. It means that personal selling is a company activity to make direct contact with potential customers. With direct contact, it is expected that there will be a positive relationship or interaction between the company and the potential customer. This direct contact will be able to influence consumers more intensively because in this case, the entrepreneur can

find out the wants and tastes of consumers and their lifestyles.

Sales promotion is a value-added offer designed to encourage the purchase or sale of a product or service to increase sales and the number of customers in a short time.

Advertising is a form of nonpersonal presentation and promotion carried out by sponsors (companies) in the form of ideas, goods or services, that are paid (not free). Advertising can be defined as sending a message through a medium that is paid for by the advertiser. Advertising can help achieve almost all communication goals, so advertising is a powerful tool for building consumer awareness. Advertising must certainly be able to persuade, build reputation and condition preferences, and convince anyone who has bought the product.

Concerning that, Public Relations (publicity & public relations), is a form of communication built to establish good relations with related parties to gain support, and build a good corporate image to strengthen selling points such as holding exhibitions, seminars, events, and others. Building good relations with various communities is conducted by obtaining the desired publicity, building a good corporate image, and handling or

dealing with rumors, stories, and unpleasant events.

Marketing communication can be said to be an effort to convey information to the public, especially consumers, about the existence of a product or service in a company. The development of information technology through this time and age triggers strict business competition among fellow business people. It is not easy to be in this position.

If a company releases a product or service that is acceptable to the market, its competitors will also follow suit by making similar products supported by quality and features that may have been improved. In response to this, in addition to strengthening the right marketing communication strategy, the strategy must also be able to build good relationships with consumers. In the business world, "war" always never stops. Every company, of course, with the products or services it produces, is in the form of "winning" the market.

Technological development has an impact on various sectors, including the industry engaged in Tour and Travel services. One of the needs of the community or customers for tourist travel services at this time is the

continued increase in great opportunities for Tour and Travel business people.

The continuity of a business company will depend on how the public accepts the products offered to customers. Likewise, this is the case with PT TX Tour and Travel Gorontalo Branch, to increase sales, of course, various strategies have been carried out by PT TX Tour and Travel Gorontalo branch both in marketing and promoting PT TX Tour and Travel Gorontalo Branch products or services. Therefore, research on "Marketing Communication Strategies for Airplane Ticket Sales at PT. TX Tour and Travel Gorontalo Branch" significantly indicates an urgent issue to resolve.

RESEARCH METHOD

In conducting this research, researchers employed descriptive qualitative research. According to Sugiyono (2016: 9), a qualitative research method is a research method used to research natural object conditions where the researcher is the key instrument. This kind of research aims to analyze marketing communication strategies for airplane tickets at PT TX Tour and Travel Gorontalo Branch.

Researchers chose the location of the Gorontalo Branch of TX Tour and Travel. The reason the researcher chose this location is that TX Tour and Travel has been around for a long time and is still able to compete amid intense business competition. Therefore, it attracts the researchers to analyze the marketing communication strategies used by TX Tour and Travel Gorontalo Branch. In conducting this research, researchers experienced approximately a whole 1 month, namely January 2022.

According to Sugiyono (2018: 224), data collection can be done in various settings, various sources, and in various ways. To get data at the research site, therefore, the data collection procedures employed were: 1) Observation as a data collection technique by making direct observations at the research site. According to Sugiyono (2018: 229), observation is a data collection technique that has specific characteristics when compared. 2) Interview, as stated by Esterberg (in Sugiyono, 2016: 232), an interview is a meeting of two people to exchange information and ideas through questions and answers so that meaning can be constructed on a certain topic. 3) Documentation is a record of events that have passed and are presented in the form of writings, pictures, or

monumental works of a person. Documents make the results of interviews or observations more reliable or credible (Sugiyono, 2016: 240). Meanwhile, the data analysis technique used was SWOT data analysis (Maulana *et al.*, 2020, 40), which mainly focuses on two aspects, namely strengths and weaknesses.

RESEARCH RESULT AND ANALYSIS

The data presented comes from the interview process. The interview was submitted to the leader or owner of PT TX Tour and Travel, the supervisor of PT TX Tour and Travel Gorontalo Branch, and additional informants from regular and non-regular customers of PT TX Tour and Travel Gorontalo Branch. They were purposively selected as informants by considering the competence and accessibility of information they possess. The identity of PT TX Tour and Travel informants can be seen in the table below, namely:

Table 1 Identity of Informants

No.	Initial	Sex	Information
1	MC	Male	Branch Manager
2	NAA	Female	Supervisor
3	AA	Female	Regular Customer
4	YH	Female	Regular Customer

5	SP	Male	Non-Regular Customer
6	YI	Male	Non-Regular Customer

Source: Processed Data 2022

Every company has its ways and strategies, as well as PT TX Tour and Travel Gorontalo Branch. It has special strategies to promote products and services to consumers and potential consumers so that the consumers are interested in buying and using the products or services offered. The following promotional activities are carried out to introduce products or services from PT TX Tour and Travel Gorontalo Branch.

Direct Marketing

The continuity of a business company will depend on how the public accepts the products offered to consumers. Likewise, it is the case experienced by PT TX Tour and Travel Gorontalo Branch. To increase sales, of course, various strategies are carried out by PT TX Tour and Travel Gorontalo Branch both in marketing and promoting products and services at the company.

As a result of an interview, NAA as Supervisor at PT TX Tour and Travel Gorontalo Branch regarding direct marketing carried out by PT. TX Tour and Travel Gorontalo branch responded as follows:

“We rarely market products or services directly such as socializing with customers or prospective customers because we at TX Tour and Travel Gorontalo Branch do not have a special marketing division. The occurrence of direct marketing is usually only passed when we offer tours at an agency that we take the time to promote in addition to tour packages and flight tickets there are also other products and services such as shipping goods, managing travel documents, hotel vouchers, and others.”

Based on the results of interviews with the supervisor, PT TX Tour and Travel Gorontalo Branch does not have a special marketing division, but that way they still take advantage of it by promoting when making direct offers at an agency.

It is reinforced by the opinion of Morissan (2010) through the strengths and weaknesses of marketing communication at PT TX Tour and Travel Gorontalo Branch in terms of direct marketing. In the aspect of strengths, PT TX Tour and Travel Gorontalo branch is still trying to maintain a direct marketing strategy without having to have a special marketing division. In the aspect of weaknesses, PT TX Tour and Travel Gorontalo Branch does not have a special division for sales marketing.

Direct marketing is a form of communication directly with consumers to get or get a quick response (Rizky *et al.*, 2020, 181). From the results of the interview on marketing communication strategies, PT TX Tour and Travel Gorontalo Branch indicates a weakness, namely in promoting its products, it is still less effective since there is no special marketing division that goes directly to market the products or services being offered.

But on the other hand, the strength performed by PT TX Tour and Travel can be seen in the ways of utilizing promotions through special meetings to offer a tour package at one of the agencies or companies where they meet directly with customers and allow the audience to receive information directly about the products and programs offered. The more subscribers, the more benefits the company receives (Ramadhayanti, 2021, 97).

Sales Promotion

Sales promotion is a promotional activity carried out by companies by providing price discounts. In addition, sales promotion is also more flexible because it can be done anytime and anywhere. Promotion is important to do so that potential customers are interested

in making purchases and using the goods or services offered.

As previously discussed regarding direct marketing carried out by PT TX Tour and Travel Gorontalo Branch, a sales promotion program in the form of providing price discounts to consumers is also offered to customers. The price discount given is free of additional FOC (free of charge) fees with a minimum ticket purchase of 20 people. The promotion is carried out when there is a purchase of a tour package. The promotional media used to attract customer attention are *Instagram*, *Facebook*, *Whatsapp*, and *Website*.

As said by NAA at PT TX Tour and Travel Gorontalo Branch as follows:

"We don't just offer products and services. We also offer applicable programs to attract our customers. For every purchase of a certain amount, we will offer a program. For example, with a minimum purchase of 20 airplane tickets or the purchase of a tour package will get 1 FOC or free of charge (free of charge)."

Based on the interview, it is clearly mentioned by the supervisor of PT TX Tour and Travel that they only conduct promotions in the form of giving discounts with a minimum purchase of 20 airplane tickets.

As for other interviews regarding promotion, namely with MC as the owner of PT TX Tour and Travel Gorontalo Branch.

"We orient our promotional activities towards our regular customers. Because they are the bridge between us and other consumers."

Based on the results of interviews that have been conveyed by the leadership of PT TX Tour and Travel for promotional activities, the travel party is oriented only to regular customers. In addition, another interview regarding the promotions that have been carried out by PT TX Tour and Travel is with one of the customers who has become a regular customer at PT TX Tour and Travel Gorontalo Branch is as follows.

"Yes, that's right, I also got a discount. At PT TX Tour and Travel, there is a discount with a minimum ticket purchase of 20 airplane tickets."

The result of the interview with one of the customers of PT TX Tour and Travel Gorontalo Branch illustrates that there is indeed a discount or discount made by PT TX Tour and Travel Gorontalo Branch with a minimum purchase of 20 airplane tickets.

Sales promotion is a value-added offer designed to encourage the purchase or sale of a product or service to increase sales and the number of customers in a short time.

To support the research results reinforced by the opinion of Morissan (2010), there implies strengths and weaknesses of marketing communications at PT TX Tour and Travel Gorontalo Branch in terms of sales promotion.

In the strength aspect, PT TX Tour and Travel has a program in the form of a discount or reduced price with a minimum purchase of 20 flight tickets. While the aspect of weakness, in the promotional program created by PT TX Tour and Travel Gorontalo Branch, is still not optimal to attract customer attention.

The strength of PT TX Tour and Travel in this strategy is carried out by providing several attractive services in the form of discounts. For instance, for the purchase of airplane ticket products, every purchase of at least 20 airplane tickets gets 1 FOC (free of charge). Sales promotion is a communication activity carried out between a company or organization and potential consumers as an attempt to influence consumers to purchase the products or services

offered. On the other hand, PT TX Tour and Travel has a weakness, namely that it only relies on one promotional program while many out there are also doing the same strategy.

A company will continue to develop its marketing department, namely its promotion department, to take over market power by persuading and influencing consumers to buy and use the products or services offered. Many people who do marketing use the term promotion as a marketing activity by providing incentives or added value to consumers and salespeople who are company partners in the hope of increasing the company's sales chart.

In general, sales promotion activities can be divided into two parts, namely consumer-oriented promotional activities (customer-oriented sales promotion) and trade-oriented promotional activities (trade-oriented sales promotion). Consumer-oriented promotional activities are aimed at users or end users of a good or service and can be in the form of activities to provide gift coupons, offer product samples, give discounts or reduced prices, etc. Those activities can attract interest and potential consumers to buy and use the products or services offered so that they

have a positive impact on the company by increasing sales in a short time.

Sales promotions are used to motivate customers to take action by buying products that are triggered by product offers within a limited period. From the elements of promotion which are an integrated part of marketing communication, there are several forms including direct marketing and sales promotion used by PT TX Tour and Travel Gorontalo Branch in promoting products and services to increase sales value.

Advertising

Efforts to increase the number of sales and maintain the quality of service of a travel agent so that customers are satisfied cannot be separated from advertising activities. One of them is building a marketing communication strategy as an important element. Advertising is one of the media means to run promotions.

Advertising can help achieve almost all communication goals so it is a powerful means of building consumer or customer awareness. Several media used by PT TX Tour and Travel Gorontalo Branch at this time are Instagram, Facebook, and Website. This information can be found in the NAA statement as follows.

"We used to promote our products or services through one of the radio stations in Gorontalo city. But with the development of the current era, the owner has decided to stop promoting through radio and move to social media because many people already use social media as a means to get information. Besides that, we have updated weekly flight schedules as well as tour promos, hotel vouchers, and more."

PT TX Tour and Travel had long before collaborated with one of the radios in Gorontalo city to promote the products or services offered. Media plays an important role so that products can be accepted by the public. The following is an interview with the leader of PT TX Tour and Travel.

"In front of the office, there is a neon box that reads *TX Tour and Travel* which is large enough to be easily recognized by people passing by on the streets of Gorontalo city. However, we also specialize in advertising through online media such as WhatsApp, Instagram, and Facebook."

Based on the results of the interview above, PT TX Tour and Travel has advertising in the form of a billboard in the form of a neon box with large size. It is easily recognized by the passing public.

The other interviews conducted are with regular and non-regular customers:

"I knew this travel agent at that time because I often passed by Jalan Panjaitan with a strategic location" (AA, May 23, 2022)

"I know TX Travel because the head of our company is the head of TX Tour and Travel's good friend." (YH, May 21, 2022)

"I know TX Travel from Facebook" (SP, May 25, 2022)

"I just happened to be passing by" (YI, May 25, 2022)

From the results of interviews with regular and non-regular customers above, it can be illustrated that there are customers who have already known PT TX Tour and Travel Gorontalo Branch not only from media advertisements but also from the strategic location of PT TX Tour and Travel Gorontalo Branch. It is accessible to facilitate customers.

In addition, there are the strengths and weaknesses of marketing communication of PT TX Tour and Travel Gorontalo Branch, in terms of advertising. In the strength aspect, PT TX Tour and Travel has used advertising media in the form of social media so that the promotions carried out spread widely. It also has a location that is strategic enough to be easily recognized

by people passing by. While in the aspect of weakness, PT TX Tour and Travel only relies on billboard advertisements in the form of a neon box and online media such as WhatsApp, Instagram, and Facebook as promotional means. One of the activities in the advertising component used is by using billboard facilities in terms of a neon box installed to get the attention of the audience or the surrounding community (Wono et al, 2020, 174).

Promotional media is a means of communicating a product or service or brand or company and others so that it can be more widely recognized by the public. Advertising must certainly be able to persuade, build reputation, condition preferences and convince anyone who has bought the product or service. A strong brand can factually build a brand personality that can stick in the minds of the audience (Mulitawati *et al.*, 2020, 26).

One of the strengths that PT TX Tour and Travel Gorontalo Branch has in terms of advertising is that it has started to be active on social media, for example, Instagram, starting in 2017, updating every week about flight schedules, hotels, and tour package promos. The advertising carried out by PT TX Tour and Travel Gorontalo

Branch looks quite effective. But on the other hand, it also has a weakness, namely the products or services displayed through social media are too monotonous.

Personal Selling

Personal selling is direct communication (face-to-face) between the seller and potential customers and forms the customer's understanding of the product so that the customer will then try and buy it. The company relies on salespeople to target and find potential buyers, make them customers, and then grow the business.

Personal selling carried out at PT TX Tour and Travel Gorontalo Branch is direct face-to-face communication with potential customers. When meeting at the time of purchasing tickets or other products and services, PT TX Tour and Travel Gorontalo Branch try to explain and attract the attention of consumers so that consumers are interested in buying and using the services offered. As informant NAA said about personal selling of PT TX Tour and Travel Gorontalo Branch as follows.

"We communicate directly to consumers who come to buy tickets by trying to explain what products are here besides airplane tickets. In addition to the customers who come, we

also promote it by word of mouth, usually to family, and friends, and from them we inform others". (NAA, May 19, 2022).

Based on the results of interviews with the supervisor of PT TX Tour and Travel Gorontalo Branch, personal selling is carried out face-to-face with customers who come directly to PT TX Tour and Travel Gorontalo Branch Office by offering products or services available at PT TX Tour and Travel Gorontalo branch.

Concerning that, another interview point of view with a customer is as follows.

"So, the representative of PT TX Tour and Travel comes to our office to offer cooperation because, in a month, there are quite a lot of ticket purchases in a month." (YH, May 21, 2022)

Based on the results of interviews with a regular customer of PT TX Tour and Travel Gorontalo Branch, the travel party comes directly to offer cooperation for ticket purchases.

The strengths and weaknesses of marketing communications at PT TX Tour and Travel Gorontalo Branch can be inferred in terms of personal selling. In the strength aspect, PT TX Tour and Travel Gorontalo Branch conducts personal sales by dealing directly with

customers to offer any products or services available at PT TX Tours and Travel Gorontalo Branch. Meanwhile, in the aspect of weaknesses, PT. TX Tour and Travel Gorontalo Branch performs only by conducting personal sales to consumers who come directly.

Personal selling is a company activity to make direct contact with potential customers. With this direct contact, it is hoped that there will be a positive relationship or interaction between the company and potential customers.

Sharing a similar way to direct marketing, PT TX Tour and Travel Gorontalo Branch also conducts individual sales or personal selling, namely a salesperson meets directly with consumers by introducing products, advantages, and uniqueness of the product.

The strength of PT TX Tour and Travel Gorontalo Branch in terms of personal selling is direct face-to-face communication with potential customers at the TX Tour and Travel Gorontalo Branch office when meeting or purchasing tickets or other products and services in which they try to explain and attract the attention of consumers so that consumers get attracted to buy and use the services offered. By carrying out

individual sales activities like this, it can easily persuade consumers so that potential consumers are persuaded by the act of buying products from PT. TX Tour and Travel Gorontalo Branch. The weakness is that TX Travel only does personal selling to guests who come directly to the TX Travel office.

If the abovementioned marketing communication strategy is done correctly, the messages in it will reach potential customers well. It will make customers interested in using the products or services offered by PT TX Tour and Travel Gorontalo Branch.

Public Relations

Publicity & public relations is a form of communication that is built to establish good relations with related parties to gain support and build a good image to strengthen selling points.

The following is an interview with the head of PT TX Tour and Travel Gorontalo Branch regarding public relations.

"In our company, there is no one who handles the public relations division because, basically, our company only focuses on activities to increase profits, namely increasing sales. And in my opinion, in this case, we don't urgently need public relations in terms of social activities, of course, it will

reduce employee activities in focusing on their sales targets."

Based on the result of the interview above, PT TX Tour and Travel Gorontalo Branch does not have a special public relations division because, basically, they only focus on activities to increase profits, namely by increasing sales.

In addition, in the aspect of strength, PT TX Tour and Travel Gorontalo Branch still maximizes maintaining good relations with companies that work together or with potential customers. Meanwhile, in the aspect of weaknesses shown by PT. TX Tour and Travel, namely that no one especially handles the public relations division. The existing employees only focus on activities to increase profits, and this division is only done soberly.

The use of marketing communication strategies in the form of direct marketing, sales promotion, advertising, and personal selling carried out by PT TX Tour and Travel Gorontalo Branch is quite effective it can increase sales as well as public relations. Even though in the organizational structure there is no one in charge of the public relations division, the employees still carry out public relations work practices.

Public Relations is closely related to communication, public relations practitioners are responsible for explaining the company's actions to audiences with an interest in the organization or company. PT TX Tour and Travel Gorontalo Branch's strength in Public Relations is to keep maximizing to maintain good relations with companies or customers and potential customers. On the other hand, there is a weakness that PT TX Tour and Travel Gorontalo Branch performs, namely that it is only done soberly with existing employees due to no special division responsible for being a public relations person at PT TX Tour and Travel Gorontalo Branch.

Table 2. Combination of Marketing Communication Strategies supported by Strengths and Weaknesses at PT. TX Tour and Travel Gorontalo Branch

STRENGTH (S)	WEAKNESSES (W)
Still trying to maintain a direct marketing strategy without having a dedicated marketing department.	No dedicated marketing department
Has a program in the form of a discount or reduced price with a minimum purchase of 20 flight tickets.	Lack of optimizing marketing
Actively use social media as a means to	There is still a lack of advertising media

promote products or services.	used as a promotional instrument
Continue to maximize good customer relations	Only conduct personalized sales to walk-in customers.
Employees continue to carry out public relations work practices by helping to promote products and services from PT TX Tour and Travel Gorontalo Branch, and employees always maintain good relations with customers.	In the organizational structure, there is no one in charge of the public relations division.

Source: Processed Data, 2022

CONCLUSION

Based on the results of the research that has been conducted, the marketing communication strategies carried out by PT TX Tour and Travel Gorontalo Branch can be concluded that through personal selling and direct marketing or direct marketing, PT TX Tour and Travel Gorontalo Branch communicates directly with consumers. It is seen in explaining products to consumers face to face. It is done to generate feedback from potential customers so that they can buy and use services at PT TX Tour and Travel Gorontalo Branch.

Meanwhile, for sales promotion, PT TX Tour and Travel Gorontalo Branch provides discounts or reduced prices, free of charge (FOC), with the hope and aim of attracting consumer buying

interest in PT TX Tour and Travel Gorontalo Branch products. For advertising, PT TX Tour and Travel Gorontalo Branch does it by updating its products on social media and websites so potential customers can see them.

In conducting public relations, of course in this case it is entrusted to the reservation or ticketing staff because in making sales they are the ones who face and communicate directly with customers by establishing a close relationship to create loyal and fanatic customers for the company, namely PT TX Tour and Travel Gorontalo Branch.

The marketing communication implemented by TX Travel has the strength to survive amid development and competition. However, TX Travel still has weaknesses that need to be improved with new, more innovative strategic planning techniques to face competition in the travel tourism business.

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