

## Business Marketing Strategies of Tour and Travel Agency to Survive in The Covid-19 Pandemic

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### Abstract.

In early 2020, the world was shocked by the case of the spread of the Covid-19 outbreak which is increasingly widespread, but this has an impact on tourism activities. In Indonesia, one of the tourism sectors that feel the impact is the business of a travel agency or travel agent. In order to stay afloat in this pandemic, of course, travel agents need a marketing strategy to sell their products. This research aims to find out what marketing strategies are used by travel agency businesses or travel agents to stay afloat in the Covid-19 pandemic with a case study of PT. Patih Indo Permai Tour and Travel. The method used is qualitative-descriptive using data triangulation consisting of, interviews to the Company, Customers, and Stakeholders (Tenants) at PT. Patih Indo Permai Tour and Travel. The results of this study are known to PT. Patih Indo Permai Tour and Travel affected by Covid-19, PT. Patih Indo Permai Tour and Travel conducts a Market Diversification Marketing Depreciation Strategy, which sells products that are different from the previous products (providing SWAB Antigen / PCR Test services, renting out some office space, and opening cooperatives). The strategy was successfully carried out to meet the needs of the office and stabilize the company's revenue.

**Keywords:** Covid 19, Strategy, Tourism Marketing

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## 1. Introduction

According to Gagih Pradini (2021) Tourism is one of the important components for the driver of economic growth around the world in recent times, even many countries are dependent on tourism activities such as China, Hong Kong, Macau, Peru, Saudi Arabia and many others.

Tourism is one of the fastest growing industries. The tourism sector itself is one of the largest foreign exchange producers in Indonesia. Tourism in Indonesia is very advanced and

superior because Indonesia has many places and customs and cultures and traditions that can be used as tourist attractions.

But in early 2020, the world was shocked by the case of the spread of the Covid-19 outbreak which quickly spread and became the biggest controversy today. Even the Covid-19 outbreak has been designated as a global pandemic by who (World Health Organization) some time ago.

The Covid-19 outbreak has had a huge impact on all sectors of life around the world. This happened because the Covid-19 outbreak made a sense of fear of danger and risk that could lead to death. This situation resulted in a sense of public concern to carry out all their activities that have the possibility of contracting the Covid-19 virus.

The tourism industry in Indonesia is particularly noticeable in the form of a significant decrease in foreign tourist visits with massive cancellations and a decrease in ticket bookings. The decline was also driven by a slowdown in domestic travel growth, especially as Indonesians were reluctant to travel for fear of the effects of the Covid-19 pandemic.

Some tourism sectors must feel the impact, such as the efforts of tourist travel agencies or *travel agents* Deputy Association of Travel Companies aka Asita, Budijanto Ardiansjah said at this time. 98% of its association member companies are temporarily closed. The number of Asita members is approximately 7,000 companies with approximately 60,000 employees throughout Indonesia. About 2% of companies are still working. The worsening condition of the tourism sector due to this pandemic makes the financial burden of travel agents very heavy (Budijanto Ardiansjah, 2020). The reason is, the company still has to pay taxes, BPJS, cars, phones, and electricity bills.

Gagih Pradini (2020) in his journal said Marketing mix and service quality are two important aspects that need to be considered by a tourist attraction in order to provide satisfaction to tourists. Tourist satisfaction can be achieved if the products sold are supported by good quality and price of products and services

## **2. Research Method**

### **2.1. Research Design**

This research belongs to the type of qualitative research. (Creswell, in Rahadi, 2020) Qualitative research is a research process carried out to understand human or social problems whose activities are carried out by providing a complete picture and presenting them in the form of narratives carried out scientifically. In the research will be outlined how the marketing strategy of the travel agency's business to survive the Covid-19 pandemic.

### **2.2. Population and Sample**

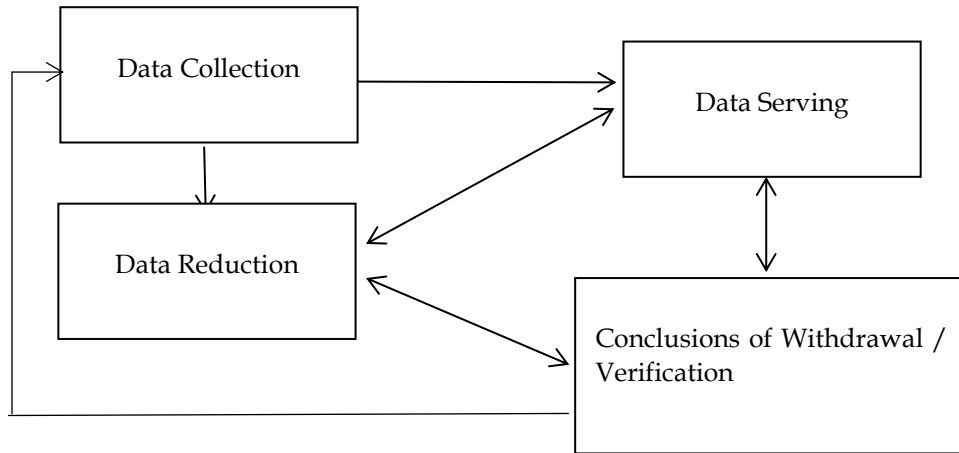
The population selected in this study is the Company Leadership / employee, *tenants* in PT. Patih Indo Permai *Tour and Travel*, and *customer* from PT. Patih Indo Permai *Tour and Travel*. The sample uses saturated and purposive sampling samples, which include all members of the population. Consisting of Company Leaders / employees, tenants at PT. Patih Indo Permai *Tour and Travel*, and customers at PT. Patih Indo Permai *Tour and Travel*.

### **2.3. Data Collection Technique**

In this study to collect data in the field of researchers using data collection techniques and tools in the form of Interviews (interviews), Observations and Documentation to Company Leaders, employees, and customers from PT. Patih Indo Permai *Tour and Travel*, using: (1) Interview (Interview); (2) Observation; and (3) Documentation

## 2.4. Analysis Model

According to Sutopo, 2006, data triangulation is a commonly used way to increase data validity in qualitative research. Anaisis Methods and Hypothesis Testing in this study will be conducted in interactive model data analysis techniques.



Another analysis using SWOT is a form of strategic planning analysis used to evaluate strengths, weaknesses, opportunities (Opportunities), and threats (Threats), in descriptive situations and conditions evaluated as input factors, which are then grouped according to their respective contributions to get recommended strategy recommendations from the results of data analysis. In this study researchers have the following hypotheses:

1. H0: Travel agency business is not affected by Covid-19  
H1: Travel agency business affected by covid-19
2. H0: The efforts of tourist travel agencies do not carry out marketing strategies to overcome the impact of the Covid-19 pandemic  
H2: Travel agency business conducts marketing strategies to overcome the impact of the Covid-19 pandemic.

## 3. Results and discussion

### 3.1 Results

The parties sampled in this study are employees of PT. Patih Indo Permai *Tour and Travel* consists of 2 speakers, *pt. Patih Indo Permai Tour and Travel* with 2 speakers and tenants in front of *pt. Patih Indo Permai Tour and Travel* with 2 speakers **Table 1**

**Resource Person Profile**

Employee Resource Person Profile of PT. Patih Indo Permai		
1	Name	: Muhammad Ali
	Gender	: Male
	Position	: Head of Worship Division
	Activities	: Leading hajj and Umrah in PT. Patih Indo Permai
2	Name	: Rudi Ansyah
	Gender	: Male
	Position	: Employee
	Activities	: Working at PT. Patih Indo Permai
Customer Profile PT. Patih Indo Permai		
3	Name	: Algi Senja
	Gender	: Male
	Activities	: As a private employee

4	Name	: Bagas Ramdhani
	Gender	: Male
	Activity	: Lectures
<b>Stakeholder Profile (Tenant at PT. Patih Indo Permai Tour and Travel)</b>		
5	Name	: Rudi
	Gender	: Male
	Activity	: <i>Cofee shop business</i>
6	Name	: Muhammad Rama
	Gender	: Male
	Activities	: <i>Shoe laundry business</i>

From the results of interviews to the source produces data presented as follows:

The state of PT. Patih Indo Permai Tour and Travel in the Covid-19 pandemic in this section, researchers want to know the state of PT. Patih Indo Permai Tour and Travel after being affected by the Covid-19 pandemic. With focus: (1) What is PT. Patih Indo Permai Tour and Travel affected by covid-19? And (2) If so, what are the impacts?

Data taken from employees of PT. Patih Indo Permai Tour and Travel, Customer, and tenant in front of pt. Patih Indo Permai Tour and Travel. In this section, you want to know if PT. Patih indo Permai Tour and Travel is affected by the Covid pandemic.

The result obtained is that the existence of the Covid-19 pandemic makes companies engaged in tourism feel the impact of PT. Patih Indo Permai Tour and Travel. Because the activities of the tourism sector are not going well, especially on the journey of Umrah and Hajj. Passive tourism activities can reduce the company's income in general.

Due to the covid-19 pandemic PT. Patih Indo Permai Tour and Travel experienced a large decrease in the amount of income, a decrease in people's interest in using travel services, which then resulted in a reduction in employees because there was no wage to pay. Strategy carried out by PT. Patih Indo Permai Tour and Travel to overcome the decline in revenue due to the Covid-19 Pandemic

PT. Patih Indo Permai Tour and Travel conducts a Market Diverensification Depreciation Strategy where the services offered are different from previous services, such as opening a basic food cooperative, renting out some office space , *facilitates customers* who want to do PT. Patih Indo Permai Tour and Travel also conducts a Market Penetration Depreciation Strategy that maintains existing customers by making Passports and Visas for Countries that still accept arrivals. guests in their territory.

Then the New Service Product Development Depreciation Strategy, which is to sell tour packages in accordance with the recommendations of health protocols.

Marketing strategy carried out by PT. Patih Indo Permai Tour, and Travel can affect the amount of company revenue, the strategy provides benefits that can be used to meet office operational needs such as paying electricity, paying employee salaries and other expenses.

The Success of Marketing Strategy Carried Out by PT. Patih Indo Permai Tour and Travel Indicators of its success can be seen from the strategy carried out can provide income at least to be able to survive the Covid-19 pandemic and meet the needs of office operational costs.

SWOT analysis wants to be used by researchers to provide advice to PT. Patih Indo Permai Tour and Travel on the phenomenon that occurs in the company.

**Strengths:** (1) become the largest travel agent in Indonesia and has been trusted by the community; (2) have a good marketing team; (3) have a different strategy than other travel; and (4) have loyal friends.

**Weakness:** (1) the difficulty of activities in the field so that movement is limited; (2) lack of employees; and (3) lack of finances.

**Opportunities:** (1) there are other businesses offered, such as opening cooperatives, providing ANTIGEN SWAB service; (2) have extensive networking; and (3) have loyal customers, who still believe in using the service PT. Patih Indo Permai Tour and Travel.

**Threats (Threat):** (1) not running the strategy carried out due to the covid-19 pandemic, people are afraid of contracting the covid-19 virus; (2) tourist interest in traveling decreases; (3) people's incomes are declining; and (4) reduced public interest in using the services of a travel agent.

### 3.2. Discussion

The Covid-19 outbreak has had a huge impact on the efforts of tourist travel agencies, ranging from a decrease in tourists, a decrease in income, to a reduction in labor. So, the travel agency's efforts to conduct a marketing strategy, and researchers will draw conclusions from the results of this study based on hypotheses, the success of the strategy that has been carried out using triangulation data and SWOT Analysis. In accordance with the hypothesis below:

1. H0: Travel agency business is not affected by Covid-19  
H1: Travel agency business affected by covid-19
2. H0: The business of tourist travel agencies did not carry out marketing strategies to overcome the impact of the Covid-19 pandemic  
H2: Travel agency business conducts marketing strategies to overcome the impact of the Covid-19 pandemic.

### 4. Conclusion

Based on the results of research, observations and interviews, the author outlines the following conclusions, it is known that PT. Patih Indo Permai Tour and Travel is feeling the huge impact due to the Covid-19 pandemic. More than half of the employees are laid off, the decline in the amount of income in general, the reduction of customers who use travel services, to the cancellation of the booker that has been done. by the customer.

To stay afloat in the Covid-19 pandemic, PT. Patih Indo Permai *Tour and Travel* conducts several marketing strategies, such as opening cooperatives, renting out part of office space, providing SWAB Antigen / PCR services, chartering aircraft for travel Service in collaboration with Garuda and Lion Air.

As we know, *Tour and Travel* usually only serves the purchase of airline tickets, room reservations, tour packages, Umrah and Hajj trips, serving passport and visa making but in This condition forces PT. Patih Indo Permai *Tour and Travel* opened another business to find additional income.

PT. Patih Indo Permai *Tour and Travel* conducts a Market Diversification Marketing Depreciation Strategy, which is selling products that are different from the previous products (providing SWAB Antigen / PCR Test services, renting part of office space, opening cooperatives). This effort is done so that the company has income so that the company can still survive the Covid-19 pandemic.

Based on the results of the research that has been outlined above, the author can put



forward the following suggestions: (1) focus on marketing strategies that have been carried out in order to achieve the target targets that have been determined; (2) continue to innovate to retain customers; (3) make employees as sales marketing to get databases to get more customers; (4) keep a good relationship, especially to employees who are still actively working; and (5) following the government's advice to comply with health protocols to avoid the covid-19 virus.

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