

## **NEW OFFER FROM PT SAFARI DHARMA SAKTIENDLESS SUMMER TOUR**

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### **ABSTRACT**

PT Safari Dharma Sakti is a company engaged in transportation services. Vehicles that this company has has an international standard compared to other transportation service companies. Even in terms of service, PT Safari Dharma Sakti is also sufficient. But this company only moves in local tourists only, therefore Team 10 offers to be a consultant and help it to Go International to be known not only local tourists but also from abroad.

Team 10 gets a lot of information from interviews ranging from price to promotion what has been used. Our team performs with the PIC of the company that is Mr. Samuel and discuss many things. Finally our group gave suggestions to organize tours provided by the company's own team. And the company team was very agree, interested, and expect a lot of this "Endless Summer Tour" plan.

## 1. COMPANY PROFILE

Safari Dharma Raya is a transportation company within PT. Safari Dharma Sakti, serving the people of Indonesia through various services poduk, including Inter-City Inter-Provincial Bus (AKAP), Night Bus. Tourism Bus, and Express Package Expedition.

With 200 fleets and 500 teams scattered from Java to Bali - Nusa Tenggara, Safari Dharma Raya is ready to serve inter-city and inter-province travel safely and comfortably. Java: Jakarta - Bogor – Tangerang- Semarang – Temanggung - Yogyakarta - Surabaya - Malang – Singaraja Bali - Nusa Tenggara: Singaraja, Denpasar, Mataram (Lombok), Sumbawa, Bima.

The filosofy is Safari ( Trip), Dharma ( Bless), Raya (Road). Based on the name Safari Dharma Raya are being expected to give blesfull trip for all passangers. Elephant are related with strength, kindness, and wisdom. Known as animal with high loyalty to always give best riding ( good animal) to all passanger whom ride on it. 4 elephant tail means solidarity and compactness of four founder son Safari Dharma Raya that expected become a light for progress together now and soon.

Vision and Mission of the company is Become a company committed to maintain the safety, security, and comfort of passengers by providing the best service for the common prosperity.

Value of company issues is SSC (Safety - Service - Care) are the three traits that are defined as corporate value guidelines. Safety means prioritize the safety and security of passengers during driving. Service means committed to provide the best and consistent service in improving the quality of service supported by the professionalism of human resources, reliable technology, and supporting facilities. Care means Our high concern is aimed at passengers by providing the best sense of security and service. On the other hand, awareness is also addressed to all aspects of the company. This is realized by applying a spirit of honesty and a transparent management system and professional, both to the internal and external composition of the company.

PT. Safari Dharma Sakti is one of the bus transportation service company serving inter-city passenger service between provinces (AKAP) & tourism serving Java, Bali, Nusa. PT. Safari Dharma Sakti is required to continue to compete with other bus transpotation services so that the company's survival can be directed in the future, so it needs a proper marketing strategy planning so that PT. Safari Dharma Sakti still able to compete with the competitors. Amid the intensity of increasingly high competition PT. Safari Dharma Sakti can always maintain its existence. Marketing strategies that have been implemented by the company are also very different from other transportation services that some of them, provide the best service & facilities to consumers, and competitive prices. A good marketing strategy that can make consumers understand and memamahami what are the advantages of a product offered by the company to consumers, so that consumers can adjust to the needs of the products offered and in the end consumers can continue to be loyal to use the products offered.

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## 2. COMPANY READINESS ANALYSIS

From the diagram above can be concluded that PT. Safari Dharma Sakti is ready to enter the international market. If the average overall score can be seen that the average score above 50%. The highest score is a commitment of management that has a score of 8, because the management of PT. Safari Dharma Sakti is open and wants his company can also be known to foreigners but also has obstacles because companies still want to focus on management company blom want to develop its products. And for the potential of the product, we give 5 because they still have no insurance coverage and PT.Safari Dharma Sakti has no experience of having a customer from overseas. But PT.Safari Dharma Sakti also has the advantage of having a competitive price and a professional driver who has experienced since the 50s. For export method, we gave a score of 4 because the company PT.Safari Dharma Sakti still have no experience in the tour and get a customer from abroad, but still open if get a customer from abroad. For marketing strategy, we give 5 because the marketing system is still not widespread.

## 3. RECOMMENDED SERVICE IDEA

Introduce yourself to the world through tripadvisor Tripadvisor is a web where many people from all over the world access and find out all the things around the world of tour and travel

Holding a Tour on a regular basis Examples of conducting Summer Tour through an interesting lane and a lot of destination tourist destinations during the holidays. For example Korean trip, China trip, and more.

Marketing through instagram and other social media Upload videos or photos of the Tour that has been going on and also documenting it in such a way that looks interesting and appealing to new customers

### Pricing

Each service product offered must have a price difference caused by many factors. Price is the value of money that has an exchange rate to profit from owning or using a product or service as expressed by Kotler (2009: 5). The travel agent industry in determining the price of tours sold has many supporting factors that must be viewed in detail such as the selection of travel time, the number of participants, and the distributor (supplier).

Price is a subject matter that must be considered every company in obtaining profit. This is certainly not easy to do because the manufacturer must be able to convey the superiority of the offered product, in order for the awareness of prospective customers to convince in buying goods or services that will be used. This is seen from the influence of price offerings that are increasingly felt cheap in every tourist attraction. This is because consumers will be more selective in choosing and using goods or services used. The price offer occurs because of the pricing made by the travel agent as the producer is more focused on the selection of distributors and also the time of the event's interruption.

The diversity of prices offered by each destination and also every facility that gets every type of product tour can be different. In pricing of a tour, travel agents require many factors, including from airlines, local agents and also various other factors. Price range of tours sold can also be from a range of different destinations.

<b>PAKET 1</b>	<b>PAKET 2</b>
<b>5 Hari 4 Malam</b>	<b>4 Hari 3 Malam</b>
<b>250 USD</b>	<b>200 USD</b>
Gunung Bromo	Gunung Bromo
Pantai Goa China	Pantai Goa Cina
Pantai Bekung	Coban Rondo
Museum Angkut	Museum Angkut
Jatim Park 2	Jatim Park 2
BNS (Batu Night Spektakuler)	Coban Talun
Coban Rondo	Makan pagi+ siang + Malam
Coban Talun	Free tiket masuk wisata
Makan pagi+Siang+Malam	Bus Standart
Free tiket semua wisata	Hotel Bintang 3
Bus Eksekutif	
Hotel bintang 4	

Pricing process by PT. Safari Dharma Sakti involves many supporting factors that must be considered, such as changes in the holiday season each year, local agents and also consumers themselves. Consumers have different expectations in traveling. There are consumers who will travel by spending a lot of money when shopping, there are also consumers who are spending money in enjoying five-star hotel. This should be considered in the pricing process conducted by PT.Safari Dharma Sakti.

#### **4. COUNTRY SELECTION**

The countries selected for export are the countries of Singapore, Malaysia, Bangkok because they are the closest neighbors to us. The second is China and Korea because according to the data of foreign tourists who most and often visit to Indonesia are the tourists of China and Korea. Also Australia where the Australian people are also often found in many visits to Indonesian because they love the natural beauty of Indonesian so it is suitable for adventure with the Tour we provide

## 5. MARKETING STRATEGY

Marketing strategy that can be applied to PT. Safari Dharma Sakti as follows:

Strategy Strength Opportunities (SO) is a strategy that leverages the company's strengths over opportunities from the outside environment. From this SO strategy creates a strategy for the creation and development of tourism products. The programs that can be done are:

Creating a variety of tourist products that are tour packages that have different characteristics than usual, such as tourism packages picking apples in the city of Batu.

Make some package tour packages with affordable and attractive prices such as providing discounts and special prices during the holiday year to tourists.

Strategy Weakness Opportunities (WO) is a strategy that minimizes weaknesses by exploiting the opportunities that exist. Strategies that can be done under these conditions are promotional and human resources promotion strategies. The programs that can be done are:

Improve and utilize web promotion from the company well by making the web look more attractive, and still always provide updated and interesting information so that tourists are interested to try packing tour packages sold.

Increase promotion through brochures, tourism magazines, social media and TV that provide tourism and information programs.

Developing cooperation with hotel, restaurant, outbound and inbound accommodation, and with overseas agent.

Provide briefing to the staff especially to the guides before the tour

Hold regular meetings that discuss about company performance

Strength Threats Strategy (ST) is a strategy that utilizes the power it has to reduce external threats. With the power of PT. Safari Dharma Sakti combined with external threat factor hence the creation of a strategy that is strategy of development of market segmentation. The program that can be applied is to segment the market to new tourists with the highest number of visits such as European and Asian tourists as well as domestic tourists.

Weakness Threats Strategy (WT) is a strategy that reduces weaknesses by avoiding outside threats. With the weakness of PT. Safari Dharma Sakti and the threat from outside then taken a strategy to improve the quality of products and services. The programs that can be applied are:

Providing a safe, comfortable and interesting impression while doing the tour, such as inviting tourists to sing with songs that are popular or listen to the song while traveling.

Presenting snacks or gifts that contain snacks and fruits typical of the city of Malang or Batu to tourists while on their way to the tourist attraction so that this will be the main attraction for tourists.

Combine an existing tour package with a new package of tourist packages that are being sought by tourists. By combining full day package tour packages.

Distribution channel. A distribution channel is the way that your services get to your customer, and how they pay for it. It can either be a direct transaction (for example, through your website), or involve third party resellers.

### OTAs (Online Travel Agencies)

Online travel agencies will list your tour or activity on their site and allow their users to search for and click through to book with you.

### Government Websites

Destination-focused government websites are a good channel to leverage. For tours and activities, you will usually be required to meet certain criteria. For example, Destination NSW requires that you offer regular organised excursions with scheduled departures, a personal guide or host and commentary.

### VICs (Visitor Information Centres)

VICs will organise accommodation, tour, and transport bookings for visitors. Because travelers often go to these centres to seek information on what to do at a particular destination, it would be wise to contact your local VIC and see how you can partner with them.

Some VICs don't ask for commission for bookings that they send to you, while others have a pricing structure to list on their site. It really depends on the VIC.

### Daily Deal Websites

Vouchers and coupons are the perfect channel for filling your capacity during slower periods. A daily deal site can boost awareness of your business without spending thousands on marketing. It's also a good way to upsell by selling extras along with your deal. Just remember to set a logical limit to the number of coupons sold, and not to offer a discount that is too high.

### Concierge Services

Concierges at hotels assist their guests with tasks that will help them get the most out of the destination. This means they make reservations for restaurants, spas, transport, events, tours and activities. Drop off your brochures at nearby hotels and convince your concierge that it's a good idea to resell you

## **6. SEGMENTATION, TARGET, AND POSITIONING**

### **Segmenting**

Segmenting from PT. Safari Dharma Sakti is a segmentation in promotions given based on demographics comprised of men and women, choosing the segment of the upper middle class. In conducting a promotional activity, then the segmentation can also be seen from the psychographic variables that can be seen from the social class, which each promotional event conducted aimed at upper middle class.

### **Targeting**

Targeting conducted by PT. Safari Dharma Sakti is an office, school or university worker who will conduct a study tour, tourists who will vacation and family who will take a vacation by using bus services.

### **Positioning**

PT. Safari Dharma Sakti is a transportation service that provides services and consumer convenience. The purpose of this positioning is to build and position and communicate about transportation products and services to consumers.

### **Product, Price, Place, and Promotion**

#### **Product**

Many people think that the product is the goods offered in the form of goods that are visible to the naked eye. But products broadly offer satisfaction of wants and needs including physical goods, services, experiences, events, people, places, organizations, information, or ideas. PT. Safari Dharma Sakti provides bus transportation and bus rental services.

#### **Price**

For the price applied by PT. Safari Dharma Sakti ranges from 1,800,000 to ± 23,000,000 per day, depending on the type and facility of each bus.

#### **The place**

The distribution place of PT. Safari Dharma Sakti is in big city one of Jakarta, and also has branch which is in Malang city. For Export / Internationalization Process, PT. Safari Dharma Sakti must be ready to serve foreign tourists who will visit the city of Malang and Batu city. And previously PT. Safari Dharma Sakti has ever established cooperation with Chinese country. For the facility of PT. Safari Dharma Sakti is also sufficient for international standards. Because the idea of our group is business to business, then there is some cooperation that we do in the export process:

Doing business with hotels in the city of Malang and Batu City by contacting the hotel who has been selected as a partner in this project. Then PT. Safari Dharma Sakti will communicate directly with the hotel marketing and discuss about cooperation planning. Then the selected hotel will be our input into the list of tour packages that will be offered to prospective tourists.

Cooperate with promotional media such as trip vargo, tourism magazine by making tour product of PT. Safari Dharma Sakti can enter in promotion media trip vargo and tourism magazine.

## **Promotion**

Promotion made by PT.Safari Dharma Sakti is currently limited enough that only within the scope of below the line promotions (BTL), among others with digital media advertising, website. For promotion we provide brochures at PT Safari dharma sakti's own office. And the second we use travel applications such as Trip Advisor to promote our service products so that segments and targets that can be directly targeted than through social media. But we are still running promotions in existing social media to increase the trust level of our customers.

## **7. EXPORT RISK**

The biggest risk of the service products we offer is the lack of participants from a tour package. Where usually when you want to take a holiday trip using the tour they have to rollout. And if they do not meet the target of at least 20 participants in a package, then a group that has been registered will be canceled holiday trip. Except those who choose VIP private tour packages that the number of participants in accordance with their wishes. The second is the comfort of their security. Because the standard they have is different from our standard Indonesian people. Since this is still the first tour package provided for tourists from abroad then surely many adjustments first. To follow up this adjustment the company must respond quickly, when the protracted dissolves then the customer's opinion on the products provided services will cept spread.

## **8. RECOMMENDATION**

From some of the risks described above then the tour should be provided more diverse again starting from the price and the package. The second is always to correct the mistakes made directly by acknowledging that the service product provided is still new so it still needs adjustment. Instead the company can give rewards or keepsakes to make mistakes made to the customers directly paid

## **9. CONCLUSION**

PT Safari DharmaSakti which is engaged in this transportation service wants to be known by more foreign tourists. Due to local tourists their company name is well known and trusted by the community. So this company wants to raise its level to foreign countries. By way of giving Tour package in Malang first, where Malang city have many place of beautiful tourism but asih not yet known by public or tourist.

That way PT Safari Dharma Raya can target new targets - those who want to really vacation in nature and do culinary. Because all that is visited is nature tourism and many of them have quite an extreme challenge. And also this company as well as introduce tourism in the city of Malang is still not too famous than the island of Bali is already famous in the eyes of all foreign tourists.



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