

ONLINE TIKET WEEK, MARKETING STRATEGY TO INCREASE TIKET.COM CUSTOMER ENTHUSIASM

(ONLINE TIKET WEEK: STRATEGI PEMASARAN UNTUK MENINGKATKAN ANTUSIASME PELANGGAN TIKET.COM)

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Abstract

Industry 4.0 is a revolution with exponential speed. In addition, Industry 4.0 enables billions of people to connect and access unlimited knowledge with mobile devices with unprecedented computing power and storage capacity. This study aims to explain and describe the marketing strategy of the "Online Tiket Week" to increase customers' enthusiasm for Tiket.com and to provide information on the sales status of Tiket.com products after the implementation of the marketing strategy. This research used descriptive qualitative methods. This research shows that the "Online Tiket Week" marketing strategy can increase customer enthusiasm and sales at Tiket.com. The marketing activities carried out are known to be very innovative and quite diverse. In addition, "Online Tiket Week" was carried out during the COVID-19 pandemic so the usage of digital platforms has become a suitable advertising approach to do.

Keywords: COVID-19, Industry 4.0, Marketing Strategy, Tiket.com, Online Tiket Week

Abstrak

Revolusi industri 4.0 merupakan revolusi yang memiliki kecepatan eksponensial. Selanjutnya, revolusi industri 4.0 memungkinkan miliaran orang terhubung dengan perangkat seluler dengan kekuatan pemrosesan yang belum pernah terjadi sebelumnya dan kapasitas penyimpanan serta akses ke pengetahuan yang tidak terbatas. Tujuan dari penelitian ini adalah untuk menjelaskan dan mendeskripsikan strategi pemasaran "Online Tiket Week" dalam meningkatkan antusiasme pelanggan di Tiket.com serta memberikan informasi mengenai tingkat penjualan produk Tiket.com setelah melakukan strategi pemasaran tersebut. Jenis penelitian ini adalah deskriptif kualitatif. Hasil dari penelitian ini adalah strategi pemasaran "Online Tiket Week" dapat meningkatkan antusiasme pelanggan serta penjualan di Tiket.com. Kegiatan pemasaran yang dilaksanakan diketahui sangat inovatif dan cukup beragam. Selain itu, "Online Tiket Week" dilaksanakan selama pandemi COVID-19 sehingga pemanfaatan *digital platform* menjadi strategi pemasaran yang sangat tepat untuk dilakukan.

Kata Kunci: COVID-19, Revolusi Industri 4.0, Strategi Pemasaran, Tiket.com, Online Tiket Week

INTRODUCTION

It is known, that Industry 4.0 has become an era that has a major influence on business models. Furthermore, information technology in the Industry 4.0 has become a driver of various changes in every aspect of life (economy, business, government and state, society and individuals), especially through various fields, such as artificial intelligence, big data, internet of things and blockchain which gave rise to a new opportunity for the industry (Wardiman 2021). Changes that are so fast due to technological developments ultimately produce a phenomenon known as the phenomenon of disruptive innovation, which requires every industry to transform towards digital to be able to compete in the future (Schwab 2016).

One form of digital transformation is e-booking which can help companies simplify the booking process (Yap & Chua 2018). Based on Swaty's (2016) research, to become a successful entrepreneur, it is better to look at alternative industries when others focus on competing in that industry. This also ties into how a company can innovate to stay in demand by the community. Furthermore, e-booking needs to be implemented by the tourism industry to make it easier for customers to place orders according to their needs.

PT. Global Tiket Network or often known as Tiket.com is one of the companies engaged in online ticket booking services, in addition to Traveloka, Agoda, Booking.com, PegiPegi, and others. Tiket.com is known to have been established in August 2011 and 2012, Tiket.com managed to become the winner in a startup competition by bringing a prize of US\$ 25,000 or equivalent to Rp. 350 million. In addition, Tiket.com has succeeded in collaborating with PT. KAI and collecting profits of up to 1,300 percent more than the previous year. In 2018, Tiket.com saw very significant growth as evidenced by a 250 percent growth or 8 million transactions. Furthermore, 2019 was a good year for Tiket.com because it officially collaborated with the Ministry of Tourism and Creative Economy of the Republic of Indonesia and also succeeded in becoming the unicorn in Indonesia

which has several international branch offices, such as 1 (one) innovation office in Vancouver and 3 (three) satellite offices in Kuala Lumpur, Bangkok, and Singapore.

Tiket.com is not only focused on booking flight and train tickets but also serves hotel reservations, car rentals, tourist attractions, tour packages, events, fast boats, and others. Tiket.com is also equipped with various features, such as refund & reschedule, pay later, baggage or delay protection, Flexi ticket, clean ticket, anti-distress ticket, and free protection (a special feature that serves the health system during the pandemic). Furthermore, Tiket.com has collaborated with more than 90 domestic and international routes, more than 2 million partners, and more than 175 partners for car rentals however, in 2020, as a company that acts as a liaison between users and providers of travel facilities, Tiket.com is known to have felt the impact of the COVID-19 pandemic. The closure of hundreds of transportation routes, hotels, restaurants, and tourist attractions is an obstacle that Tiket.com must face. The number of customers canceling tickets and voucher reservations and also requesting refunds is forcing Tiket.com to look for the best solution not to lead to the closure of the company.

Online Tiket Week (OTW) is one of Tiket.com's biggest promotional activities to increase the travel interest of potential tourists. The OTW is held 2 (two) times a year to offer a 50 percent discount for customers who will order plane tickets, train tickets, hotel rooms, car rentals, and other features. In 2021, this event takes place from April 5 to 11 and is currently in a state of COVID-19. The OTW is an opportunity for Tiket.com to support the Ministry of Tourism and Creative Economy in promoting the popularity of national tourism destinations related to the recovery of the national tourism industry. In addition, events also have a significant impact on the company, such as (1) increasing awareness, (2) market share, and (3) revenue. Furthermore, Tiket.com uses social media to introduce events, including placing advertisements on Youtube, Instagram ads, television, and others.

According to Kotler and Keller (2016), marketing is a process in a society where individuals and groups get what they need and want by creating, offering, and freely exchanging valuable products and services with others. Furthermore, according to the American Marketing Association (AMA 2017), marketing is an organizational function and a set of processes to create, communicate and deliver value to customers and to maintain good relationships with customers, partners, and society in general, in a way that benefits the organization. Furthermore, the use of social media can be used as a marketing strategy, where it can reach customers from all over the world (Reilly & Hynan 2014). Social media also allows users to plan trips, exchange information, and build interactions based on trust and verification (Munar 2011; Gosling & Stavrinidi 2015; Buhalis & Law 2018).

This research aims to find out how much impact the *Online Tiket Week* marketing strategy has in increasing customer delight on Tiket.com and to provide information on the sales level of Tiket.com products after the marketing strategy was implemented.

LITERATURE REVIEW

Strategy

Every company needs a strategy to survive in the current era. According to David (2011), strategy is a common means to achieve long-term goals. Furthermore, the strategy requires top management decisions and large resources within a company. Therefore, in general, strategy is an action taken by a company to achieve the goals that have been set. One of the important things in formulating a strategy is strategic thinking. Strategic thinking is a method of seeing opportunities that others don't see. This is in line with the research of Uchenna & Ekwy (2019) which shows the results that strategic thinking is very important to improving business performance.

Marketing Strategy

According to Crittenden *et al.* (2011), integrating marketing strategy with customer needs and demands is one of the important principles. Another principle goes beyond determining customer

needs and suggests that companies should create customer relationships in their marketing strategies, which benefit the company, society, and the environment (Kumar *et al.* 2013). Therefore, companies should focus on the elements of their marketing strategy, such as segmentation, targeting, and positioning based on customer perceptions.

Travel Planning Process and Social Media

It is known that the travel planning process currently consists of 3 (three) phases. In the pre-trip phase, potential travelers need to identify their travel needs; They then search for travel-related information and evaluate alternatives. During the trip, tourists will make several decisions for certain purchases (souvenirs and others). Finally, in the post-trip phase, tourists will rate their trip by sharing their experiences through word of mouth (WOM) or social media. Researchers have extensively studied the role and influence of social media at different stages of travel planning purchases. Cox *et al.* (2009) found that social media was mainly used in the pre-trip phase to search for information, but limited-use during and after the trip. In contrast, Fotis *et al.* (2011) reported that the role of social networks is very important in the post-trip phase to share experiences. Referring to the research by Yuan *et al.* (2021) almost all Chinese tourists use social media in all three stages of travel planning. In this case, potential tourists seek and trust a much more diverse source of information.

METHODS

The type of research conducted by the researcher is descriptive qualitative, namely to explore the meaning of a phenomenon. Furthermore, there are various data collection techniques in this study, namely (1) Interviews, researchers explore information in depth by being directly involved with the lives of informants and asking questions freely without pre-prepared question guidelines. Researchers conducted interviews with several sources, such as *Sr. Domestic Flight Account Manager* and *Executive Domestic Flight*. (2) Observation, where the researcher conducts direct observation at the Tiket.com office to obtain supporting evidence and complete the research

results. The last is (3) Documentaries and literature studies obtained from journal articles, the internet, and data analysis presented by reliable sources to strengthen the analysis in the discussion.

RESULTS AND DISCUSSION

Tiket.com's Strategy in Attracting Customer Enthusiasm through Online Tiket Week

Tiket.com has made careful preparations and strategies to increase the success of *the Online Tiket Week*. As the name implies, this activity uses social media as a marketing strategy. In addition, of course, this strategy looks at the number of Internet users, both in Indonesia and in the world in general. According to Internet World Stats (2021) data, in March 2021, Internet users in Indonesia reached 212.35 million people, and with this number, Indonesia ranks third with the most Internet users in Asia (China reached 989.08 million people and India up to 755.82 million people). The following are some of the social media applications used by Tiket.com to promote *the Online Tiket Week*, namely:

1. Instagram

Instagram is one of the most used social media by the public, especially the millennial generation because of its diverse and interesting features. Various features provided by Instagram such as Instagram Feeds, Instagram Stories, Instagram Live, and IGTV are known to have made it easier for companies like Tiket.com to market their products and services. Tiket.com has created an Instagram account since 2020 and now has more than 350 thousand followers with more than 200 uploads. Tiket.com also markets OTW events to society in this app. Several hashtags, such as #MendadakOTW, #OTWGledek, #OnlineTiketWeek, #tiketON, #OTWjalanjalan, and #Bulatkantiketmu have also been added to make it easier for people to find photos or videos related to this activity. In addition, Tiket.com also utilizes Instagram ads and several public figures. Based on the statement from Sr. Account Manager Domestic Flight Tiket.com (2021), the public figure was chosen because to some extent it can affect people's purchasing power on social media and meet customer expectations.

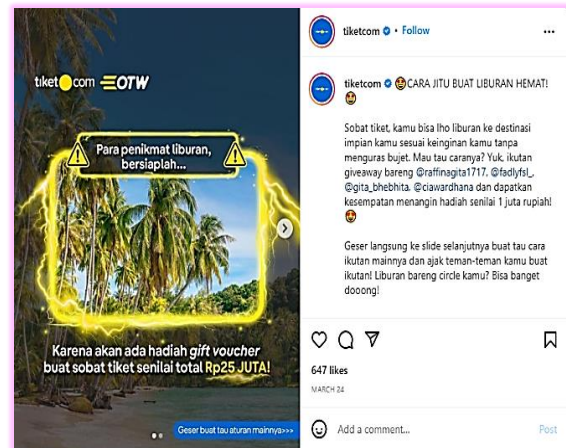


Figure 1. Online Tiket Week on Instagram Feed
Source: Tiket.com Instagram



Figure 2. Online Tiket Week on Instagram Story
Source: Tiket.com Instagram

2. Application

Tiket.com provides various promo codes that can be used for bookings in the application. Furthermore, Tiket.com also often holds impromptu discounts at “gledek hours” in the application starting at 17.00 – 00.00 WIB for all Tiket.com product categories. Table 1 shows the details of discount prices at “gledek hours” which are only valid through the Tiket.com application.

Table 1. Tiket.com Discounts on the Application

Flight	50% Citilink
	25% Garuda Indonesia
	15% Batik and Sriwijaya
	Promo code: MENDADAK TERBANG up to 10% for a minimum transaction of IDR 500,000
Accommodation	50% + 20%
TicketHOMES	50% + 20%
Ticket TO DO	65% + 25%
Car Rental	IDR 100,000 + 30%
Train	20% with a maximum discount of IDR 100,000
Airport Transfer	Up to IDR 50,000

Source: Tiket.com Application

3. Facebook

Based on data obtained from *Internet World Stats* (2021), Facebook users in Indonesia reached 196.7 million people with a penetration rate of 70.7 percent in March 2021. In this case, Tiket.com took advantage of this opportunity to actively participate in uploading various photos and videos according to the categories included in the promotion and live with famous presenters.

4. Twitter

Similar to Facebook, Tiket.com also promotes OTW activities by re-uploading photos or videos regarding information about discounts that will be obtained.



Figure 3. Online Tiket Week on Facebook
Source: Tiket.com Facebook

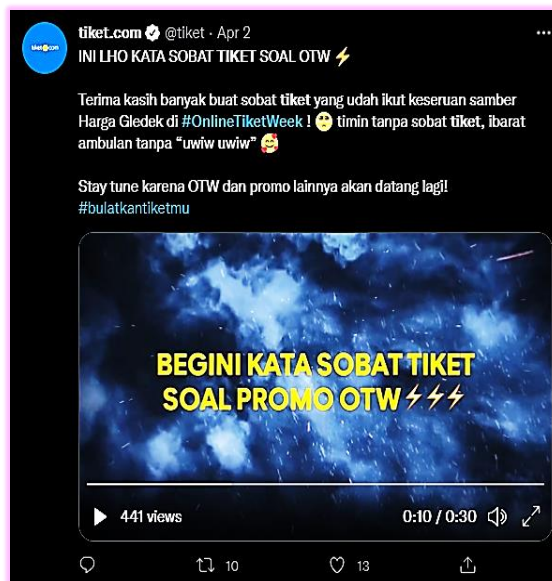


Figure 4. Interaction with Customers on Twitter
Source: Tiket.com Twitter

5. Official Advertisement

To introduce each event to the public, Tiket.com makes short advertisements as one of the promotional media to attract customers' purchasing power and enthusiasm. Tiket.com, during OTW activities, made official 15-second advertisements which were then distributed via Youtube, TikTok, Instagram, Facebook, IQIYI, and various other social media. According to *Executive Domestic Flight Tiket.com* (2021), marketing activities must use attractive and persuasive language. Sales schemes also need to be considered to make it easier for customers to make purchasing decisions.



Figure 5. OTW Official Advertisement on Youtube
Source: Tiket.com Youtube

Product Sales Level after Online Tiket Week

As the name implies, the OTW which was held *online* from 5 to 11 April 2021 has had a significant impact on sales of Tiket.com products. In the interview session with *Sr. Domestic Flight Account Manager*, he said:

“Promotions that use more effort will have more impact on customers. It is known, that the total order during the activity reached around 30 thousand customers or 200 percent more than the regular promo. Then, Citilink became the favorite airline chosen by the public with a presentation of approximately 25 percent, followed by Batik and Garuda. Some of this data is measured by how many people enter the Tiket.com website and application.”

The explanation above shows that the level of sales tends to be good even though it is still in a state of COVID-19. However, in an interview session with *Executive Domestic Flight*, he said:

“If you look at how big customers' enthusiasm is, every big event must have greater enthusiasm from customers than regular promos. However, when compared to the situation before COVID-19, Tiket.com is known to hold a promo code every month, and when there is an OTW event, customers are very enthusiastic about getting a double discount. With COVID-19, sales can be said to have decreased due to several regulations from the government to limit tourist travel. Even if Tiket.com increases the discount, it will also have no effect because some airlines for some destinations do not fly.”

Based on the explanation above, it can be concluded that the ticket booking went well. However, due to 2021, OTW taking place right during the COVID-19 pandemic, the order rate has decreased compared to before the pandemic.

CONCLUSION

Based on the results of research on OTW marketing strategies to increase customer satisfaction at Tiket.com, the researchers can draw several conclusions, namely:

1. OTW is a marketing strategy for expanding customer networks. Tiket.com uses different types of social networks such as Instagram, Twitter, and Facebook. In addition, Tiket.com uses quite good marketing language to attract the attention of potential customers. There are several products offered in OTW activities, such as airplane tickets, hotels, HOMES tickets, TO DO tickets, car rentals, train tickets, and between airports.
2. OTW activities conducted during the COVID19 pandemic have somewhat impacted Tiket.com's sales levels. Various regulations issued by the government to contain the spread of the COVID19 virus, such as travel restrictions (bubble system) and regional lockdowns (lockdown), make it impossible for people traveling out of town or abroad. Tiket.com overcame the crisis by selling domestic travel tickets while still implementing health protocols (*free protection* and *free antigen*). Therefore, even though the level of sales is not as good as before COVID-19, with the strategic innovation that Tiket.com has made, it can at least maintain sales in this pandemic era.

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