

# Chapter I

## Introduction

### 1.1 Background of the study

Marketing division is one of the principal activities undertaken by company in their endeavors to sustain their survival, to grow and to earn profits. Success or failure in achieving business goals depends on the skills of entrepreneurs in the field of marketing, production, finance and other fields. Marketing division is one of the principal activities undertaken by company in their endeavors to sustain their survival, to grow and to earn profits. Success or failure in achieving business goals depends on the skills of entrepreneurs in the field of marketing. If seen from the origin of the syllable, Marketing Tourism comes from two syllables namely marketing (marketing) and tourism (tourism). To get a complete understanding of the two syllables, let us first describe the meaning of one by one of each syllables.

According to Jauch and Glueck (1999:82) "companies that systematically analyze the environment will be more effective than companies that do not do it". In general, the increase in sales volume generated by the company is influenced by two factors, namely the internal factors of the company (things that can be controlled by the company, such as product quality, packaging, prices, etc.) and external factors of the company (things that are beyond the reach of companies, such as globalization, technology, deregulation, political situation, etc.).

In the implementation of the marketing tool is done differently and unique, but the end goal of the marketing increase sales produced by the company and generate profits. Therefore, good management of all activities

of the company, especially related to marketing activities. Type or industry that is interesting enough to be analyzed is a minim company where the operations of the company have a direct impact on the environment and surrounding communities.

The high intensity of the communication flow built by the company in strategy to approach the consumer makes the company ruled out the electronic media that is very popularly used by the wider community of internet media. In addition, in conducting promotional strategies, the company only focuses on cooperation with the suppliers / partners of the company.

It Gives the many elements of stakeholders of the company / stakeholders to be considered such as customers, shareholders, employees, environment and others who have an important role in helping the promotion of the company because the support of all stakeholders is one of the valuable capital for the company.

One of the company that focus in Tour and Travel and Tourism Transportation is PT. Bintang Sarana Mitra Utama (Bandung Starholidays). located in kacapiring street no.30 / 122 Bandung City. This relatively new company promotes through communication techniques so that the public is interested in using the services of the Bandung Starholidays. However, as a newly established company (3 years), it is certainly a problem and at the same time a challenge for the company to survive and continue to grow and be known by the public.

Human resources are also a factor in the implementation of the job description in the company, meaning that by not having human resources specifically in the marketing division, the company only concentrates on sales / sales. This has an impact on the promotional strategies of the Bandung Starholidays. Basically the task of promoting the Bandung Starholidays has indeed been done by the sales at the company, such as promotion through brochures, banners, banners and the internet.

But in reality, the company's promotional activities only use print media as promotional materials, namely brochures. In addition to brochures, company has also used internet media to promote the company through social media namely twitter and Facebook with the name of the Tourtransportbdg account, but the account is not active because the content and programs are rarely updated other reasons are lack of understanding or knowledge in the internet. As for communication media, companies are more active in the use of electronic media through mobile phones and office phones. The high intensity of the communication channel built by the company. approaching consumers makes the company set aside electronic media which is very popular to be used by the public, namely internet media.

In addition, in carrying out the promotion strategy, the company only focuses on cooperating with suppliers, company partners. Considering there are still many elements of the company's stakeholders, stakeholders that must be considered such as customers, shareholders, employees, the environment and

others who have an important role in helping the promotion of the company because the support of all stakeholders is one of the valuable capital for the company. In connection with the above problems, the authors are interested in conducting research with the title "*The Role of Marketing Division to Promote the Selling of Tourism Transportation in Starholidays Bandung*".

## **1.2 Problem Identification**

Based on the background can be identified problems that occur in PT.

Bintang Sarana Mitra Utama Bandung, as follows:

1. The company does not have human resources specifically concentrating on the marketing division
2. The company only uses print media as a promotion, namely through brochures.
3. Electronic media used by the company as a medium of communication only by telephone.
4. The company promotes and collaborates only with corporate agents / partners.

## **1.3 Research Questions**

In this study, the research questions are mainly based on the

background of the study. The research questions are as follow:

1. How is the role of marketing division in the tourism transportation Starholidays Bandung?

2. What are the obstacles to the marketing division of tourism transportation sales in starholidays Bandung?

3. How is the marketing division solution for tourism transportation sales at Bandung starholidays?

#### **1.4 Objective of the study**

Based on the research questions above, the objectives of study are :

1. To know how the role marketing division in Bandung Starholidays.
2. To know what are the marketing division's obstacles to tourism transportation sales in Bandung starholidays.
3. To know how is the marketing division solution in conducting tourism transportation sales in Bandung starholidays.

#### **1.5 Limitation of the research**

To make it be more purposeful and achieve the objectives in discussing the problems mentioned above, the writer limit the scope of the discussion about the role of the marketing division to tourism bus sales in Bandung starholidays.

#### **1.6 Significances of the study**

This study is expected to give benefits which are divided into two aspect. There are theoretical and practical benefits.

##### **A. Theoretically Benefit**

For other researchers who research the same topic with this study, hopefully this study can be a reference to help their research.

## B. Practically Benefit

1. For the company, hopefully this study will be alternative way for information which is more effective to selling of tourism transportation.
2. For the student hopefully have a marketing selling transportation could be one of the tittle to continue research.
3. For Pasundan University especially English Department, hopefully this research can be used as a reference for Library Research.

