

Chapter II

The Role of Marketing Division to Promote the Selling of Tourism Transportation in Starholidays Bandung

2.1 Definition of Tourism

The term tourism comes from *Sanskerta* which consists of two words meaning namely *Pari* which means traveling, perfect, complete, lots and *wisata* which means travel. Tourism is a variety of tourism activities and is supported of facilities and services provided by the community, businessmen, government.

According to Theobald (2005: 11-12) In tourism there is a tourism business that provides goods and services for meeting tourist needs and organizing. The purpose of the trip other than for leisure traveling business purposes even though doing a business trip can also be followed by tourism activities outside the business.

The writer Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government, and local government.

Based on the definition of expert about the above, the writer concluded that Tour and Travel is one of the important supporters for the tourists who are on vacation and on traveller. The travel has various majors in it. To find out what department or sections are in the travel PT. Bintang Sarana Mitra Utama Bandung, as follows:

a. Commissioner

The main task of the commissioner is that the commissioner must supervise the

policies of the board of directors in running the company and advise the Directors.

b. Director coordinate control activities in the company.

c. Accounting

Arranging corporate financial administration, compose make company financial statements. make periodic (monthly or annual) revenue and expenditure budgets. Pay employee salaries.

d. Transportation Division

provide good services in the form of information about schedules, prices, and responsible for arranging transportation leases from the departure of the unit.

e. Ticketing Division

provide good services in the form of information about schedules, prices, and booking airline tickets.

f. Tour and Hotel Division

provide good services in the form of information about schedules, prices, and printing hotel vouchers create and compile packages organizing tourism activities either groups or individuals served to promote packages and transportation.

g. Marketing

the main task of marketing is to promote everything related to travel package products, tourism bus rentals to company targets on a monthly basis, maintaining the company's stability in sales regarding products sold.

2.2 Definition of Marketing

The marketing term in English is known as marketing. This marketing word can be said to have been absorbed into our language. The origin of the word marketing is the market. What is marketed is goods and services. Marketing goods does not mean only offering goods or selling but wider than that. It includes various activities such as buying, selling, in all kinds of ways, transporting goods, storing, sorting, and so on. In marketing, we know this effort as marketing functions (Buchari Alma, 2014:1).

According to Paul, Harvey, Huege, and Robert quoted by Alma (2014: 2) marketing is, as a buying and selling activity, and includes activities to distribute goods and services between producers and consumers. Meanwhile, according to Philip Kotler cited by Alma (2014: 4) describes marketing, marketing is a process in which a person or group can meet needs and desires through the creation, provision and exchange of goods and services.

According to Paul, Harvey, Huege, and Robert quoted by Alma (2014: 2) marketing is, as a buying and selling activity, and includes activities to distribute goods and services between producers and consumers. Meanwhile, according to Philip Kotler quoted by Alma (2014: 4) describes marketing, marketing is a process in which a person or group can fulfill needs and desires through the creation, provision and exchange of goods and services.

The writer means that marketing is according to Philip Kotler cited by Alma and According to Paul, Harvey, Huege, and Robert quoted by Alma, according to the author broadly in the form of goods sold or in the form of goods promoting services, In the opinion of the author, based on these quotes concludes the definition of marketing as, Marketing is the activity of offering, promoting, and determining the price of a product that will be

distributed to someone, group or organization to meet the needs and desires of consumersmarketing can meet needs and desires It is important to distinguish what is needed, wants and requests. Human needs are the absence of some of the most basic satisfaction, because humans really need clothes, food, and boards, there are also other needs such as security, property, and so on. Needs cannot be created by society or marketers, but they are biological characteristics and conditions or human nature itself. In addition, humans also always want things to feel satisfied such as wanting recreation or travel, education and various services.

2.2.1 Marketing Strategy

According Radiusunu (2001: 27) Marketing strategy is based on the following four strategy:

- a. Market segmentation. Each market consists of buyers who have different needs, buyer habits and reactions. The company does not need to meet the needs of all buyers. Therefore the company must group heterogeneous market groups into homogeneous market units.
- b. Market positioning the company may not be able to dominate the whole market. So the principle of the second marketing strategy is to choose a specific pattern of market convergence that will give maximum opportunity to the company must

choose the market segment that can generate the largest sales and profit targeting, is a strategy to enter the market segments that are targeted sales.

- c. Marketing transportation strategy collection of variables that companies can use to influence consumer responses. The variables that may affect the buyer are variables related to product, place, promotion and place(4P).
- d. Timing strategy determining the right moment in marketing the product is something to note. Although the company saw a good opportunity, Marketing strategy about 4 strategies contained in marketing, companies do not need to meet the needs of all buyers but provide goods that will be needed by buyers, market position becomes an important requirement in conducting sales and transportation also supports access in making purchases and time needed in accordance with what is needed.

2.2.2 Marketing Function

Marketing function according to Deliyanti (2010: 3) marketing function is divided into three:

- a. Exchange function marketing buyers can buy products from producers either by exchanging money with products or by exchanging products with products (barter) for their own use or to themselves again.

b. **Physical Distribution Function** physical distribution of a product is carried out by transporting and storing products. Products transported from producers approach consumer needs in many ways, both through water, land, air, and so on. Product deviations prioritize efforts to maintain product supply so as not to be deficient when needed.

c. **Intermediary function** deliver products from the hands of producers to the hands of consumers can be done through marketing intermediaries that connect exchange activities with physical distribution. Intermediate function activities include risk use, financing, information retrieval and standardization and classification of products.

2.2.3 Promotion

Promotion purposes according to Kotler and Armstrong (2008: 205), are:

- a. Encourage short-term customer purchases or improve long-term customer relationships.
- b. Encouraging retailers to sell new goods provides more maintenance.
- c. Make ads company products and provide more shelfspace.
- d. For salespeople, it is useful to get more sales force support for old products new or encourage salespeople to get new customers.

According to the writer the purpose of promotion is that the goods or services that we have can be sold with various kinds of promotions, such as placing advertisements or brochures and better come consumers to fulfill the service.

2.2.3.1 Strategy Promotion

There are many ways to do promotion. Here are some common ways companies do. According to Khotler and Armstrong are diverted by Molan (2012: 408). The promotional tips are :

- a. Sales promotion Sales promotion is a short- term intensive variety to encourage the purchase or sale of products or services.
- b. Personal sales are personal achievements by company sales people for the purpose of making sales and customer relationships.
- c. Public relations done by the company to build relationships between companies with the public so that and customer relations.
- d. Direct marketing this means a direct connection to individual consumers with caution in order to get immediate responses and foster relationships with lasting customers.

According to the writer in the promotional strategy described by Khotler and Armstrong, the promotional strategy is to spill public relations to build relationships with companies so that the concessions we get are superior.

2.2.3.2 Selling

According to Swastha(2002: 260), Selling is the interaction between individuals, meeting face to face intended to create, improve, master, or maintain an exchange relationship that is mutually intertwined with others.

According to Tjiptono (2000: 224) Selling is direct (face-to-face) communication between the seller and prospective customers to introduce a product to prospective customers and form an understanding of the product.

According the writer, selling is a way to meet consumers and do personal service individually and, the services that will be given are more focused because they meet directly so that the products described are easy on the consumers by selling products at StarholidaysBandung.

2.3 Definition of Transportation

Comprehensive and efficient transportation system to serve the movement of goods and people within the country's borders and able to connect with other countries so that resources in the world can be obtained and utilized for the benefit of all humans. Transportation is the transfer of people or goods from one place to another in a certain time using a vehicle driven by humans, animals, or machines.

The definition of transportation according to some experts is as follows:

According to Morlok (1978), transportation is defined as the activity of moving or transporting something from somewhere another place.

According to Bowersox (1981), transportation is the transfer of goods or passengers from one place to another, where the product is moved to

where the destination is needed. And in general transportation is an activity to move something (goods and / or goods) from one place to another, either with or without facilities.

2.3.1 Transportation Function

Human needs to travel from other locations with the aim of taking part in an activity, such as work, shopping. Goods transportation needs to be used or consumed in other locations.

2.3.2 Sytem Transportasi

Transportation network systems interact to form a transportation sytem on a macro basis. Interaction between system activity and network system will cause movement of human / goods in the form of movement of vehicle. Changes in the system activity will affect the network system through a change in the level of service on the movement system. Similarly, changes in the network system will result in

Transport has a range of services, defined as the geographic boundaries of services provided by transport to the transport user. This service range is based on the location of origin and destination. Transportation system is a unit of elements that support each other in the procurement of transportation. The elements of transportation are according to (Morlok, 1991:15)

- a. Man and goods (transported)
- b. Vehicles and containers (conveyance)
- c. Roads (where moving vehicles)
- d. Terminal

e. Operating system

2.4 Definition of land Transportation

Land transportation consists of all forms of transportation operating on land. The mode of land transportation is often considered synonymous with the mode of road transportation (Warpani, 1990: 100). The land transportation mode consists of various types of transportation with special features.

According to Miro (2012: 60), land transportation can be classified into:

a. Physical Geography, consisting of railroad transportation modes, inland water transportation modes, special transportation modes of pipes and cables and modes of road transportation.

b. Geographic Administrative, divided into inner city transportation, village transportation, inter-city transportation in the province (AKDP), inter-provincial inter-city transportation (AKAP) and inter-country (international) cross-border transportation.

Based on the components of transportation infrastructure, it consists of two groups, namely:

a. Roads in the form of motion paths such as roads, steel roads, waterways, airways and special roads.

b. Terminals in the form of a stop for transportation equipment to reduce or raise passengers and goods such as:

1. Highway terminals (bus stations, bus stops, etc.)
2. Railroad terminal, namely the train station

3. Special road terminals such as warehouses etc. No.
Reach (service area)

c. Mode of Transportation Physical Form of Transport Equipment
Regional Hierarchy of Administrative Limits.

a. Local Village and City Mode of local transportation or village
and City Minibus transportation modes, bicycles, motorbikes, carts,
city buses, bajaj, minibus, trains, rickshaws, trucks.

b. Regional In the province of regional transportation or inter-city
transportation modes in the province (AKDP) Small / medium
buses, Minibuses, medium / large trucks, trains.

c. National inter provincial modes of national transportation or
inter-provincial inter-city transportation modes (AKAP) Medium /
large buses, medium / large trucks, trains.

d. Internasional Inter-country Modes of international transportation
or cross-country transportation modes Large buses, large trucks,
trains.

2.4.1 The role of the bus as land public transportation

e.a. Land Transportation Bus

Buses are a type of land transportation that serves to carry large numbers of passengers. The size and weight of this bus vehicle is bigger than ordinary passenger cars. The term bus itself comes from Latin, namely *omni bus*, which means the vehicle stops at all stops.

b. History of Bus Land Transportation

The beginning of the bus vehicle appeared when motor vehicles replaced horses as a means of transportation in 1905. At that time, motorized omnibus was called *autobus*. The term *autobus* is still used today by the French and British countries. Omnibus first operated in the United States of America in 1827. The first owner of the omnibus company was Abraham Brower. The most important progress of the omnibus is street cars, where the first road car is pulled by a horse, the wheels of street cars are made of steel, so as not to damage the rails. The first street car was operated at Jalan Browery, New York.

The owner is John Manson and was made by a person of Irish descent named John Stephenson, at first, the bus was a land transportation device whose road was pulled by horses. Then in the 1830s steam-powered buses began to be created. Along with the development of technology, conventional engine-powered buses began to emerge, with

a set of cables in several places in large numbers. Furthermore, engine-powered buses appear together with the development of the car. After engine-powered bus vehicles emerged, namely in 1895, various types of bus models were developed, until finally a wide variety of forms of buses were intact starting in the 1950s. Bus vehicles became very popular in the early 20th century because of World War I.

At that time, most rail facilities were allocated for the needs of war and the number of private cars, so that needed bus land transportation that can carry passengers in large quantities. Bus vehicles in Indonesia can be divided into various categories, based on size, type, class and distance .

Based on size, bus vehicles are divided into three types, namely large size buses, medium size buses and small size buses. While the type of bus based on class is divided into economy class buses, business class buses, executive class buses and super executive class buses. The division of categories based on this class is determined by several facilities provided by the bus.

The type of bus based on distance is inter-provincial intercity buses (AKAP). AKAP buses are bus transportation from one city to another through inter-regency or city areas that go through more than one province by using public bus cars bound on routes. There are more intercity buses in the province that carry passengers from one city to another that passes between districts / cities in one province. In

addition, there are also city buses, such as Metromini, Patas, and so on, as well as rural buses.

a. Types of buses and their explanation

1. Coach / motorcoach Coach or motorcoach is a bus vehicle specifically designed to travel long distances compared to an ordinary bus. Because it is used for long trips, motorcoach is equipped with a more comfortable seat, a room that functions as a trunk and is equipped with air conditioning, toilet room and audio / video system. The engine from motorcoach used must be able to travel which is not necessarily smooth / good in some areas.
2. Motorcoach is also equipped with a windshield protector as a protector of glass throwing actions that are deliberately carried out by ignorant people.
3. Coaches or motorcoach is a very flexible bus ground transportation tool. Motorcoach can be used for tourism trips, vacation trips or long-distance intercity trips. In Indonesia motorcoach is known as an intercity bus.

2.4.2 The role of tourism buses

Tourism buses transportation can be interpreted as businesses that move, move, move, or divert an object from one place to another, where in other places the object is more useful or can be useful for

certain purposes.

According (Fidel Miro, 2005:15) In another sense tourism transportation is defined as an effort to move from one location to another by using a particular tool. In transportation has dimensions such as location (origin and destination), tools (technology) and certain needs (Miro, 1997:20). The transportation system is always connected.

1. the benefits of tourism buses are already used to traveling in a group that is not small. Usually a trip for just a tour, training, or business trip. Transportation that is considered most appropriate is a tourism bus for the company. However, choosing a bus rental service agent or agent is not as easy as one might expect and this requires careful consideration.

2. Travel to be taken especially in groups that do not have to be able to meet the needs of all passengers so that the trip feels comfortable. Not all bus rental service bureaus can fulfill this. Therefore choose wisely the tourism bus that you want to use. Here are some ways:

3. choose the bus after we ensure that the bus rental service provider company that we want to choose is appropriate, then it's time we are careful in terms of bus selection, ask or ask the agent about the type of bus used, what model and what year. This concerns the issue of security and comfort. There are a number of companies that use old buses but are wrapped in new cases so that they look better but they have poor performance. So, actively ask about the bus that will be used.

4. Facilities are the main and important thing because the long journey taken must be comfortable. Make sure you ask for complete facilities as needed because the facilities also determine the price.

2.5 Company Profile

Company Identity PT. Bintang Sarana Mitra Utama



CompanyLogo

CompanyName : PT. Bintang Sarana MitraUtama

Since :2013

HeadOffice : Kacapiring Street No. 30/122

Bandung Industry/Services : Travel (Tourism)

Website :www.kliksewabus.com

Type ofTourismBuses: Appendices

Facilities

:

Number	The number of units	The machine	Seat	Vehicle years	Code	Facilities
1.	1	Mersi 1526	59	2010	SH10	Ac,Lcd Tv,Dvd sound system,reclining seats
2.	1	Mersi 1626	59	2013	SH01	Ac,Lcd Tv,Dvdsound system,reclining

						seats, Smoking
3.	1	Mersi 1526	49	2015	SH12	Ac,Lcd Tv,Dvd sound sytem,reclining seats, the pillow isa blanket
4.	1	Hiace	14	2017	SH13	Ac, Audio Tv
5.	1	Toyota Avanza	7	2017	SH14	Ac,Audio

2.5.1 Profile PT. Bintang Sarana Utama

Since the beginning of the business establishment, the founders have understood that the responsibility of the Bandung Starholidays is to all service users. As a business unit specializing in tour organizers, the Bandung Starholidays is determined to always produce high quality products and services by striving to improve efficiency and cost effectiveness in order to maintain reasonable prices. This is not an easy thing, but with the enthusiasm and dedication and integrity that never recedes from the founders, the Bandung Starholidays gradually progresses and develops. These advances certainly cannot be separated from the help.

and advice of officials from various agencies and also relations that provide support and trust to us.

In 2013, the Bandung Starholidays widened its scope of business to become a tourism company (PO) as well as patenting the company's name in the form of a limited liability company (PT). With certain reasons and considerations, the company name was made to "PT. Bintang Sarana Mitra Utama Bandung ". However, because of the inherent name of the company in the community and consumers as "Bandung Starholidays", the name became the company's trademark. The Bandung Starholidays has also collaborated with travel agents in various regions in Indonesia in organizing a tour trip. The collaboration is still being developed until now, it can be seen from the travel activities held in several regions in Indonesia.

2.5.2 Vision and Mission of the Company

PT. Bintang Sarana Mitra Utama Bandung establishes the following vision and mission:

- a. Company Vision Become a trusted and committed service company in tourism.
- b. Company Mission.
- c. Providing the best service.
- d. Commit to high work standards.
- e. Show quality service product.
- f. Foster good communication to all customers.
- g. Tagline of Star Holidays Company Bandung “*Satisfaction is number one*”.

2.5.3 Aspects of Business Activities

Aspects of business activities of PT. Bintang Sarana Mitra Utama Bandung is as follows:

1. International & Domestic Air Tickets is a service to purchase airline tickets online for international travel (International) and various cities in Indonesia (Domestic).
2. International & Domestic Hotel Reservation is the service of booking hotel rooms in various cities abroad (international) and in Indonesia (domestic).
3. Domestic, Outbound & Inbound Package Tour is a travel service abroad and domestically.
4. Handling of Travel Documents (Visa, Passport, etc) are services for handling travel documents such as visas, passports, and others.
5. Umrah and Hajj are services for the journey of Umrah and Hajj.
6. Handling Transportation is a tourism transportation rental service (Car, Elf, Hiace, Bus).

2.5.4 Organizational Structure of the Company

The organizational structure of the company is a schematic qualitative description of the cooperative relationships that exist within the company to achieve the goals. This organizational structure describes the division of labor, and lines of authority, limitation of duties and responsibilities of organizational units that exist within a company. PT. Bintang Sarana Mitra Utama Bandung is as follow.

Picture 2.5.6
Organizational Structure of the Company

Source: PT. Bintang Mitra Sarana

