

## Marketing Strategies in Increasing the Attractiveness of Travel Service Users PT Cahaya Bintang Holiday

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### Abstrak

Penelitian ini membahas strategi pemasaran PT Cahaya Bintang Holiday dalam meningkatkan promosi dan pelayanan jasa biro perjalanan tour dan travel melalui berbagai pendekatan. Pertama, kekuatan media sosial seperti TikTok dan Facebook digunakan oleh perusahaan untuk promosi produk dan jasa, sehingga mampu menarik perhatian banyak khalayak untuk membeli dan menggunakan jasa tersebut. Kedua, pelayanan yang baik merupakan faktor kunci dalam kesuksesan perusahaan, terutama dalam bidang jasa. Pelayanan prima yang diberikan oleh PT Cahaya Bintang Holiday berfokus pada kenyamanan pelanggan dan kualitas pelayanan yang terus ditingkatkan, terutama setelah pandemi COVID-19. Ketiga, sosialisasi kepada masyarakat sekitar melalui pendekatan kekeluargaan dilakukan untuk mendekatkan diri kepada masyarakat dan wisatawan, serta menarik minat mereka terhadap program travel yang ditawarkan. Penelitian menggunakan pendekatan kualitatif dengan melakukan wawancara pada informan khususnya para pegawai dan staf yang mengetahui strategi pemasaran dan daya tarik. Penelitian ini juga mengidentifikasi faktor pendukung dan penghambat dalam strategi pemasaran perusahaan. Hasil penelitian menunjukkan bahwa strategi S-O yang diterapkan meliputi peningkatan promosi penjualan dan inovasi kualitas produk dan layanan. Strategi W-O mencakup peningkatan promosi melalui media sosial, pengembangan segmen pasar, dan peningkatan sumber daya manusia. Strategi S-T fokus pada peningkatan kualitas pelayanan, sedangkan strategi W-T bertujuan untuk meningkatkan promosi dan SDM serta menjaga hubungan baik dengan transportasi yang ada.

**Kata kunci :** Media Sosial, Pelayanan Prima, Strategi Pemasaran

### Abstract

This research discusses the marketing strategy of PT Cahaya Bintang Holiday in improving promotion and service of tour and travel agency services through various approaches. First, the power of social media such as TikTok and Facebook is used by companies to promote products and services, so that they can attract the attention of many audiences to buy and use these services. Second, good service is a key factor in a company's success, especially in the service sector. The excellent service provided by PT Cahaya Bintang Holiday focuses on customer comfort and service quality which continues to be improved, especially after the COVID-19 pandemic. Third, outreach to the surrounding community through a family approach is carried out to get closer to the community and tourists, and attract their interest in the travel programs offered. The research uses a qualitative approach by conducting interviews with informants, especially employees and staff who know marketing strategies and attractiveness. This research also identifies supporting and inhibiting factors in the company's marketing strategy. The research results show that the S-O strategy implemented includes increasing sales promotions and product and service quality innovation. W-O's strategy includes increasing promotions through social media, developing market segments, and increasing human resources. The S-T strategy focuses on improving service quality, while the W-T strategy aims to improve promotion and human resources and maintain good relations with existing transportation.

**Keywords:** Social Media, Excellent Service, Marketing Strategy

## **1. INTRODUCTION**

This industry is faced with various challenges, including increasingly fierce competition and changes in consumer behavior patterns. In North Sumatra, especially in Medan City, the travel industry has also experienced significant development. This is the reason why the transportation company PT Cahaya Bintang Holiday was established in the city of Medan. This company is engaged in the business of tourist transportation to certain destinations, one of the destinations that is often the destination is the Jerusalem region in the Middle East. Just like other companies, PT Cahaya Travel Holiday has goals that have been set to achieve success in the travel industry. These goals are increasing the number of customers and expanding market share. As part of the effort to achieve these goals, the company has implemented various marketing and service strategies designed to attract customers and retain them. As we know, marketing activities aim not only to sell products and services to consumers but to satisfy them with quality products and services in accordance with their expectations. Satisfied consumers will also tell their satisfaction to family, friends, and people around them. he will invite others to become buyers or new consumers for the company.

Marketing strategy is a form of plan that is decomposed in the field of marketing. To obtain optimal results, this marketing strategy has a broad scope in the marketing field. Companies need to recognize the strengths and weaknesses of the company in competition, so that they apply superior principles and companies must abandon old habits that are no longer valid and continuously innovate. The company PT Cahaya Bintang Holiday has carried out a marketing strategy by promoting through the owner's personal website such as Facebook, WhatsApp and tiktok. With the promotion carried out by the company PT Cahaya Bintang Holiday, sales have increased with average monthly sales of Rp.10,000,000-15,000,000. However, the strategy that was carried out did not guarantee that PT Cahaya Bintang Holiday's sales would continuously reach the target, this is because every tourist does not always travel. However, in recent years, especially since the emergence of the COVID-19 pandemic, PT Cahaya Travel Holiday has experienced a significant decline in the number of customers. The pandemic has drastically changed the pattern of the travel industry with travel restrictions, border closures, and decreased interest in traveling. Many people have chosen to cancel or postpone their trips in response to the uncertain situation and health risks associated with the virus. This decline in the number of customers has been prolonged until now and has become a serious challenge for PT Cahaya Travel Holiday in achieving its business goals. In addition to affecting the company's revenue and profitability, this decline could also threaten the continuity of its operations. (Lase, 2023; Sitanggang et al., 2023).

In addition, this problem can also be caused by the lack of a wide marketing reach. This has led to many people in Medan City itself not knowing about the existence of this company. Thus, there is great potential for PT Cahaya Bintang Holiday to increase their visibility and brand awareness in the local market. Therefore, the company needs to re-evaluate its marketing strategy and identify the right solution to overcome this decline. The company needs to find new ways to increase their appeal and maintain their market share amidst increasingly fierce competition. With a more proactive and comprehensive marketing strategy, the company can reach more potential customers in Medan City and its surroundings, which in turn can help in reversing the downward trend of their customer numbers. According to Sulistyadi (2021) The right marketing strategy can help travel service companies to tailor their products and services to customer needs and preferences. (Sulistyadi et al., 2021). The travel service industry is currently facing increasingly complex challenges, one of which is intense competition. Therefore, marketing strategies can contribute to overcoming these challenges for company success. Research conducted by Dikrilah and Safitri in 2024 revealed that PT ABA Tour and Travel in Sukabumi experienced a decrease in the number of customers. This is due to several factors, such as marketing strategies that still use conventional concepts, such as only placing advertisements in front of the outlet or spreading brochures to several religious events around the outlet. In addition, the lack of competence of human resources in marketing innovation also contributed to this decline (Dikrilah & Safitri, 2024).

Another study conducted by Fitriana et al in 2022, which analyzed the marketing strategy of the company CV. SKR Tour & Travel, suggested that in the post COVID-19 pandemic era, it is important for companies to consider digital marketing strategies through social media. This move is expected to increase the company's marketing reach and in turn increase the number of customers previously affected by the pandemic (Fitriana et al., 2021). Another study conducted by Muhaimin in 2023, which examined the marketing strategy of PT Hasby Tour, showed that the company also experienced a significant decline in the number of customers since the start of the pandemic. This is due to the company's lack of readiness to adapt to the new normal era and

change their marketing patterns. The company also pays less attention to offline promotions, such as not having printed brochures that can be distributed, and only relying on promotions through social media with limited content (Muhaimin, 2023). Initial observations of PT Cahaya Bintang Holiday revealed several things related to this marketing problem. First, PT Cahaya Bintang Holiday faces increasingly fierce competition in the travel services market, especially in the context of religious tourism. Second, there are challenges in identifying specific customer needs and preferences in the context of religious tourism. Customers have unique needs and different expectations when traveling to places that have religious value. Therefore, it is important to deeply understand customers' motivations and needs so that the marketing strategies designed can be more effective in attracting their attention and meeting their expectations.

Third, it appears that PT Cahaya Bintang Holiday has a competitive advantage in terms of reach and accessibility to certain religious tourism destinations. Nevertheless, there is still potential to improve customer attraction by strengthening appropriate marketing strategies. Finally, it was found that it is important to understand local market dynamics and ongoing industry trends. The people of North Sumatra have unique characteristics and preferences in traveling for religious tourism, and understanding this will help PT Cahaya Bintang Holiday to design more effective and relevant marketing strategies. Theoretically, this research will contribute to the development of marketing theory in the context of the travel service industry, especially in the religious tourism segment. Practically, this research will provide direct benefits for PT Cahaya Bintang Holiday in facing the challenges faced in the travel service industry. By deeply understanding how marketing strategies can increase the attractiveness of their religious tourism destinations, companies can identify opportunities to increase market share and optimize their business performance. In addition, the practical importance of this research also lies in its impact on local economic growth. PT Cahaya Bintang Holiday, as a company operating in North Sumatra Province, contributes significantly to the economy of the region. Therefore, the importance of this marketing problem research lies not only in its contribution to the development of marketing theory, but also in the practical benefits that will be obtained by PT Cahaya Bintang Holiday and its impact on local economic growth.

Therefore, this thesis raises the research title, namely "Marketing Strategy Analysis in Increasing the Attractiveness of Travel Service Users of PT Cahaya Bintang Holiday" as the title of the thesis. From this research, it is hoped that it can clearly understand how travel companies make efforts in terms of marketing in order to increase the number of users of the services or products offered. Based on the background explanation above, the problem formulation of this research is How is the marketing strategy of PT Cahaya Bintang Holiday in increasing the attractiveness of travel service users? This research is limited to the transportation company of people and goods which is the place of this research is PT Cahaya Bintang Holiday which is located at Jalan Letjend. Djamin Ginting No. 130, Kwala Bekala, Medan Johor, Medan City, North Sumatra Province. Also users of transportation services for people and goods studied are people who are prospective users of the services of PT Cahaya Bintang Holiday. With the limitations of the problem above, the objectives of this study are: Knowing the marketing strategy of PT Cahaya Bintang Holiday in increasing the attractiveness of travel service users. This research is expected to provide a foundation for further research in the same or related fields, and be able to encourage collaboration between researchers to deepen understanding and find solutions to complex challenges.

## **2. LITERATURE REVIEW**

Strategy is an integrated plan designed to achieve specific long-term goals or interests by taking into account the internal and external situation of an entity. In a business context, strategy is the guide that guides organizations in achieving their vision, mission, and goals. It involves the selection of certain courses of action from a range of available alternatives, as well as the efficient allocation of resources to achieve the desired results. (Rambe & Aslami, 2022). Strategy also helps the organization to adapt to dynamic changes in the external environment and respond to them quickly. (Mahardika, 2020). There are various types of strategies that can be applied in a business context, one of which is a marketing strategy which is basically an effort to ensure that the products or services offered can be received in a targeted manner to potential service users so that everything that is offered is right. The company can be accepted in society. Overall, strategy is a key component of organizational success as it provides the direction, focus, and action plan needed to achieve long-term goals and meet stakeholder needs. By understanding the concept and importance of strategy, organizations can face challenges with more confidence and achieve success in a changing business

environment. Strategies that are oriented towards the functions of management activities. For example: marketing strategy, production or operational strategy, distribution strategy, organizational strategy and strategies that are oriented towards management activities. organizational strategies and strategies related to finance.

Marketing comes from the word "market" which means a meeting place for buying and selling transactions or a place where sellers and buyers meet. The dynamic conditions of society and economic pressures, the term "marketing" is known to mean conducting a sales and purchasing activity of a product or service, based on the interest or desire to buy and sell. This basic understanding gave birth to the marketing theory put forward by Kotler, as a market theory. Kotler further provides a limitation that market theory has two dimensions, namely the social dimension and the economic dimension. The social dimension is the occurrence of transaction activities on a consensual basis. And the economic dimension is the occurrence of profits from transaction activities that provide mutual satisfaction. Marketing is a human activity directed at satisfying human needs and wants through the exchange process. In another sense, marketing is the process of planning and implementing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that will satisfy the goals of individuals and organizations..

Marketing is the activity of analyzing, organizing, planning and supervising the resources, policies and activities that befall the company's customers with the intention of satisfying the needs and desires of the selected customer groups for profit. The next development of marketing activities is to find ways of how a marketer (marketer) organizes his marketing efforts in order to be able to meet the needs and desires of the community, especially people with certain characteristics seen from the factors of work, income and certain segments of society. Humans need food, air, water, clothing and housing to survive. In addition, they also have a strong desire for other things such as education and other services. The success of an organization in achieving its goals lies in its ability to manage its people. in meeting the needs and desires of customers, able to provide the satisfaction expected by customers more effectively and efficiently than competitors. This success will also be achieved with the involvement of various parties such as product development, accounting, finance, promotion, marketing and others who work together well. So it can be concluded that this marketing theory is a human activity through the exchange process of selling and buying a product or service that is mutually voluntary or satisfying.

Marketing is a collection of concepts, principles, and frameworks that form the basis for an organization's marketing activities. One of the key concepts in marketing theory is the understanding of markets and their segmentation. This refers to the division of a market into smaller groups based on demographic, geographic, psychographic, or behavioral characteristics, so that organizations can tailor their products and services more precisely according to customer preferences and needs (Rust, 2020). Organizations use this marketing mix to devise appropriate strategies for marketing their products or services to customers. Product refers to the offerings provided by the organization, while price includes the price set for the product or service. Promotion includes various methods to promote the product to potential customers, while distribution involves strategies to disseminate the product or service to customers in the most efficient manner. Marketing theory also involves an understanding of consumer behavior, which is an important aspect in the development of effective marketing strategies. This includes the study of factors that influence consumer purchasing decisions, such as motivation, perceptions, attitudes and previous experiences. Marketing theory provides a valuable framework for organizations in identifying new opportunities, adjusting to environmental changes, and better meeting customer needs and expectations (Malhotra & Bhattacharyya, 2020; Park, 2020). Marketing strategy factors are elements that influence the success of a company in achieving its marketing goals.

Here are some explanations of these factors (Handayani & Rianto, 2021) 1)Market segmentation is the process of dividing a market into smaller groups based on shared characteristics, such as demographics, geography, or behavior. By understanding the differences and unique needs of each segment, companies can develop more focused and effective marketing strategies. 2)Pricing involves determining the right price for the product or service being offered. Factors to consider include production costs, market demand, and competitor strategies. Appropriate pricing can influence customer value perceptions. 3)Promotion involves any form of communication that companies use to inform, educate, and remind customers about the products or services offered. This can include advertising, sales promotions, direct marketing, and digital marketing activities. 4)Distribution or channeling involves the way a company delivers products or services to customers. This



includes the selection of appropriate distribution channels, supply chain management, and logistics strategies. 5) Product development involves innovating and improving the products or services that a company offers. This can be the introduction of new products, improvement of existing products, or diversification of the product portfolio. Successful product development can help companies better meet customer needs and wants, as well as differentiate themselves from competitors. 6) Customer service is all the interactions between a company and its customers, from pre-purchase to post-purchase. Good customer service involves being responsive to customer queries and complaints, providing technical assistance and support, and creating an overall positive customer experience. These factors are interrelated and form the basis of a comprehensive marketing strategy. By paying careful attention to each factor, a company can develop an effective marketing strategy to achieve its business goals.

The marketing mix concept is a key principle in the world of marketing introduced by Jerome McCarthy in the 1960s. Originally known as the marketing mix or 4P (Product, Price, Place, Promotion), this concept then evolved into 7P with the addition of People, Process, and Physical Evidence (Hendrayani et al., 2021). Product is the first element in the marketing mix. It refers to the goods or services offered by the company to consumers. It is important to conduct market research so that the product fits the needs of the target consumer. Price is the exchange rate given by consumers to obtain products. Pricing must take into account product value, production costs, and marketing strategies in order to compete in the market. Place refers to the distribution of the product and how the product gets into the hands of consumers. This includes sales locations, distribution channels, and product storage policies (Fakhrudin et al., 2022). Promotion involves various activities to promote products, such as advertising, sales promotion, and direct marketing. The goal is to increase brand awareness and encourage purchases. People includes all individuals involved in the business, including employees and customers. It is important to ensure that they have sufficient skills and knowledge to provide a positive experience to consumers (Adelia et al., 2023). Process refers to all the procedures and policies that the company applies in running its business. A good process can improve efficiency and service quality. Physical Evidence includes all physical evidence that helps consumers understand the product or service, such as physical facilities and packaging design. It is important to ensure that all physical evidence shows good quality. (Haque-fawzi et al., 2022).

Digital marketing has become one of the very important aspects of modern marketing strategies. It involves the use of digital technology, the internet, and social media to promote products or services to customers. With the widespread use of the internet and social media in everyday life, digital marketing has become more relevant and effective in reaching a wider audience. Through online platforms, organizations can create more measurable, personalized, and interactive marketing campaigns, allowing them to interact directly with potential customers and build closer relationships with them. One of the key advantages of digital marketing is its ability to provide in-depth analysis of consumer behavior in real-time. Through web and social media analytics tools, organizations can track user interactions with their content and better understand consumer preferences and habits. This information allows organizations to more effectively tailor their marketing strategies, optimize the customer experience, and increase the success rate of their campaigns. (Andirwan et al., 2023). In addition, digital marketing also allows organizations to reach a wider audience. Through online platforms such as websites, social media, and search engines, organizations can reach potential customers around the world at a relatively low cost compared to conventional methods. This opens up new opportunities for organizations to expand their market coverage and increase sales globally.

Consumer attractiveness, particularly in the context of leisure travel, is an important factor that influences their purchasing decisions. Travel consumers have unique preferences and expectations, which are often influenced by factors such as the purpose of the trip, budget, personal preferences, and current trends in the travel industry. One important aspect in attracting consumers is the tourist destination itself. Destinations that offer unique experiences, stunning natural beauty, authentic cultural richness, or the opportunity to participate in different activities can attract consumers' attention. In addition, the facilities and services offered by travel providers also have a great influence on consumer attraction. Consumers tend to choose travel providers that offer complete facilities, such as comfortable accommodation, easily accessible transportation, and informative guides. Ease of payment, flexibility in travel packages, and quality customer service are also important considerations for consumers. In addition to these factors, the influence of reviews and recommendations from previous consumers is also very impactful. Consumers tend to trust the experiences of others in choosing the right destination or travel provider. Therefore, travel companies that manage to build a

good reputation and get positive reviews from customers have an advantage in attracting new customers. (Waworuntu & Hasan, 2024).

Consumer attractiveness indicators are elements that assist travel providers in measuring the extent to which their destination or service is attractive to consumers. Some of these important indicators include:

- a. Positive Reviews, from previous customers can enhance the image of a destination or travel service.
- b. High Ratings, from users or rating agencies such as TripAdvisor or Google can signify the quality of a destination or travel service. High ratings tend to attract more consumers.
- c. Availability of Facilities, destinations or travel services that provide complete and quality facilities, such as comfortable accommodation, easily accessible transportation, and experienced guides, tend to be more attractive to consumers.
- d. Innovation, in offering new experiences to consumers is also an important indicator of attractiveness.
- e. Market Trends, keeping up with market trends and understanding the current needs and preferences of consumers is also important in attracting their attention. Travel destinations or services that can adapt to ongoing trends tend to be more successful in attracting consumers.
- f. Location and Accessibility, which is good to the destination or travel service also affects consumer appeal. Destinations that are easy to reach and tend to be more desirable to consumers.

SWOT analysis was first introduced by Albert S Humphrey in the 1960s while leading a research project at the Stanford Research Institute that used data from Fortune 500 companies. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. As the name suggests, SWOT analysis is a strategic planning technique used to evaluate business speculation. In building a business, it is quite important to know what SWOT analysis means. In general, the definition of SWOT analysis is a planning method by evaluating 4 components, namely: 1)S–Strengths. The first component of SWOT is strengths. Strengths are resources/capabilities controlled by a company or available to a company that make the company relatively superior to its competitors in meeting the needs of the customers it serves. compared to its competitors in meeting the needs of the customers it serves. Strengths arise from the resources and competencies available to the company. 2)W–Weakness. In SWOT analysis, W is weakness, which means that weaknesses are limitations / deficiencies in one or more resources / capabilities of a company relative to its competitors, which become obstacles in meeting customer needs effectively. In practice, these limitations and weaknesses can be seen in the facilities and infrastructure owned or not owned, low managerial capabilities, marketing skills that are not in accordance with market demands, products that are not or less attractive to consumers or potential users and inadequate profit levels. 3)O– Opportunities. The next component of SWOT is opportunities, which means opportunities. Opportunities are major favorable situations in a company's environment. Major trends are one source of opportunities. Identification of previously overlooked market segments, changes in competitive/regulatory conditions, technological changes, and improved relationships with buyers/suppliers can become opportunities for companies. 4)T–Threats. While SWOT analysis related to business threats is threats. Threats are the main unfavorable situations in a company's environment. Threats are the main obstacles for the company in achieving its current or desired position. The entry of new competitors, slow market growth, increased bargaining power of major buyers/suppliers, technological changes, and revised or updated regulations, can be a barrier to the company's success. Based on the definition of SWOT analysis, it can be said that this method will help business owners in systematically organizing the level of strengths, weaknesses, opportunities, and threats they have. This section discusses the review of relevant journals, articles, books and other sources. If necessary, the formulation of hypotheses is presented in this section. The hypothesis formulated must be based on adequate logic and supported by the results of previous research.

### **3. RESEARCH METHOD**

The method used in this research is descriptive qualitative. because it aims to conduct a thorough investigation in revealing relevant data and facts about the phenomenon under study, in line with the research emphasis described in the introduction. The data presentation approach chosen for this research will involve the utilization of a narrative format. This research was conducted in Medan City District This location was chosen because the existing phenomenon is in accordance with the research to be carried out, namely the marketing strategy of Cahaya Bintang Holiday travel tours in the sub-district. The data collection methods used are interviews, observation and documentation. In the interview, the researcher conducted direct

communication by asking several questions to several parties concerned both verbally and listening directly to statements or information from the informant. For the resource persons themselves, they are leaders or staff from PT. Cahaya Bintang Holiday, as well as potential passengers. Then analyzed using SWOT analysis techniques.

#### **4. RESULTS AND DISCUSSION**

Data analysis is preceded by analyzing the vision, mission, organizational structure and duties and responsibilities of each personnel. An analysis of the company's objectives needs to be clearly identified so that when the SWOT analysis is carried out, the right strategy for the company will be produced. Based on the results of the interview, several strategies have been implemented by the company, including through social media, service and outreach. Social media is done for companies and business people, the power of social media can be used to promote products and services so that many people are able to recognize and are also interested in buying and using these services. The platforms used are tiktok and facebook.

Service is a factor that greatly supports the success of a company, especially those engaged in tour and travel agency services. In the marketing mix, service is included in the process category (Process) because it is related to all the actual procedures, mechanisms and activity flows used to deliver services. By providing good service, it will affect the comfort of tourists in transactions and vice versa. Because actually the most powerful marketing is excellent service and we maintain its quality. Excellent service is to provide the best possible service to customers, so that customers feel satisfied with PT Cahaya Bintang Holiday is always trying to provide the best service for tourists. Even the quality of service has been further improved after the covid-19 pandemic. To make it easier for tourists PT Cahaya Bintang Holiday. Socializing with the surrounding community is also important, which means making family approaches to the surrounding community, the aim is to get closer to the community or tourists. In conducting socialization, every marketing must be able to attract tourists to choose the programs offered, especially travel programs. Marketing is also required to be able to provide complete information to prospective tourists.



Gambar 1. Media Sosial dan Sosialisasi ke Hotel

The company's strengths include a clear legal basis, complete facilities, public trust, and strategic location. With the company registration certificate from the investment office and one-stop integrated service number 4069/10/2017, PT Cahaya Bintang Holiday is always under supervision for monitoring. performance or even sanctions if violations are committed. This is what makes it believed that this travel agency is not a fake travel service agent and there is no doubt that it is a travel agency for tourism services in Medan. Having adequate facilities is a plus point for PT Cahaya Bintang Holiday. Starting from checking accommodation, airport pick-up and drop-off, transportation, providing hotels for resting places, free food and other equipment that we facilitate or provide. Tourists are directed to arrive on time so that they can be directed regarding their tourist trip properly and correctly. By providing direction and understanding to tourists, tourists are not confused when going on a tourist trip. PT Cahaya Bintang Holiday also facilitates everything so that tourists are comfortable and safe when using travel services. With its very strategic location, namely near the main road at Jalan Letjend Djamin Ginting No. 130, Kwal Bekala, Medan Johor, Kota Medan, this makes our travel

famous among the public, and makes it easy for us to interact and make transactions. A business location that is right and easy to reach for consumers is one of the factors that determines the success of a business, because a strategic location can help make marketing easier. Selecting the location of PT. Cahaya Bintang holiday is very strategic because it is near a major highway, there are many types of ATMs and there is a cake character in front of it and there is Mixue next to the slippers shop.

The company's weaknesses include a lot of competition in the market itself, widespread travel agency fraud, differences in the character of tourists. There are certainly obstacles faced by every service company, especially travel agencies, and we cannot deny that there are more and more travel management service agencies in Medan. Due to these obstacles, I as the owner of PT Cahaya Bintang Holiday are trying to broaden the marketing strategy and also appeal to employees in the marketing sector. As experienced by PT Cahaya Bintang Holiday, currently there are many competitors in marketing or offering their products. This is a big burden and responsibility for the company, which must be won in order to continue to exist in business competition. Competition is increasingly sharp. and changes that continue to occur must be used as lessons by marketing owners so that they can proactively anticipate changes that occur both now and in the future. Cases of travel agency fraud occur due to weak regulations and supervision by policy holders, as well as inadequate law enforcement. It is not uncommon for the travel business to be characterized by unhealthy business competition, unfair price wars offered to prospective tourists, many sweet promises which end up causing loss to potential tourists. Being careful in choosing travel is the key to a successful departure and return for tourists. Each individual is destined to have a different disposition and character, there are those who are quick to respond, indifferent and self-serving, quiet and arrogant, so there must be special handling, understanding and attention for each individual.

Careful selection of products is an important part. Buyers will only want to buy a product if they feel it is right to buy the product in question. This means that it is the product that must adapt to the buyer, not the buyer who adapts to the product. The product or service created must pay attention to the value of halal, useful, quality and related to life. man. Carrying out buying and selling with elements of gharar in a product will give rise to the potential for fraud. PT Cahaya Bintang Holiday's pricing strategy is in accordance with what tourists get or receive. The higher the price of a product, the higher or different the facilities that tourists get, such as the 3 day 2 night Batam - Singapore - Johor package. 6 million per person. Of the various forms of promotion, the most important thing that PT Cahaya Bintang Holiday maintains and promotes to the public is good service quality and product quality. PT Cahaya Bintang Holiday in determining its product and service promotion strategy prioritizes promotional strategies on social media and services. Because good service can attract lots of tourists. PT Cahaya Bintang Holiday is good or feasible in determining the location, by looking at customers or tourists who are easy to reach and the comfort of the room. Employees in the marketing sector play a very important role, because the progress of the company depends on the marketing team itself. If the human resources produced are of high quality, it can increase the number of tourists. Apart from human resource factors. PT Cahaya Bintang Holiday has a marketing team that is reliable in marketing its products, deploying marketing staff in areas that have not been reached.

The administration of PT Cahay Bintang Holiday in carrying out its duties provides excellent service, the polite words and hospitality provided by the administration have a positive impact on customers or tourists themselves, apart from customers feeling served and satisfied, customers will never be bored. to make transactions at PT Cahaya Bintang Holiday. PT Cahaya Bintang Holiday also guides tourists in filling out the registration requirements form and provides directions regarding all procedures. Real things that influence consumers' decisions to buy and use the products or services offered. Elements included in physical facilities include the physical environment or building, equipment, supplies, logos, colors and other items. Judging from the shape of the PT Cahaya Bintang Holiday building It is very strategically located on the side of the Letjend highway. Djamin Ginting No. 130, Kwal Bekala, Medan Johor, Medan City, so this will make it easier for tourists to find out about the travel agency.

From the observations of interviews, and documentation that has been carried out, the research found results related to. the S-O strategy applied by PT Cahaya Bintang Holiday is to increase sales promotions, and innovate the quality of products and services. while the W-O strategy applied is to increase promotion through social media, develop market segments and improve human resources. While the S-T strategy that is applied is to further improve service quality. And the W-T strategy is a strategy that improves promotional strategies and human resources and maintains good relations with existing transportation.



## **5. CLONCUSION**

The marketing strategy carried out by PT Cahaya Bintang Holiday in increasing tourist attraction, namely: Judging from the 7P marketing mix, that which plays an important role in increasing tourist attraction is more of a promotion strategy, which includes social media, services, socialization, and has the strengths and weaknesses of PT Cahaya Bintang Holiday in marketing products, with Strengths: A clear legal foundation, clear facilities or equipment, public trust, and its strategic location. Weaknesses are the number of competitors, the rise of fraud, differences in the character of tourists,

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