

DIGITAL MARKETING COMMUNICATION STRATEGY OF RINJANI TREKKING TOUR PACKAGES AT MUJI TREKKER TOUR & TRAVEL

By

Ida Ayu Yadnya Sari Dewi Utami Pidada
Politeknik Pariwisata Lombok
Email: idaayu@poltekpar.ac.id

Article Info

Article history:

Received Jun 9, 2018

Revised Nov 20, 2018

Accepted Dec 11, 2018

Keywords:

Digital Marketing

Communication

Strategy

Muji Trekker Tour &

Travel

ABSTRACT

A tour package is a travel product sold by a travel agency company or a transport company that works with it where the price of the tour package includes travel costs, hotels or other facilities. Muji Trekker Tour & Travel is a travel agency that packages various kinds of tour packages that are marketed to the intended target market. Marketing of products and services in the form of arranged tour packages is carried out both offline and online. Online marketing is synonymous with digital marketing. The purpose of this research is to find out what communication strategies are used by Muji Trekker Tour & Travel in marketing their Rinjani trekking tour packages and to find out what digital media are used by Muji Trekker Tour & Travel in marketing their Rinjani trekking tour packages. The method in this research is descriptive qualitative. The results of this study are the Tourism Package Digital Marketing Communication Strategy used by Muji Trekker Tour & Travel is First, Muji Trekker Tour & Travel as a communicator or provider of information and Digital media used in marketing Rinjani trekking tour packages by Muji Trekker Tour & Travel

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Ilyas,

Fakultas Keguruan dan Ilmu Pendidikan,

Universitas Jabal Ghafur,

Jalan, Sigli-Lamlo, Aceh, Indonesia.

Email: ilyas.daud.1965@gmail.com

1. INTRODUCTION

Marketing communication is a fundamental and complex part of a company's marketing efforts. In general, marketing communications can be described as all the messages and media used by companies to communicate with their target market, namely consumers. From marketing91.com, marketing communications can be defined as the methodologies and tactics adopted by companies to convey messages in a unique and creative way to customers or potential consumers regarding their products and services. The message can be conveyed directly or indirectly with the intention of persuading customers to purchase a company's product or service.

The increasing development of technology brings with it a variety of innovations. This situation is changing the communication, development process and information distribution technology channels. Communication between individuals and between individuals and an institution is also different.

Communication processes enriched by technology and space and time channels between individuals (Olson et al., 2021)

Integrated Marketing Communication (IMC) is the process of bringing together planning, action and coordination across all areas of marketing communications as well as understanding what consumers are really concerned about. Where the marketing communication mix (also called the promotion mix) consists of five main tools namely advertising, sales promotion, publicity, *direct marketing* and private sales (Hermawan, 2012). With

the development of technology, it presents *digital marketing* which is accompanied by *mobile technology*, quoted from the book *Cracking Zone* where with *mobile technology*, everyone has an internet network, can get very accurate information in hand (Kasali, 2011).



Figure 1. Data of Internet Users in Indonesia

(Source: <https://indonesiabaik.id>)

Based on the results of a survey by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period of 210.03 million users, equivalent to 78.19% of Indonesia's total population of 275.77 million people.

When compared with survey in the previous period, Indonesia's internet penetration rate this year increased by 1.17% compared to 2021-2022 which was 77.02%. As information, the trend of internet penetration in Indonesia is increasing from year to year.

Internet is *platform* communication rather than a marketing tool. It is a medium through which trades can be transacted and special marketing strategies can be used. Making companies "easy" to reach by customers with the presence of media that can directly access customers is the essence of *digital marketing* (Krings et al., 2021). With the widespread use of the internet, the system loses time and space boundaries between individuals. In addition, social media is increasingly lively and even social media is part of people's lives (Ioannis et al., 2023), so that the internet becomes an important part of a marketing process in various media that are often used by travel agency companies.

Travel bureaus have sprung up a lot due to the development of the tourism sector. Travel Bureaus offer various tourism products and packages to various destinations to the public on behalf of supplying companies. Law No. 9 of 1990 the second part of article 12 states that the Travel Bureau (BPW) is a business providing planning services and/or tourism services and organizing services. Nyoman S. Pendit (2009) gives the notion that a travel agency is a company that has the goal of preparing a trip for someone who plans to hold it. Meanwhile, according to R. S. Damardjati (2009) explains that a Travel Bureau is a company that specifically organizes and organizes trips and stops for people including their travel equipment, from one place to another, both within the country, from within the country, abroad or to the country. itself. Broadly speaking, it can be concluded that the Travel Bureau is a company that specifically arranges a trip, starting from departure preparations to equipment during the trip for a person or group who intends to carry it out with a specific purpose.

The existence of a travel agency is a very important thing in the tourism industry. Travel agents can help tourists make vacation plans. They will also ensure that the trip becomes an unforgettable memory forgotten for their clients. Therefore, the Travel Bureau arranges various kinds of attractive tour packages to be marketed. According to Gamal Suwanto, SH (2004) Tour packages are travel products sold by a travel agency company or a transport company that works with it where the price of the tour package includes travel costs, hotels or other facilities. Muji Trekker Tour & Travel is a travel agency that packages various kinds of tour packages that are marketed to the intended target market. Marketing of products and services in the form of arranged tour packages

is carried out on an ongoing basis *offline* nor *online*. Marketing *online* synonymous with digital marketing.

Based on the background above, researchers are interested in conducting research on digital marketing communication strategies for Rinjani trekking tour packages at Muji Trekker Tour & Travel.

Based on the explanation of the background of the problems above, the formulation of the problems discussed in this study are as follows:

1. What is Muji Trekker Tour & Travel's digital marketing communication strategy in marketing Rinjani trekking tour packages?
2. What digital media is used by Muji Trekker Tour & Travel in marketing their Rinjani trekking tour packages?

The objectives to be achieved in this research are as follows:

1. To find out what communication strategies are used by Muji Trekker Tour & Travel in marketing their Rinjani trekking tour packages
2. To find out what digital media is used by Muji Trekker Tour & Travel in marketing their Rinjani trekking tour packages.

2. LITERATURE REVIEW

Communication Strategy

Communication strategy is planning in conveying messages through a combination of various communication elements such as frequency, formality, content and communication channels so that the message conveyed is easily received and understood and can change attitudes or behavior according to the purpose of communication. According to Effendy (2011), a communication strategy is an effective plan in conveying messages so that the communicant can easily understand and accept what has been conveyed so that it can change a person's attitude or behavior.

In this study, what is meant by a communication strategy is a way of conveying messages through the elements of frequency, formality, content and communication channels by Muji Trekker Tour and Travel to the target market, namely potential tourists.

Digital Marketing Digital marketing is a method used to promote a brand or product by someone. By utilizing digital marketing, someone will benefit from the business being run. Digital marketing is very important because it is used to promote a product.

According to Sanchez-Franco et al, (2014) defines digital marketing as the result of evolutionary marketing. Evolution occurs as companies use digital media channels for most of their marketing. Digital media channels can be addressed and allowed continuous, two-way and personal conversation between marketers and consumers. Meanwhile, according to Lane (2008) digital marketing is the practice of promoting products and services using digital distribution channels. Digital marketing is also called *e-marketing* and includes digital advertising or *online*, which sends marketing messages to customers.

In this study, what is meant by digital marketing is the marketing of products and services owned by Muji Trekker Tour and Travel *online*.

Trekking Tour Packages

Today, tour packages (tour packages) have become a basic need for people to travel, especially urban communities. The need to use the tour package product is an easy solution to visit a destination that has never been visited before, because one of the benefits of the tour package itself is the ease of getting access transportation to tourist objects provided by a travel agency (BPW) or *tour operator*

According to A Yoeti Oka (2001), defining a tour package is a tour trip that is planned and organized by an organization *travel agent* or a travel agency at its own risk and responsibility, the duration of the tour, the places to be visited, accommodation, transportation, food and drinks have been determined by the travel agency and the amount has been determined

In this study what is meant by trekking tour packages are travel products owned and sold by Muji Trekker Tour and Travel in the form of walks in the countryside and adventures in the Mount Rinjani Region. It includes the price of transportation, accommodation, *meals* and trekking equipment as well as tour guides.

Muji Trekker Tour and Travel

Based on Law no. 9 of 1990 the second part of article 12, it is said that the Travel Bureau (BPW) is a business that provides services for making, servicing and organizing tours.

In this study, what is meant by a travel agency is a service business for the manufacture, service and organization of tourists managed by Muji Trekker Tour and Travel.

Previous Research

Gabriella Sagita Putri, & Adhi Murti Citra Amalia. (2020) with the research title The Integrated Marketing Communication Model *Sport Tourism* in the district Malang where the results of this study show that several beaches in Malang have the potential as objects *sport tourism* such as Ngudel beach and Lenggoksono beach have not optimally implemented sport strategy *tourism branding*, so it is expected that the integrated and mutually integrated coastal tourism marketing communication model between communication channels can support the beach tourism promotion strategy with the concepts *sport tourism*. Of course, this research is different from the research that will be carried out at this time, where the research that will be carried out is more focused on digital marketing communication strategies from tour packages.

Nursatyo Nursatyo, & Early Rosliani. (2018), Digital Marketing Communication Strategies for Price Comparison Sites. The results of the study show that the digital marketing communication strategy implemented by Index.com in increasing traffic is carried out through the addition of display advertising, SEM and SEO search engine optimization, and community platforms. The difference between this research and current research is that current research focuses more on types of tour packages that are marketed online

Rudi Yacub., & Wahyu Mustajab. (2020). Digital Marketing Impact Analysis (*Digital Marketing*) To Brand Awareness On Ecommerce. The results of the processed data show variables *digital marketing* use *instagram* and *facebook* have a significant effect on *brand awareness*. The difference between this research and current research is that current research focuses more on the tour package product section

3. METHODS

Approach and Type of Research

The research approach used in this research is descriptive qualitative because in this study it produces conclusions in the form of data that describes in detail, not data in the form of numbers. **Time and Location of Research**

The time for the research was carried out in the period January - June 2023 and is located at Muji Trekker Tour & Travel - Sembalun, East Lombok Regency.

Research design

This research is a descriptive qualitative analysis. The four points in this research design are:

1. Observing data
2. Collect data
3. Processing Data
4. Summarizing Data

Data source

The data source referred to in research is the subject from which the data can be obtained and has clear information about how to retrieve the data and how the data is processed.

Data Primer

Primary data comes from direct interview results to *Owner* Muji Trekker Tour & Travel and also *staff Marketing* Muji Trekker Tour & Travel

Data Seconds

Secondary data was obtained from websites, documentation and media literature related to the Rinjani trekking package at Muji Trekker Tour & Travel

Data Collection Techniques

Data collection techniques used in this study consisted of observation, interviews and documentation

1. Observation at the Muji Trekker Tour & Travel office and website
2. Semi-structured interview with *Owner* and Sections *Marketing* Muji Trekker Tour & Travel
3. Documentation: tour packages owned by Muji Trekker Tour & Travel

Data Analysis Techniques

Data analysis is done by organizing the data, breaking it into units, synthesizing it, arranging it into patterns, choosing which ones are important and what will be learned, and making conclusions that can be told to others. The data analysis technique used in this research uses the concept Miles & Huberman put forward. *Reduction, Data Display, Conclusion*

Data Validity Check

Test the credibility of the data or trust in the data from qualitative research carried out by extending participation, persistence of observation, triangulation, peer checking, referential adequacy, case studies *negative* and member checking. In this study, testing the credibility of the research data was carried out using source triangulation.

4. RESULTS AND DISCUSSION

4.1 Overview of Research Locations

Muji Trekker Tour & Travel is a travel agency located in the picturesque village of Sembalun at the foot of Mount Rinjani. Muji Trekker Tour & Travel provides tour from Lombok to the Rinjani area. This travel agency not only conducts business activities but is also committed to supporting and providing assistance to the local Sembalun community. By hiking with Muji Trekker Tour & Travel, tourists contribute to the local community in Sembalun. A portion of all proceeds from sales of travel packages is channeled into the community, such as free classes and sanitation projects for local youth.

b. Organizational structure of the company

The following is the organizational structure of Muji Trekker Tour & Travel:

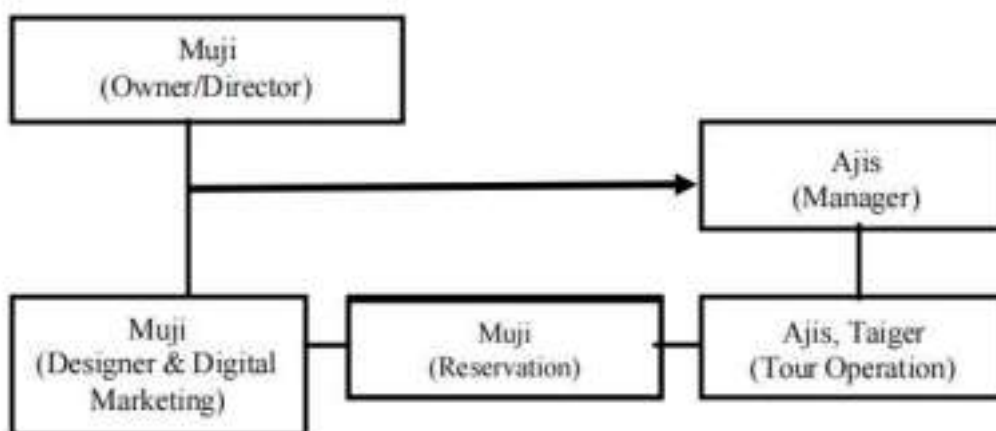


Figure 2. Organizational Structure
(Source: Muji Trekker Tour & Travel, 2023)

Muji Trekker Tour & Travel works in a team, and always provides a way for all individuals in his team to learn how to work professionally, ethically and rationally in carrying out their respective duties. In the social field, Muji Trekker Tour & Travel also has a program that aims to increase prosperity for the poor through the local Sembalun community.

c. Location

Muji Trekker Tour & Travel is located at Jln. Pe Lumminggih, Sembalun, East Lombok, NTB. 83666. Tel. +62 8 777 30 1990 | WhatsApp: +62 8 7777 30 1990 E-mail: mujitrekker@gmail.com | www.mujitrekker.com | www.rinjanitrek.lombok.com

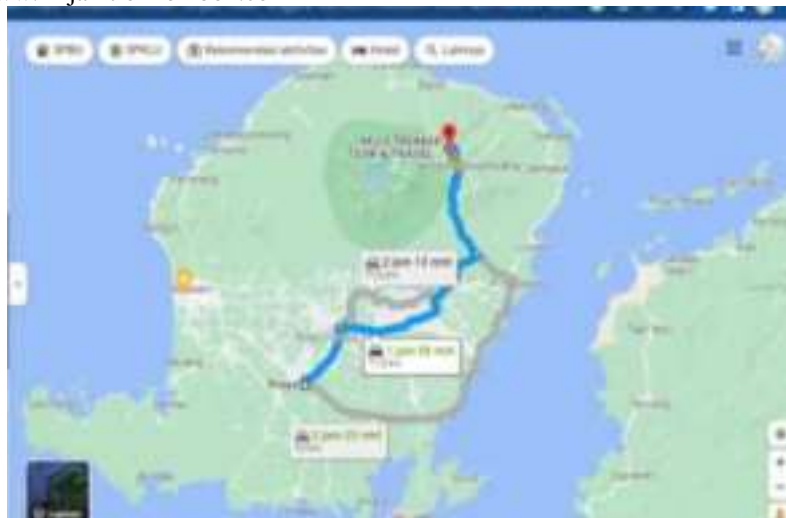


Figure 3 Muji Trekker Tour & Travel Location Map(Source: <https://www.google.co.id/maps/dir,2023>)**Data Exposure and Analysis**

At this stage, researchers are directly involved in obtaining data. Before collecting, keep in mind that qualitative researchers write mostly narrative texts. Presentation *ordisplay* Data is a format that presents information thematically to its readers. Qualitative research usually focuses on the arrangement of words and actions that occur in a particular context. The context is used as a relevant aspect of the situation, or as a relevant aspect of the social system in which a person acts as illustrated by *Miles and Huberman*.

In this process the researcher compiles relevant data obtained through observation, interviews and also documentation so that it becomes information that can be concluded to have a certain meaning. Because basically the presentation of good data is one step in achieving good data analysis *valid* and verified. Reduced results are arranged as much as possible, arranged into good system easy to understand. During this process the researcher collates the relevant data to make it informative it can be concluded that the conclusions have a certain meaning.

Exposure and Data Analysis of Observation Results, Interviews, and Documentation of Communication Strategy digital marketing of Rinjani trekking tour packages at Muji Trekker Tour and Travel

Observation of the digital marketing communication strategy for the Rinjani trekking tour package at Muji Trekker Tour & Travel was carried out 3 times on 26 February 2023, 27 February 2023 then on 6 May 2023, it can be submitted as follows: *First*, the results of Muji Trekker Tour and Travel observations as a communicator or messenger; *Second*, tour packages and price details become messages conveyed; *Third*, the number of posts in the media becomes the frequency; *Fourth*, the choice of language used becomes a formality; *Fifth*, content in the form of photos, videos and *caption* the content of the information/message conveyed; *Sixth*, SEO, *Instagram*, *website*, *facebook*, *twitter*, *linked in*, *tripadvisor* become a medium for conveying information that is communicated; *Seventh*, domestic tourists and foreign tourists are the target market.

Observation results of digital communication strategy *marketing* used in Muji Trekker Tour & Travel *ieFirst*, *THIS(Search Engine Optimization)* is an attempt to optimize a site to get top rankings from search engines. The media used is like *website*, *blogs* and *indographics*; *Second*, *Content Marketing*, namely planning, creating and sharing content about Rinjani trekking tour packages at Muji Trekker Tour & Travel. Matter This is done to attract readers to know what Rinjani trekking tour packages are available and motivate them to buy. This content is uploaded in *blog*, social media, articles, *e-books* as well as *brochures on line*; *Third*, *Affiliate Marketing* i.e. partnering with other people's services or sites to make commissions by referring readers or visitors, *eg you tube*; *Fourth*, *social media marketing* that is promoting *brand* and content on social media like *facebook*, *whatsapp*, *twitter*, *facebook*, *facebook messenger* because social media is a means to raise *brand*.

Interviews in this study were conducted with three people, namely the owner as well *staff marketing* and also *reservation*, *tour operation* and *tour guide* who became informants with the code MJN, AJS, IFN. The results of the interview are: In an interview with AJS at *tour department* on Saturday 26 February 2023 at 14.00 regarding the digital marketing communication strategy for the Rinjani trekking tour package, namely:

"For digital marketing at Muji Trekker Tour & Travel using several social media such as Facebook, Instagram, Google Rank, Twitter. Usually Mr. MJN is also the owner who does it. We were asked for opinions and ideas about what content would be created and uploaded later."

This was also confirmed by MJN as owner at a time *staff marketing* in a live interview conducted on Saturday 26 February 2023 at 11.00, brother MJN said that:

"O The online marketing that I use is Facebook, Instagram, apart from that I have been playing on SEO, Google Rank and Google LINE for a while. Then yes, maintenance updates on ranking content on the website too. Facebook for marketing for sales is also where people can shop from my Facebook, then they WhatsApp me to order. Apart from that, I also create You Tube, Twitter, join Linked In and also write articles online too. I also made Pinterest. In fact, we also received an award from tripAdvisor. And for marketing, who posted the strategy there, if people relax in the morning, if my people follow the principles for people abroad, I mean at the hour they wake up at 4 o'clock 5 I usually wake up at 4 o'clock 5 pray half past six or 06.00 hours 06.00 hours. it's okay if we fast right away a little bit but the market is indeed the target market is foreign first besides that may not be the lifestyle of the people there, for example this morning they social media are the same like but if for example open like that haven't left yet I haven't left yet. I haven't left for this. What's the name of the bird going to the office, right? post at 11.00 am So for the relation people, later in the evening, when. If we have dinner, what time is usually 7.30. Post 3 times a day according to the hours earlier."

And most of my target markets are Asia and Europe apart from domestic ones such as the Netherlands, Singapore, America and Malaysia. For the content itself, we select the best photos or videos to upload accompanied by captions with a choice of semi-formal language”

In a different interview conducted with IFN's brother, astour guide freelance on Sunday 27 February 2023 at 15.00 – 15.30 said that:

“To my knowledge, Muji Trekker Tour & Travel where I work is active in online marketing or digital marketing. I also follow some of the social media he uses, such as Instagram, Facebook, Twitter, Linked in, and I also see the website he has. It's not uncommon for me to be asked for help by the owner to make videos while traveling as promotional material or content to be uploaded later. And for guests that I often bring domestic guests several times but more often bring foreign guests from the Netherlands, Singapore, Netherlands, America, Malaysia”

The interview data above regarding the digital marketing communication strategy for the Rinjani trekking tour package shows that the digital marketing communication strategy used is: *First, THIS(Search Engine Optimization); Second, Content Marketing such as blogs, articles; Third, Affiliate Marketing in the form of youtube and tripadvisor; Fourth, social mediamarketing likefacebook, whatsapp, twitter, facebook, facebook messenger*

And the documentation results related to digital marketing communication strategies for Rinjani trekking tour packages at Muji Trekker Tour & Travel, there are several trekking tour packages that are marketed through the media, namely:



Figure 4. Rinjani Trekking Tour Packages Sembalun and Senaru Routes

(Source:<https://www.muji trekker.com/>)

In Figure 4, the Rinjani trekking tour package is attached, which takes two climbing routes, namely the Sembalun Route and the Senaru Route. This trekking tour package is offered on the Muji Trekker Tour & Travel website.



Figure 5 Rinjani Trekking Tour Packages Tetebatu and Timbanuh Routes





(Source: <https://www.muji trekker.com/>)

In Figure 5, the Rinjani trekking tour package is attached via two other climbing routes, namely the Tetebatu and Timbanuh routes offered by Muji Trekker Tour & Travel. Apart from the Rinjani trekking tour packages, Muji Trekker Tour & Travel offers other very attractive tour packages. The tour packages offered are the result of research on the potential of natural and cultural tourism in both Sembalun and Lombok which has been done before. So that these other tour packages are feasible to be marketed and become alternative tour packages owned by Muji Trekker Tour & Travel. Tour packages that promote the beauty of culture, customs of the Sasak people on the island of Lombok are packaged in a very attractive tour package.

The other tour packages owned by Muji Trekker Tour & Travel can be seen in the following table:

Table 1. List of types of tour packages at Muji Trekker Tour & Travel

 <p>PAKET PENDAKIHAN RINJANI 2022</p>  <p>PENDAKIHAN PUNCAK RINJANI 201N - 201N Via Sembalun</p> <p>Sembalun - Puncak - Sembalun</p> <p>Pengalaman pendakian puncak Gunung Rinjani 3726m dpl yang paling singkat kami sediakan untuk anda yang mahu menikmati keindahan yang menakutkan Gunung Rinjani.</p>	 <p>PAKET PENDAKIHAN SANTAI 201N - 201N Via Sembalun</p>  <p>PENDAKIHAN SANTAI Sembalun - Puncak - Sembalun</p> <p>Pengalaman pendakian Gunung Rinjani yang lebih santai kami sediakan untuk anda yang mahu menikmati keindahan Gunung Rinjani.</p>
---	--

 <p>PENDAKIAN SENARU RIM <i>2 Hari – 2 Malam Via Senaru</i></p> <p>Senaru – Rim – Senaru</p> <p>Program pendakian jalur utara "Cinca Senaru" yang meliputi seluruh kawasan Perbukitan Senaru 2640mdpl. Rute ini menawarkan keindahan alamnya. Cinca Senaru akan dari jalur utara.</p>	 <p>PENDAKIAN PUNCAK SELATAN <i>2 Hari – 2 Malam Via Tetebatu</i></p> <p>Tetebatu – Summit – Tetebatu</p> <p>Program pendakian Puncak Sangkhomong 3000mdpl via Tetebatu merupakan salah satu rute pendakian yang menawarkan keindahan alamnya dengan area Flora & Fauna sepanjang jalur pendakian.</p>
 <p>SUNRISE TRIP PERGASINGAN <i>1 Hari Sunrise Trip Lumboh</i></p> <p>Sembahur – Puncak – Sembahur</p> <p>Sunrise Trip Lumboh menawarkan pengalaman yang menarik untuk anda. Setelah hiking malam, perbukitan menggugah pemandangan Sembahur, warna – warni petak persawahan, dan kemegahan Gg. Rijanti bisa anda nikmati.</p>	 <p>PERGASINGAN CAMPING <i>2 Hari – 2 Malam Hiking & Camping</i></p> <p>Sembahur – Pergasingan – Sembahur</p> <p>Paket wisata perbukitan dengan kegiatan hiking kami sediakan untuk anda yang lebih menyukai program perbukitan serta dengan perjalanan yang lebih indah di Pulau Lombok – Bukit Pergasingan Sembahur 1800mdpl.</p>



(Source: <https://www.muji trekker.com/>)

The data table 1 above contains documentation of various types of tour packages marketed through digital media owned by Muji Trekker Tour & Travel. Apart from the Rinjani trekking tour packages which have many package variants and prices, in the table above you can see several other types of tour packages made and offered by Muji Trekker Tour & Travel. The tour packages owned by Muji Trekker Tour & Travel are according to the table above, namely:

1. 2D/1N Rinjani Climbing Tour Package
2. Relaxing Hiking Tour Packages (Sembalun-Puncak-Lake-Sembalun)
3. Senaru Rim Climbing Tour Packages 2D/1N
4. Via Tetebatu Climbing Tour Package 2D/1N
5. Sunrise Trip Lombok Tour Packages
6. Hiking & Camping Tour Packages 2D/1N (Pergasingan Hill)
7. Wildflower One Day Trip and Camping Tour Packages 2D/1N
8. Sembalun Seven Summit Tour Packages
9. Lombok Paragliding Tour Packages

10. Sasak Tribe Cultural Tour Package 6D/5N
11. Sembalun Day Bike Tour Package
12. Tetebatu Fun Bike Tour Package
13. Sindang Gile and Tiu Kelep Senaru Waterfall Tour Packages 14. Camping Gili Tour Packages 2D/1N
15. Tour Package 4 Gili (Condo)
16. Lombok Panorama Walk Tour Package (Sembalun)

This tour package is a tour package besides the Rinjani Trekking package.

The three data above obtained a digital marketing communication strategy for the Rinjani trekking tour package at Muji Trekker Tour & Travel, namely *First*, Muji Trekker Tour & Travel as a communicator or information giver, *First*, the results of Muji Trekker Tour and Travel observations as a communicator; *Second*, tour packages and price details become messages conveyed; *Third*, the number of posts in the media becomes the frequency; *Fourth*, the choice of semi-formal language used becomes a formality; *Fifth*, content in the form of photos, videos and *caption* become information content; *Sixth*, *THIS (Search Engine Optimization)*, *Content Marketing* such as *blogs, articles, Affiliate Marketing* in the form of *you tube and tripadvisor*, as well *social media marketing* like *facebook, whatsapp, twitter, facebook, facebook messenger* become a medium for conveying information that is communicated; *Seventh*, domestic tourists and foreign tourists are the target market.

Exposure and Data Analysis from observations, interviews and digital media documentation used by Muji Trekker Tour & Travel in marketing Rinjani trekking tour packages

Observation of digital media used by Muji Trekker Tour & Travel in marketing Rinjani trekking tour packages was carried out 3 times on 26 February 2023, 27 February 2023 then on 6 May 2023 it can be said that the digital media used by Muji Trekker Tour & Travel is : *GSO (Google Search Engine), Website, Instagram, Facebook, Facebook Messenger, Tripadvisor, Linked In, You Tube, Twitter, Blog, online brosur*

35

Interviews in this study were conducted with three people, namely the owner as well *staff marketing, tour operation and tour guide freelance* who became informants with the codes MJN, AJS, IFN. The results of the interview are: In an interview with AJS on Saturday 26 February 2023 at 14.00 regarding the digital marketing communication strategy for the Rinjani trekking tour package, namely

"digital marketing at Muji Trekker Tour & Travel using several social media such as facebook, instagram, google rank, twitter"

This was also confirmed by MJN as owner at a time *staff marketing* in a live interview conducted on Saturday 26 February 2023 at 11.00, brother MJN said that:

"the marketing that I use is Facebook, Instagram, apart from that I have been playing on SEO, Google Rank and Google LINE for a while. Then yes, maintenance updates ranking content on the website too. Facebook for marketing for sales is also where people can shop from my Facebook, then they WhatsApp me to order. Apart from that, I also create You Tube, Twitter, join Linked In and also write articles online too. I also made Pinterest. In fact, we also received an award from tripAdvisor"








In a different interview conducted with IFN's brother, as *tour guide freelance* on Sunday 27 February 2023 at 14.00 – 15.30 said that:

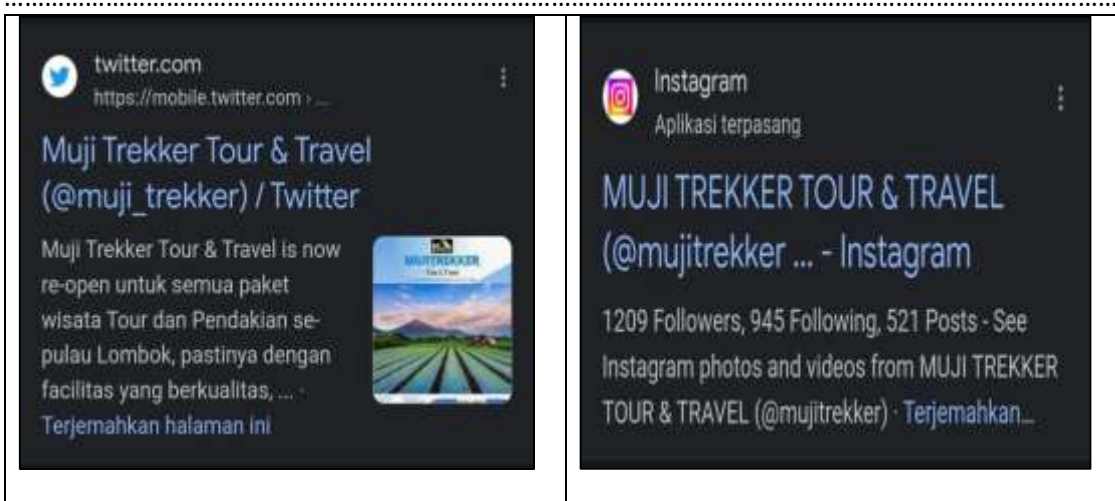
"Muji Trekker Tour & Travel where I work is indeed active in online marketing or digital marketing. I also follow some of the social media he uses, such as Instagram, Facebook, Twitter, Linked in, and I also see the website he has"

The interview data above regarding digital media used by Muji Trekker Tour & Travel to market Rinjani trekking tour packages shows that namely: *First, THIS (Search Engine Optimization) Google Rank and Google LINE; Second, blogs, articles; Third, You Tube dan Tripadvisor; Fourth, social media marketing like facebook, whatsapp, twitter, facebook, facebook messenger*

And the results of documentation related to digital media used by Muji Trekker Tour & Travel in marketing Rinjani trekking tour packages, there are several media used as in the following table:

Table 2 List of Digital Media used by Muji Trekker Tour & Travel

 <p>muji trekker</p> <p>Gambar Shopping Maps Video Bait</p> <p>MUJI TREKKER TOUR & TRAVEL "Mount Rinjani Trekking Tour Package Price Information Center Lombok"</p> <p>4,9 ★★★★★ (16)</p> <p>Buka wisata di Nusa Tenggara Barat</p> <p>Buka</p> <p>Ringkasan Info terbaru Produk Lay</p> <p>TELEPON CHAT RUTE SITUS</p> <p>Sembalun Lawang, Kec. Sembalun, Kabupaten Lombok Timur, Nusa Tenggara Bar. 83656</p> <p>Buka 24 jam</p> <p>0877-7730-1990</p> <p>Disusun Tersusun Sembalun</p>	 <p>mujitrekker.com https://www.mujitrekker.com/ rumah</p> <p>Trekking Gunung Rinjani & Tur Lombok ...</p> <p>Muji Trekker adalah perusahaan jasa perjalanan wisata berlisensi di Sembalun, menawarkan paket wisata se-pulau Lombok sampai ke Gn. Rinjani.</p> <p>Tentang Kami</p> <p>Kontak</p> <p>Sering Di Tanyakan</p> <p>Informasi Trekking Rinjani ...</p> <p>Paket Pendakian Gunung ...</p> <p>SEMBALUN ROUTE</p>
 <p>tripadvisor.co.id https://www.tripadvisor.co.id/ Attr...</p> <p>Muji Trekker (Sembalun Lawang, Indonesia) - Review - Tripadvisor</p> <p>Mujitrekker is absolutely the best company to do hiking with! Everything is very well organized and with good prices. My friend and I did the...</p> <p>5,0 ★★★★★ (51)</p>	 <p>id.linkedin.com https://id.linkedin.com/ muji-semb...</p> <p>Muji Sembahulun - General Manager - CV. Muji Trekker Tour & Travel</p> <p>Lombok, Nusa Tenggara Barat, Indonesia · General Manager · CV. Muji Trekker Tour & Travel</p> <p>Muji Sembahulun. Owner at Muji Trekker Tour & Travel Agent. CV. Muji Trekker Tour & TravelHotel And Tourism Institute (HTI) Kemang / Matoa ...</p>
 <p>YouTube Aplikasi terpasang</p> <p>MUJI TREKKER OFFICIAL - YouTube</p> <p>Hi... Saya Muji guysss pemandu wisata pendakian gunung Rinjani & Pemandu wisata di pulau Lombok.. Dichanel ini kalian bisa menikmati...</p>	 <p>facebook.com https://m.facebook.com/ mujitrekk...</p> <p>Muji Trekker Sembalunbungung - Facebook</p> <p>Muji Trekker, Sembalunbungung, Nusa Tenggara Barat, Indonesia. 6303 likes · 2 talking about this · 167 were here. MUJI TREKKER...</p> <p>4,7 ★★★★★ (30)</p> 



(Source: <https://www.muji trekker.com/>)

In the data table 4.2 above, the digital media documentation used by Muji Trekker Tour & Travel includes:

1. Google Maps
2. Website
3. Trip Advisor
4. Linked In
5. Youtube
6. Facebook
7. Twitter
8. Instagram

The three data above show that digital media is used by Muji Trekker Tour & Travel to market Rinjani trekking tour packages namely *First, THIS (Search Engine Optimization) Google Rank and Google LINE; Second, blogs, articles; Third, You Tube and Tripadvisor; Fourth, social media marketing like facebook, whatsapp, twitter, facebook, facebook messenger.*

Discussion

This research focuses on digital marketing communication strategies for Rinjani trekking tour packages at Muji Trekker Tour & Travel

Digital Marketing Communication Strategy for Rinjani trekking tour packages at Muji Trekker Tour & Travel

The development of the business world *travel*, then more and more people are traveling to enjoy the beauty of nature. Thus there are also many requests to do tours in Sembalun, especially for climbing *soft trekking* and *hard trekking*. With so many natural tourist attractions in Sembalun, many tourists come to visit. More foreign tourists come to Sembalun than domestic tourists, therefore Muji Trekker Tour & Travel targets more foreign tourists. The packages most in demand by foreign tourists are *sunrise trip*.

Trekking Organizer in Lombok there are so many, of course it is a competitor for Muji Trekker Tour & Travel. So that Muji Trekker Tour & Travel often conducts research regarding the natural potential of Sembalun so that they can make tour packages that are different from the others. And as a result, Muji Trekker Tour & Travel was the first to make a Sembalun package *Sunrise Trip* or *Biking Trip*. To further develop his business, Muji Trekker makes many packages *tour* one of which is new is tandem paragliding and promotions using digital media. Foreign tourists from Singapore, the Netherlands, America, Malaysia are the marketing targets for tour packages from Muji Trekker Tour & Travel.

Apart from that, Muji Trekker Tour & Travel is always optimal in providing services to tourists. With the experience that you already have, the service is very good. So it's no wonder, Muji Trekker Tour & Travel won an award *Excellent service* in 2017 at *Trip Advisor*.



Figure 8. AwardsExcellent Service Muji Trekkers atTripadvisor (Source: Researcher Primary Data, 2023)

Types of Rinjani trekking tour packages which can be summarized as follows:

1. VVIP Rinjani Trekking Tour Packages start at \$414-\$718/pax, with a choice of package types, namely: Sembalun 2D/1NMain Summit, Sembalun 3D/2NTrekking Main Summit, Sembalun 4D/3N Trekking Main Summit, Senaru 2D/1NTrekking Crater Rim, Tete batu 2D/1NTrekking South Summit, Timbanuh 2D/1NTrekking South Summit.
3. Rinjani VIP Trekking Tour Packages start at \$350-\$670/pax, with a choice of package types, namely: Sembalun 2D/1NMain Summit, Sembalun 3D/2NTrekking Main Summit, Sembalun 4D/3NTrekking Main Summit, Senaru 2D/1NTrekking Crater Rim, Tete batu 2D/1NTrekking South Summit, Timbanuh 2D/1NTrekking South Summit.
4. Deluxe Rinjani Trekking Tour Packages start at \$270-\$520/pax, with a choice of package types, namely: Sembalun 2D/1NMain Summit, Sembalun 3D/2NTrekking Main Summit, Sembalun 4D/3NTrekking Main Summit, Senaru 2D/1NTrekking Crater Rim, Tete batu 2D/1NTrekking South Summit, Timbanuh 2D/1NTrekking South Summit.
5. Standard Rinjani Trekking Tour Packages start at \$230-\$420/pax, with a choice of package types, namely: Sembalun 2D/1NMain Summit, Sembalun 3D/2NTrekking Main Summit, Sembalun 4D/3NTrekking Main Summit, Senaru 2D/1NTrekking Crater Rim, Tete batu 2D/1NTrekking South Summit, Timbanuh 2D/1NTrekking South Summit.

According to the view In the opinion of Philip Kotler & Kevin Lane Keller (2009) explains that "Marketing communication is a means by which a company seeks to inform, persuade, and reminding consumers, both directly and indirectly, about the products and brands that the company sells" whereas according to Kulvisaechana (2001), a communication strategy is the use of a combination of facets of communication which includes communication frequency, communication formality, communication content, and communication channels.

And in marketing communications, several tools are needed to carry out the marketing itself, including publications, sales, advertisements, product samples, and package creation (Ray et al., 1973).

Judging from this theory and based on the results of research findings, it is still very relevant. Where *First*, Muji Trekker Tour & Travel as a communicator or information giver, *First*, the results of Muji Trekker Tour and Travel observations as a communicator; *Second*, the type of tour package and price details become the message conveyed; *Third*, the time and number of posts in the media becomes the frequency; *Fourth*, the choice of semi-formal language used becomes a formality; *Fifth*, content in the form of photos, videos and caption become information content; *Sixth*, THIS (Search Engine Optimization), Content Marketing such as articles, Affiliate Marketing in the form of you tube and tripadvisor, as well social media marketing like facebook, whatsapp, twitter, facebook, facebook messenger become a medium for conveying information that is communicated; *Seventh*, domestic tourists and foreign tourists are the target market.

With a digital marketing communication strategy to carry out promotions, Muji Trekker Tour & Travel can reach customers throughout world. And also the content and information provided is very complete and interesting so that it can attract foreign and domestic tourists **Digital media used to market Rinjani trekking tour packages by Muji Trekker Tour & Travel**

Digital media is a means of communication that plays a very big role today in all lines of work, especially business. The development of a company's business depends on the media used as a promotional tool.

The use of technology and the internet in society is very broad, so it's no wonder that digital marketing activities are the main choice for companies. Companies compete with each other to create interesting content to be displayed in their marketing in cyberspace. Some examples of marketing techniques are included indigital marketing isSEO (Search Engine Optimization), online advertising such as FB ads and Google Ads, print media promotion, television and radio advertising, electronic billboards, email marketing, mobile marketing, social media and others (Silitonga et al., 2023)

Seeing from the opinion above and based on the results of exposure and analysis of research data, Muji Trekker Tour & Travel uses several digital media to promote the tour packages it has in this research, especially the Rinjani trekking tour packages. The many types of digital media owned and used by Muji Trekker Tour & Travel are of course very helpful in digital marketing for their Rinjani trekking tour packages. With digital marketing through various media used to make it easier for tourists to get detailed information regarding the tour packages they are interested in. Following are some of the digital media used by Muji Trekker Tour & Travel which can be described in the following table:

Table 3 List of Digital Media used by Muji Trekker Tour & Travel

No	Media Digital	Information
1	THIS(Search Engine Optimization)	Muji Trekker
2	Google Maps	https://www.google.com/search?q=muji+trekker+google+maps&oq=muji+trekker+google+maps&aqs=chrome..69i57j0i546l4.18495j0j7&sourceid=c_hrome&ie=UTF-8
3	Instagram	https://www.instagram.com/p/BMEDQzkBQ6b/
4	Facebook and Facebook Messenger	https://www.facebook.com/mujitrekkers/
5	Twitter	https://twitter.com/muji_trekker
6	Linked In	https://id.linkedin.com/in/muji-sembahulun_a66735123

7	TripAdvisor	https://www.tripadvisor.co.id/Attraction_Review_g12955895-d7020491-Reviews-Muji_Trekker_Sembalun_Lawang_Lombok_West_Nusa_Tenggara.html
8	Website	https://rinjanitrek-lombok.com/ https://www.muji trekker.com/id/
9	Article online	https://www.academia.edu/12255539/Rinjani_trekking
10	Pinterest	https://id.pinterest.com/mujitrekker/
11	Youtube	https://www.youtube.com/@mujitrekkerofficial4740
12	Blog	https://www.muji trekker.com/blog/
13	Whatsapp	https://api.whatsapp.com/send/?phone=6287777301990&text&type=phone_number&app_absent=0

(Source: Research Processed Data, 2023)

So based on data table 4.4 above, there are several digital media that are owned and used by Muji Trekker Tour & Travel in their tour package marketing communication strategy. This digital media is media that is very familiar to the community, so that the community also does not find it difficult to access information on Rinjani trekking tour packages owned by Muji Trekker Tour & Travel.

5. CONCLUSION

Based on the results of the research that has been completed and the discussion regarding digital marketing communication strategies for Rinjani trekking tour packages at Muji Trekker Tour & Travel, researchers can conclude that:

1. Digital Marketing Communication Strategy for Tour Packages used by Muji Trekker Tour & Travel is *First*, Muji Trekker Tour & Travel as a communicator or information giver, *First*, the results of Muji Trekker Tour and Travel observations as a communicator; *Second*, types of Rinjani trekking tour packages and price details are the messages conveyed; *Third*, the time and number of posts in the media becomes the frequency; *Fourth*, the choice of semi-formal language used becomes a formality; *Fifth*, content in the form of photos, videos and *caption* become information content; *Sixth*, THIS (Search Engine Optimization), Content Marketing such as blogs, articles, Affiliate Marketing in the form of you tube and tripadvisor, as well social media marketing like facebook, whatsapp, twitter, facebook, facebook messenger become a medium for conveying information that is communicated; *Seventh*, domestic tourists and foreign tourists are the target market.
2. Digital media used in marketing Rinjani trekking tour packages by Muji Trekker Tour & Travel namely *First*, THIS (Search Engine Optimization) Google Rank and Google LINE; *Second*, blogs, articles; *Third*,

3. *You Tube and Tripadvisor; Fourth, social media marketing like facebook, whatsapp, twitter, facebook, facebook messenger.*

4.

6. SUGGESTION

Based on the conclusions above, researchers can provide suggestions as follows:

1. For the content of the information to be conveyed, namely in the form of photo content, *video* even *caption* to make it more aesthetic so that the people who see it will become more interested and of course make the interest to buy bigger
2. For digital media that is used to be further developed, for example by using *Hootsuite* to randomize and analyze marketing strategies carried out through social media, *Google Ads* to install *adsonline* Of *Google* and *website*, *Mailchimp* to make email marketing right on target and personal, *Google Analytic* to get accurate data about *website traffic*, *revenue* to the device used to access your site, *SEMRush* to find tips and tricks on-site and off-site *SEO*, *Unsplash* library of free and copyright-free images, and *Survey Monkey* to collect input/suggestions from tourists who are customers.
3. And of course for further research it is hoped that the results of this research can be used as a useful reference so that further research will be even better.

REFERENCES

- [1] Arikunto, Suharsimi. (2013). *Research Procedures A Practice Approach*. Publisher: Rineka Cipta
- [2] Assauri, Sofyan (2013). *Marketing Management*, Publisher: Rajawali Press, Jakarta A Yoeti Oka (2001). *Tourism Planning and Development*. Publisher: Pradnya Paramita
- [3] Gabriella Sagita Putri, & Adhi Murti Citra Amalia. (2020). The Integrated Marketing Communications Model *Sport Tourism* in Malang district. *Expose, Journal of Communication Studies*, 3(1), 1–20. <http://dx.doi.org/10.33021/exp.v3i1.968>
- [4] Gamal Suwanto, SH. (2004). *Tourism basics*. Publisher: Andi Yogyakarta
- [5] Google Search, Retrived on 14 March, 2023, from <https://www.jurnal.id/id/blog/mengeal-digital-marketing-concept-and-its-application/>
- [6] Google Search, Retrived on 2 May, 2023, from <https://www.hostinger.co.id/tutorial/marketing-tools>
- [7] Google Search, Retrived on 10 June, 2023, from <https://www.mujiatrekker.com/id/paket-pendakian-rinjani>
- [8] Herman, Agus. (2012). “Marketing Communications”. Jakarta. Publisher Erlangga Kasali, R. (2011). *Cracking Zone*. Publisher: Gramedia Pustaka Utama, Jakarta Keller, Kotler. (2012). *Marketing Management 12th Edition*, Publisher: Erlangga, Jakarta Lexy J. Moleong (2008). *Qualitative Research Methods*. Publisher: PT Juvenile Rosdakarya, Bandung
- [9] Marketing91. (1991). Marketing Communication: Meaning & Types of Marketing Communication. [AboutMarketing91 | What is Marketing91?](http://AboutMarketing91.com/What-is-Marketing91/)
- [10] Nursatyo Nursatyo, & Dini Rosliani. (2018). Digital Marketing Communication Strategy Price Comparison Sites. *Expose, Journal of Communication Studies*, 1(2), 46, <http://dx.doi.org/10.33021/exp.v1i2.430>
- [11] Nuriata, SE (2014). *Travel Planning and Implementation, Concepts and Applications*. Publisher: CV Alfabeta Bandung
- [12] Pendit, Nyoman S (2009). *Tourism Science An Introductory Prime*. Publisher: Pradnya Paramita
- [13] Sugiyono (2014). *Quantitative and Qualitative Research Methods and R&D*. Publisher CV Alfabeta Bandung
- [14] Robbins, Stephen P & Coulter, Mary K. (2007). *Management 9th Edition*. Penerbit Pearson Prentice Hall
- [15] Rudi Yacob., & Wahyu Mustajab. (2020). Analysis of the Influence of Digital Marketing (Digital Marketing) on Brand Awareness in E Commerce. *Managerial, Journal of Management and Information Systems*, 12, 209, <https://doi.org/10.17509/manajerial.v19i2.24275>
- [16] Ioannis, R., Angelos, N., & Nikolaos, T. (2023). ScienceDirect ScienceDirect Digital Marketing : The Case of Digital Marketing Strategies on Digital Marketing : The Case of Digital Marketing Strategies on Luxurious Hotels Luxurious Hotels. *Proceded Computer Science*, 219(2022), 688–696. <https://doi.org/10.1016/j.procs.2023.01.340>
- [17] Krings, W., Palmer, R., & Inversini, A. (2021). Industrial marketing management
- [18] digital media optimization for B2B marketing. *Industrial Marketing Management*, 93(December 2020), 174–186. <https://doi.org/10.1016/j.indmarman.2021.01.002>
- [19] Olson, E. M., Olson, K. M., Czaplowski, A. J., & Key, T. M. (2021). Business strategy and the

-
- management of digital marketing. *Business Horizons*, 64(2), 285–293.
<https://doi.org/10.1016/j.bushor.2020.12.004>
- [20] Ray, M. L., Sawyer, A., Rothschild, M. L., Heeler, R. M., Strong, E. C., & Reed, J. B. (1973). Marketing communication and the hierarchy of effects. *New Models for Mass Communication Research*, 2(180), 147–176.
- [21] Silitonga , P. D. P. , Rikki , A. , & Gunawan , P. (2023). *Digital Marketing to Increase Promotion of Samosir Tourism Objects*. 2(2), 78–82.
- [22] Sugiyono. (2014). *Quantitative Qualitative Research Methods and R&D*. Publisher CV Alfabeta Bandung
- [23] Suharsimi Arikunto (2002). *Research Procedures: A Practice Approach*. Publisher Jakarta: Rineka Cipta,
- [24] Sukardi. (2005). *Educational Research Methods: Competence and Practice*. Script Earth Publisher, Bandung
- [25] Law No. 9 of 1990, Part II Article 12, Concerning: Tourism