

Digital Marketing and Traveloka App User Interest

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Abstract

Received: 15 February 2024
Revised: 25 February 2024
Accepted: 11 March 2024

The rapid development of information and communication technology has had a significant impact on various sectors, including the tourism industry. Digital marketing is becoming one of the important tools for the tourism industry to reach consumers and increase sales. This paper examines the use of digital marketing by Traveloka, a lifestyle superapp in Southeast Asia, in reaching consumers and improving services. SWOT analysis is used to identify strengths, weaknesses, opportunities, and threats faced by Traveloka in the context of digital marketing. The analysis results show that Traveloka has several strengths, including broad reach, precise targeting, two-way interaction, and engaging content. However, weaknesses such as fierce competition, ad saturation, reliance on technology, and fraud risk were also identified. Emerging opportunities include internet user growth, new technological developments, personalization, and influencer marketing. Meanwhile, threats include algorithm changes, stricter privacy policies, consumer mistrust, and the emergence of new platforms. Based on these findings, Traveloka can develop effective digital marketing strategies with a focus on long-term relationships with customers and multi-channel integration. Suggestions for improvement include periodic market research, development of an integrated digital marketing strategy, creation of engaging content, and utilization of influencer marketing. With these steps, Traveloka is expected to continue to be the leading travel platform in Southeast Asia.

Keywords: Tourism, digital marketing, SWOT Analysis

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How to Cite: Pradini, G., Ernowo, A., & Awaloedin, D. (2024). Digital Marketing and Traveloka App User Interest. *International Journal of Education, Information Technology, and Others*, 7(2), 134-139. <https://doi.org/10.5281/zenodo.11085300>

INTRODUCTION

Tourism as a global phenomenon has become a basic need of hundreds of millions of people. As a basic necessity, travel should be part of human rights that must be respected and protected. This has led to several international organizations such as the United Nations, the World Bank, and the World Tourism Organization (WTO) recognizing that tourism is an integral part of people's lives, especially in terms of social and economic activities. The notion or definition of "tourism" develops with various similarities and differences. The similarity lies in people's desire to travel from one place of residence to another, driven by curiosity to experience or experience for themselves the beauty of a tourist destination. The difference, however, is the priority of certain parts of the definition based on their perspective or importance (Pradini et al., 2023). According to the Law No. 10 of 2009, tourism can be defined as a variety of tourism activities supported by various facilities, as well as services provided by the community, companies, government, and local governments (Pradini et al., 2022). The study of tourism participation

has been widely applied in the tourism sector. This tourism participation connects all sectors (Pradini et. al. 2023). Tourism at this time is a necessity for humans, both those who travel and the community around the tourist destination area. Tourists need to be satisfied through their expectations, while the community around the location hopes that it will have positive implications in the form of increased income and welfare. At this time, the position of the tourism sector is one of the mainstay sectors that can increase the country's foreign exchange as a support for oil and gas and non-oil and gas export commodities. The development of the tourism sector is carried out because it is able to make a considerable contribution to the country's foreign exchange receipts and in addition, tourism activities are closely related to the unique resources of a tourist destination, namely in the form of natural attractions and cultural attractions (Nugroho, and Pradini, 2022).

Information and communication technology today has experienced rapid development in recent decades. It is undeniable that the development and progress of information and communication technology can be felt in every aspect of life. The development of the times has greatly affected the lives of the community and the surrounding environment. The improvement of very advanced technology is able to provide many positive benefits to humans by providing conveniences that can help humans in completing many things, especially for their work. The development and form of convenience offered by technology can cause major changes in the digital world. The means and distribution of information are very easy as if without any time and place restrictions, which can be accessed anywhere. Digital marketing is an important tool for the tourism industry to reach tourists and increase sales. According to (Vitddini, I, 2023) Digital Marketing mix is the use of the internet and the use of other interactive technologies to create and connect dialogues between companies and consumers that have been identified. According to (Hamzah, R. E, 2018) This raises a thought among business people to blindly innovate *start-ups* that can be accessed and enjoyed by the wider community. Because of the business opportunities deployed by tourism business actors with the support of many tourist destinations in Indonesia, as well as the variety of cultures that exist, it makes its own attraction for tourists, both foreign and domestic tourists, to explore the archipelago.

Traveloka is a lifestyle superapp in Southeast Asia that allows users to discover and book a variety of travel products, local services, and financial services. Traveloka helps local tourists travel to various parts of the country. In 2015 Traveloka began to expand to several countries in Southeast Asia such as Singapore, Malaysia, Vietnam, Thailand, and the Philippines. With the aim of implementing digital marketing to the surrounding community (Riyanto, J., & Muchayatin, M, 2023). Traveloka also provides security to consumers such as secure private connections, credit card data usage, and consumer account monitoring 24 hours a day (Susanti, V. E, 2021). Currently, there are many companies that provide digital train ticket reservations, such as Traveloka, Tiket.com, KAI access, tiketkai, Pegipegi, and so on. This does not make Traveloka backward, Traveloka still ranks first as the most widely used online travel to make flight ticket and hotel reservations.

METHOD

Qualitative research is a research method that aims to gain an in-depth understanding of a phenomenon or social situation. This research uses non-digital data, such as text, images, and audio, to understand the experiences, behaviors, and meanings of individuals or groups in a particular context.

Sugiyono (2009: 15) argues that the notion of qualitative research methods is based on the post-positivist philosophy used by researchers to study the state of primary natural objects (not experiments). The method includes purposive data sampling from data sources. Survey methods use triangulation (combination), data analysis is inductive or qualitative, and qualitative results cannot be generalized.

This research is descriptive and tends to use analysis. Qualitative research is commonly used in the world of social sciences. Given human patterns and behaviors and what is behind them, this is often difficult to measure by numbers. Qualitative research is research sourced from an inductive mindset, based on objective and participatory observation of a social phenomenon, and analyzing using SWOT analysis.

RESULTS AND DISCUSSION

A SWOT review is an evaluation of a situation, project, or business concept based on internal and external factors. These factors are separated into strengths, weaknesses, opportunities, and threats. Here is a SWOT Review of this writing:

Strengths

- **Wide Reach:** Digital marketing allows Traveloka to reach a wide audience at a relatively low cost. applications such as social media, websites, and email marketing allow Traveloka to reach millions of users directly.
- **Precise Targeting:** Digital marketing allows Traveloka to target its ads to users who are most likely to be interested in its products and services. Traveloka may use demographic, geographic, and psychographic data to effectively target its advertisements.
- **Two-Way Interaction:** Digital marketing allows Traveloka to interact with users directly and build relationships with them. Traveloka can use social media, email marketing, and live chat to communicate with users and answer their questions.
- **Interesting Content:** Traveloka can use digital marketing to create and share interesting and informative content that will attract users. Traveloka can create blogs, videos, and infographics that are useful for users.

Weaknesses

- **Fierce Competition:** There are many other companies that use digital marketing, so Traveloka has to compete for users' attention. Many other companies in the travel industry also use digital marketing to reach users, so Traveloka must have a competitive strategy.
- **Ad Saturation:** Users may feel bored or annoyed with digital advertising. Too many ads can make users not interested in Traveloka.
- **Vagueness:** Users may not always understand the message Traveloka wants to

convey through its advertisements. Unclear advertisements can make users uninterested in Traveloka.

- **Fraud:** There is a risk of fraud in digital marketing, such as click fraud. This scam can harm Traveloka and affect the effectiveness of its campaigns.
- **Reliance on Technology:** Traveloka has to rely on technology to run its digital marketing campaigns, and this can cause problems if its technology fails. Technology disruption can hamper Traveloka's digital marketing campaign.

Opportunities

- **Internet User Growth:** The number of internet users continues to increase, so Traveloka can reach more users with digital marketing. The growth of internet users opens up opportunities for Traveloka to reach more potential users.
- **New Technologies:** New technologies, such as artificial intelligence and virtual reality, can be used to create more effective digital marketing campaigns. New technology can help Traveloka create more engaging and interactive campaigns.
- **Personalization:** Traveloka may use data to personalize its ads and make them more relevant to users. Personalization can increase user interest in Traveloka.
- **Influencer Marketing:** Traveloka can work with influencers to promote their products and services. Influencer marketing can help Traveloka reach a wider audience and increase its credibility.
- **Content Marketing:** Traveloka can create and share interesting and informative content to attract users. Useful content can increase Traveloka's brand awareness and attract new users.

Threats

- **Algorithm Changes:** Changes in social media and search engine algorithms can affect the effectiveness of Traveloka's digital marketing campaigns. Algorithm changes may make it more difficult for Traveloka to reach its target users.
- **Privacy Policy:** The new privacy policy may limit Traveloka's ability to target its ads to users. A stricter privacy policy may make it more difficult for Traveloka to collect user data.
- **Consumer Distrust:** Consumers may increasingly distrust digital advertising. Consumer distrust can make it more difficult for Traveloka to attract users with its advertisements.
- **New Platform Emergence:** A new platform may emerge that is more effective than the platform Traveloka currently uses for digital marketing. The new platform may make Traveloka lose its market share.

The result of the SWOT above is that Traveloka is a company where they provide services to tourists to travel, without having to buy directly but can be digital. Traveloka has interesting and informative content with this content can attract new users and encourage existing users to return to use the Traveloka application, also Traveloka has a positive value in an effective digital marketing strategy, they can increase awareness and engagement drastically. The Traveloka application also has many weaknesses, with this weakness the threat given is quite large, such as the emergence of new applications, and consumer distrust with many travel

advertisements.

CONCLUSION

Therefore, Traveloka has a Relationship Marketing strategy where they focus on building and maintaining long-term relationships with customers. This can create trust to be able to continue transacting with traveloka. They will also have consumer loyalty that will continue to return to the platform.

My advice as the author of this paper is:

- Conduct regular market research to understand the target market and their needs.
 - Develop an integrated and multi-channel digital marketing strategy.
 - Optimize the use of digital marketing applications such as social media, online advertising, and email marketing.
 - Creating interesting and informative content that suits the target market.
 - Utilize influencer marketing to increase brand awareness and credibility.
- By doing this, the Traveloka application can become a flagship for a travel platform.

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