

Identification of Website and Instagram as Digital Marketing Voyaz

Rizki Nurul Nugraha¹, Lisa Sarinah²

^{1,2}National University and rizki.nurul@civitas.unas.ac.id

ABSTRACT

Digital marketing is one of the strategies that are widely used by companies today. Digital-based marketing helps companies in promoting products or services, building brand image, and helping to interact with consumers. For example, by utilizing websites and social media platforms such as Instagram, Facebook, X/Twitter, and many more. Voyaz is a travel agent that provides travel planning services. The company utilizes the website and Instagram as their marketing media. This type of research is qualitative, with the analysis method used is descriptive qualitative. Data collection is done by observing and taking data from the website and Instagram Voyaz. The purpose of this study is to identify the digital marketing strategy implemented by Voyaz, as well as provide recommendations for further improvement and development. The results showed that digital marketing through Voyaz website and Instagram was quite good. However, there are several obstacles that need to be considered such as some website displays that cannot be accessed information, at least posting promotional photos / videos on Instagram. Voyaz needs to improve the performance of their website and post more promotional photos/videos on Instagram.

Keywords: Digital Marketing, Instagram, Travel Agent, Voyaz, Website

1. INTRODUCTION

The tourism industry is one of the most dynamic and rapidly increasing sectors in support of the world economy [1]. Travel agent are one of the tourism businesses that have an important role in connecting tourists with tourist destinations, which provide services such as ticket booking, complete tour packages, and others [2]. Travel agent are crucial in ensuring an organized and satisfying travel experience for their customers [3].

Marketing is the activities, processes, and strategies that are often carried out by companies or individuals to promote, disseminate, and sell products or services to consumers [4]. The purpose of marketing is to meet the needs and desires of consumers, create value for customers, and build relationships between companies and customers [5]. One of the most widely used types of marketing by companies is digital marketing.

Digital marketing is a marketing strategy that uses various digital platforms to promote products or services. The tourism industry is also utilizing this marketing strategy to increase efficiency and expand their market reach [6]. Digital marketing It consists of the use of the internet, social media, search engines, email, and various other digital tools of these, to reach a wider market, build a brand, interact with customers, as well as measure campaign success directly [7]. In this regard, digital marketing is very important for travel agent to attract more customers.

Voyaz is one of the travel agents that operating in South Jakarta, DK Jakarta, Indonesia. With the determination to provide quality service and an unforgettable tourist experience. This travel agent offers a variety of domestic to international tour packages, which adjust to the needs and preferences of its customers [8]. Through an innovative and customer-oriented approach, Voyaz always strives to expand its market and increase customer satisfaction.

Voyaz utilizes digital marketing through website and social media platforms such as Instagram. The website was created to provide complete information of the products and services

offered by this travel agent, such as tour packages, prices, itineraries, and customer experience [9]. Instagram, on the other hand, is used to promote tour packages and share interesting content that can attract potential customers, such as photos of amazing tourist destinations, travel videos, and previous customer experiences. With the right digital marketing, Voyaz can build a stronger brand and increase customer trust [10].

The formulation of the problem in this study is how Voyaz implements digital marketing strategies. The purpose of this study is to identify the digital marketing strategy implemented by Voyaz, as well as provide recommendations for further improvement and development. In addition, this research is also expected to provide valuable insights for Voyaz and other travel agent in maximizing digital marketing strategies to achieve their business goals.

2. LITERATURE REVIEW

2.1 *Travel Agent*

A travel agent is an agent or company that offers services to assist in the planning and operation of customer trips [11]. According to Law No. 10 of 2009, a travel agent is a business that provides travel planning services and/or services, including the implementation of travel and other services needed by tourists [12].

The main purpose of travel agent is to make it easier for individuals or groups who want to travel to organize their trips, provide various facilities, and provide needed services. A travel agent offers a variety of services [13], such as :

1. Assist with bookings for flights, trains, buses, or boats for customers
2. Arrange hotel, lodging, or villa bookings according to customer needs and budgets
3. Offers a variety of tour packages that include transportation, accommodation, tours, and culinary
4. Assist with visas, passports, and other required travel documents
5. Provide travel insurance to protect tourists from various risks during the trip
6. Offer vehicle rental services such as cars, motorbikes, or bicycles.
7. Provide professional travel guides who can accompany tourists during the trip

2.2 *Information Technology*

Information Technology is the technology used in creating, transforming, and disseminating information [14]. According to Law of the Republic of Indonesia No. 11 of 2008 concerning Information and Electronic Transactions (ITE), information technology is a technique for collecting, preparing, storing, processing, announcing, analyzing, and/or disseminating information. According to Martin (1999) in [15], information technology does not only focus on computer technology, but also includes communication technology used to send or disseminate information.

Information Technology that Voyaz uses for marketing their products and services is a digital platform. A digital platform is a system that serves as a tool in bringing together individuals, groups, or organizations online. Digital platforms can be social media, *e-commerce*, *websites*, and so on [16]. The digital platform that Voyaz uses as their marketing medium is *the website* and social media, namely Instagram.

3. METHODS

The object of this study was the Voyaz tourist travel agent company. This research method is qualitative, where this type of research focuses on in-depth and interpretive understanding of a phenomenon [17]. This qualitative research is to identify the digital marketing used by Voyaz travel agent. The analysis method used is descriptive qualitative, which describes the data that has been collected, without the intention to make conclusions where this is general [18]. Data collection is carried out by observing and taking data related to digital marketing, namely from the Voyaz website digital platform (<http://voyaz.co.id>) and Voyaz Instagram account (@voyaz.id), accessed May 16, 2024.

4. RESULTS AND DISCUSSION

4.1 Voyaz Profile

Voyaz is a company engaged in the tourism industry, whose focus is on trip planners & trip organizers. Voyaz started operating in 2020, and their office is located in the STR Building which is precisely on Jl. Ampera Raya No.11, RT.5/RW.2, Ragunan, Ps. Minggu, South Jakarta City, Special Capital Region of Jakarta 12560.

Voyaz is part of the Arandra Group or in full, namely PT. Arandra Travel Madani, where the company of this PT is an industry engaged in Tourism whose focus is Leisure, Travel and Tourism. Voyaz jam companies in the PT are Zada Liveboard and Kaluna Brownies. For Zada Liveboard, this company provides tour packages with trips using luxury boats, which only travel in the Labuan Bajo area. As for Kaluna Brownies, it is a company that provides food, namely brownies.

Of all the companies in PT Anandra Travel Madani are interconnected in providing tour packages for their clients. For example, a client wants to travel to Labuan Bajo by boat, so Voyaz and Zada will plan the client's trip. As for Kaluna, providing snacks to their clients during the trip.

4.2 Information Technology

Voyaz uses Website and Instagram as their public information. Here's a further explanation.

1. Website

Website is a collection of web pages that are interconnected and can be accessed by the internet through a browser. Every website must have a unique address called a URL (Uniform Resource Locator), where users can find and access existing content from the website [19]. Websites are usually hosted from a web server and consist of various elements such as text, images, videos, and other multimedia. Some of the functions of the website are, providing information, offering products and services, and being a platform for social interaction or sharing content [20].

In the context of digital marketing, the website serves as the center of all online activities, where users can get complete information about the company or product, make purchases, and interact with the company manager [21]. Websites are widely used by several companies as their marketing media, not only used as a corporate identity, but also very helpful in marketing the products or services they offer online, because of their wider market reach [22]. Likewise, with Voyaz, they don't miss any of these helpful digital marketing strategies. Voyaz uses the website as a marketing medium for their tour packages and provides information about the services provided by Voyaz.

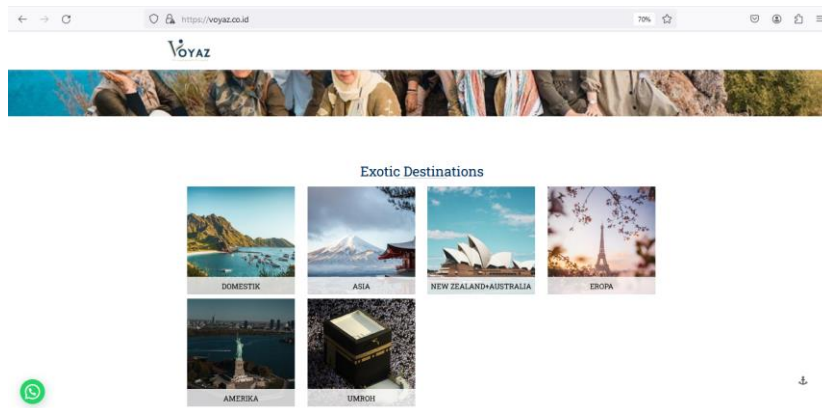


Figure 1. Webiste Voyaz

Source: <https://voyaz.co.id/>

In the picture is a display of the homepage of the Voyaz website, via the <https://voyaz.co.id/> link. On the top view of the homepage of the website, Voyaz presents several photos from previous client trips with a happy expression, which gives the initial impression that using travel services from Voyaz will be pleasant and satisfying.

Shifted down a bit on the homepage of the Voyaz website, they present information on several tourist destinations that can be visited through their tour packages. These destinations are domestic travel, travel on the Asian continent, New Zealand & Australia travel, travel on the European continent, travel on the American continent, and religious travel especially for Islam, namely Umrah.

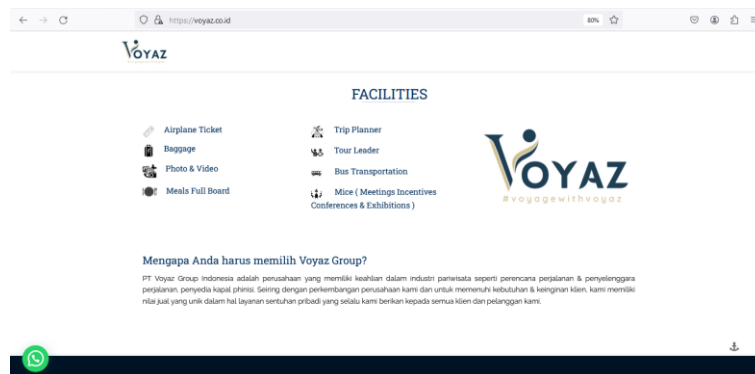


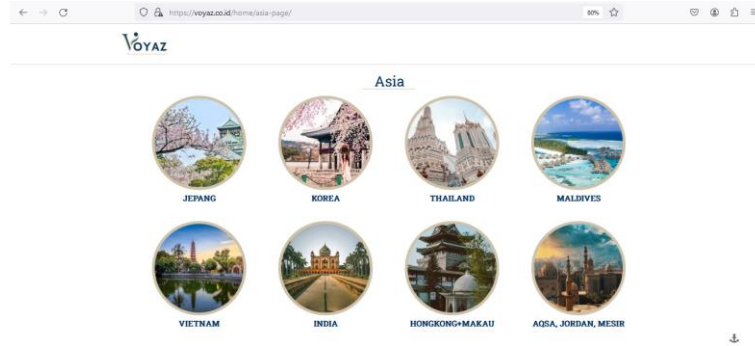
Figure 2. Website Voyaz

Source: <https://voyaz.co.id/>

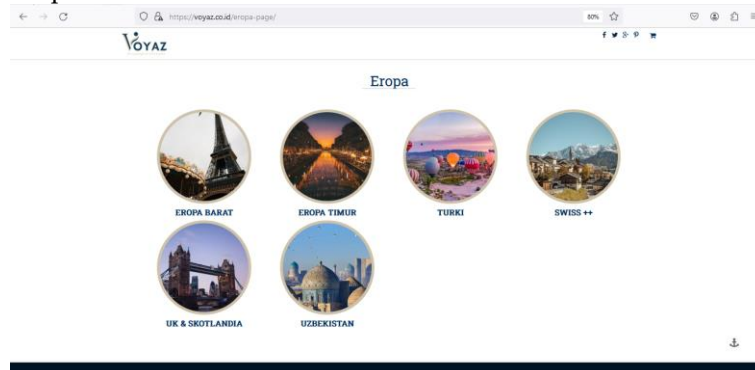
Shifted down again, on the homepage of the website there is information on service services during client tours provided by Voyaz. Some of the services provided by Voyaz to clients during client trips, namely flight ticket management, client baggage management, client travel documentation through photos and videos, meals full board, trip planners, tour leaders, bus transportation, and MICE (Meetings, Incentives, Conferences, and Exhibitions).

Below the service information, Voyaz also affirms why clients should choose Voyaz travel services. With the phrase "PT Voyaz Group Indonesia..... Have expertise in tourism industry such as trip planner & trip organizer, Phinisi boat provider. As we evolve....., we have a unique selling point in terms of personal touch service that we always provide to all our clients and customers.", it can be interpreted that Voyaz is experienced in travel services, they also have a good selling point and provide excellent service to clients.

1) Asia



2) Eropa



3) Amerika

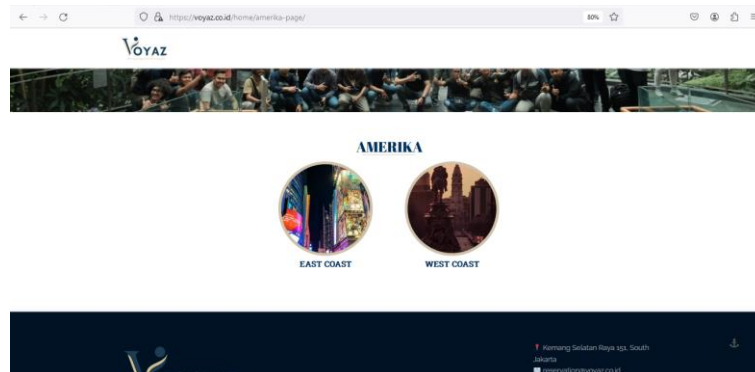


Figure 3. Tour Packages Voyaz

Source: <https://voyaz.co.id/>

In the picture above is an example of the display of the countries visited in the international tour package from Voyaz. Some of these tour packages are:

- 1) Asian Continent Tour Package, with a choice of countries Japan, Korea, Thailand, Vietnam, India, Hongkong-Macau, Maldives, and Aqsa-Jordan-Egypt
- 2) New Zealand and Australia Tour Packages
- 3) Continental Europe Tour Packages, with choices of Western and Eastern Europe (Netherlands, France, Italy, Switzerland, Germany, Czech, Hungary, Austria), Turkey, UK-Scotland, and Uzbekistan
- 4) United States Tour Packages, with East Coast and West Coast options
- 5) Umroh Packages

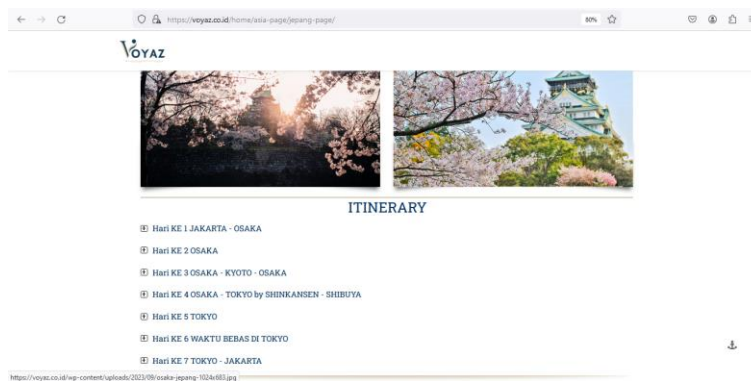


Figure 4. Tour Packages Voyaz
Source: <https://voyaz.co.id/>

Not only information about tourist destinations visited, Voyaz also provides information from trip planning from each destination. For example, in the picture above from the Voyaz website cut, it is a trip planning from a tour package to Japan with the trip done for 7 days.

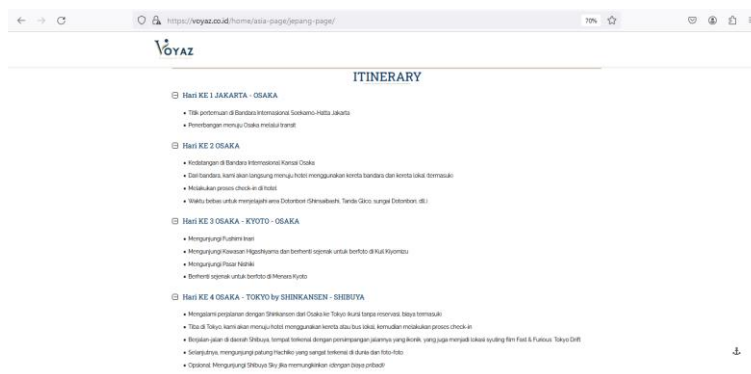


Figure 5. Tour Packages Voyaz
Source: <https://voyaz.co.id/>

In the picture above are details of the 7-day Japan trip:

- 1) Day 1 clients gathered at Jakarta's Soekarno-Hatta International Airport for a flight to Osaka.
- 2) Day 2 arrives at Osaka Kansai International Airport, then clients head to the hotel, and clients are free to explore the Dotonbori area.
- 3) Day 3 of the trip from Osaka went to Kyoto and back again to Osaka.
- 4) Day 4 of the journey from Osaka to Tokyo and then to Shibuya.
- 5) Day 5 of Tokyo city tour
- 6) Day 6 clients are free to explore the city of Tokyo without the assistance of a Tour Leader
- 7) Day 7 of the trip ends and returns to Jakarta

These details are examples of travel planning information in Japan through the Voyaz website. For tourist trips in other countries, there are also details of the tourist trip. However, from the Voyaz website there are some obstacles that cannot be accessed and some information that is not clear.

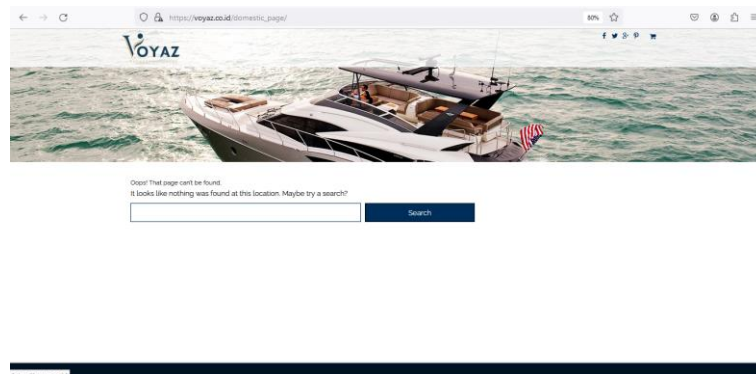


Figure 6. Website Problems

Source: <https://voyaz.co.id/>

For example, in the picture above is one example of unclear information from the choice of domestic tour packages, so website visitors do not know what information is from domestic tour packages. Another obstacle is the choice of Umrah packages that cannot be accessed in the information, so website visitors find it difficult to get information from Umrah packages.

However, another solution can be done by visiting their social media, namely Instagram with the account name @voyaz.id. Information about the tour packages they offer through their Instagram account is more complete.

2. Instagram

Instagram is an app-based social media platform whose users can share photos and videos, as well as interact with content created by others through likes, comments, and direct messages [23]. Instagram offers various features such as Stories that can post photos and videos for only 24 hours, IGTV for long videos, Reels to create short videos that can be edited with various effects and add music, Shop which is e-commerce directly on the platform, and highlight to save previous stories that can be displayed for a long time. These social media users can also use the hashtag feature, which can help reach a wider audience and find similar content based on their interests. In addition, Instagram also provides paid promotion (advertising) for its users to expand their audience reach [24].

According to a survey from [25], Instagram is the second social media application based on the most used by Indonesians with an age range of 16-64 years as much as 85.3%. With the results of the survey, Instagram should not be missed by all companies to be used as an online-based marketing medium to promote their products or services.

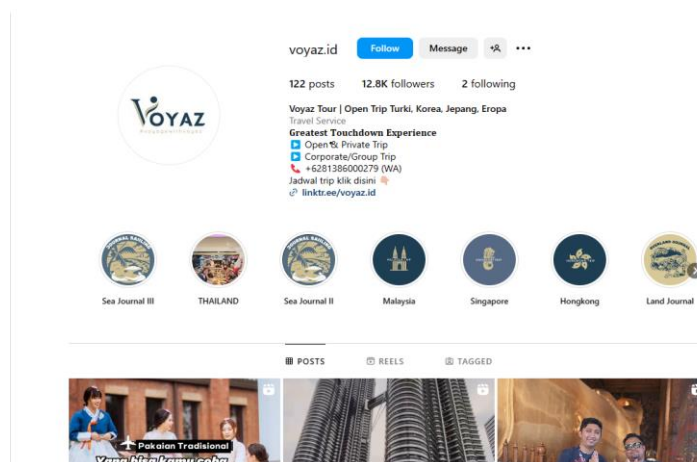


Figure 7. Instagram Voyaz

Source: Instagram @voyaz.id

The picture above is a display of Voyaz Instagram account with the account name @voyaz.id. They started using Instagram in May 2021, have posted 122 photos/videos, and have 12.8 thousand followers (accessed on May 13, 2024). In Voyaz Instagram bio, they added the phrase "Greatest Touchdown Experience" where they confirmed that Voyaz has high experience in providing travel services. Voyaz provides travel types with open trips, private trips, corporate trips, and group trips. They also add a whatsapp number in the bio, for those who want to get tour package information or others through the +6281386000279 number.

Not only whatsapp numbers, Voyaz also adds links to get information through linktr.ee/voyaz.id links, which in the link there is information on upcoming trip schedules, as well as Voyaz contacts that can be contacted. With a total of 122 posts, from several posts Voyaz promotes their tour packages on the application.



Figure 8. Promotion of Tour Packages on Instagram
 Source: Instagram @voyaz.id

In the picture above are some of Voyaz posts on Instagram that contain promotions for their tour packages in 2023. Voyaz always posts their tour packages with an attractive appearance.



Figure 9. Instagram Highlights
 Source: Instagram @voyaz.id

Not only posting tour packages on the Instagram feed, Voyaz also shares tour package information, client experiences during the trip, and more through their Instagram stories, which are directly uploaded on their Instagram highlights as shown above. In the picture below, is an example of a Voyaz tour package promotion uploaded on their Instagram highlight.

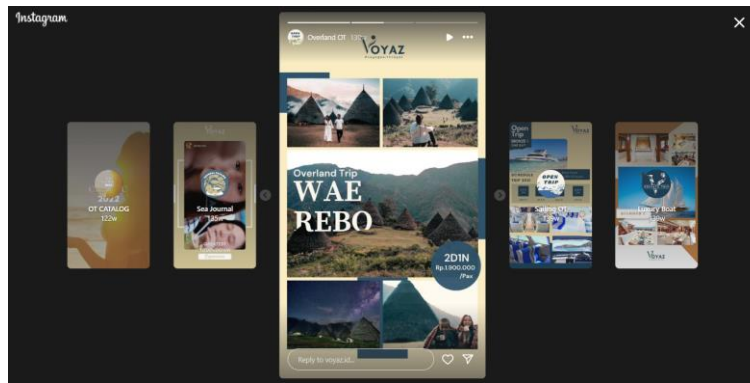


Figure 10. Instagram Highlights
 Source: Instagram @voyaz.id

In the picture above is an example of their domestic tour package promotion with a trip in the Wae Rebo area (Labuan Bajo) with a travel time of 2 days 1 night. However, the promotion of the tour package was posted in 2021, there is no latest promotion anymore. This allows clients not to get the latest information, for example whether the package is still available, whether the price of the package is still the same, or other possibilities.

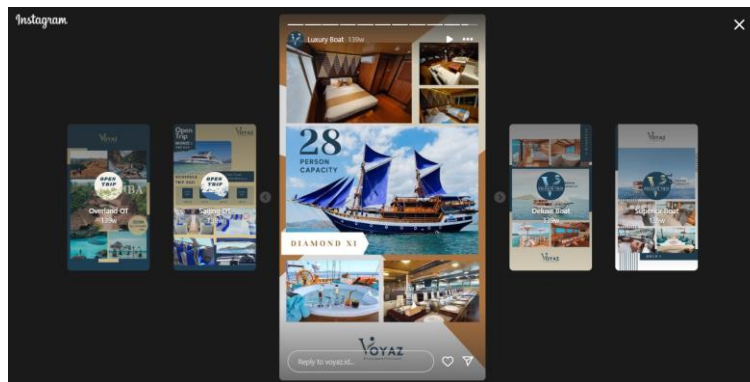


Figure 11. Instagram Highlights
 Source: Instagram @voyaz.id

On Voyaz Instagram highlights, they also shared information on tour packages with boat trips. Which, the travel package by ship is part of the Zada Liveboard travel service. With the promotion of the tour package, Voyaz and Zada work well together and can expand their target market.

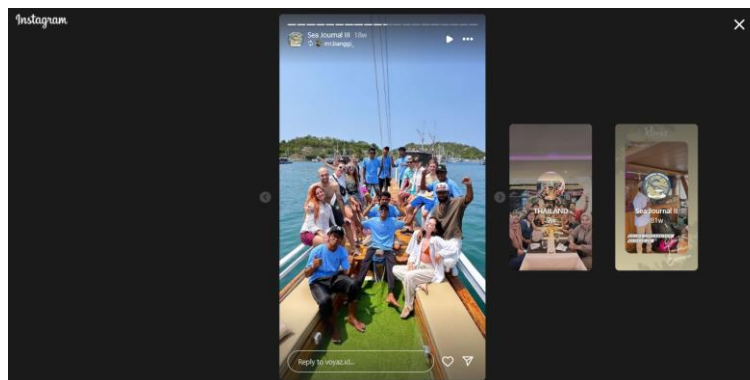


Figure 12. Instagram Highlights
 Source: Instagram @voyaz.id

In addition to the promotion of tour packages, on Instagram highlights Voyaz also shared their clients' travel experiences. In the picture above, an example of a client's travel experience post in Labuan Bajo. By sharing this client's travel experience, Voyaz took the right steps to get their social media visitors interested in using their travel services.

CONCLUSION

Voyaz is a company engaged in the tourism industry, especially in travel services. Voyaz offers diverse tour packages with six special options, namely domestic tour packages, Asian countries, European countries, American countries, New Zealand=Australia, and Umrah packages. Voyaz markets their travel services in two ways, namely digital marketing through the website and Instagram, and word of mouth marketing. The focus of this research is the identification of Voyaz digital marketing i.e. from the website and Instagram. For marketing through the website, the information from the tour packages offered by Voyaz through their website is quite good, but there are some obstacles found, such as some displays that cannot be accessed like others, there is some incomplete information. As for their Instagram, their tour package marketing is quite good, the information provided is also quite good, the display of unique photo / video posts also spoils the eyes of their Instagram account visitors, but there is one problem that needs to be improved again, namely the rarity of posting promotional photos/videos every day. Voyaz needs to post more promotional photos/videos on their Instagram. The suggestion for the next researcher is to conduct similar research, but with a different object of research.

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BIOGRAPHIES OF AUTHORS

	<p>Rizki Nurul Nugraha, SST.Par., MM.Par, Graduate from master Program Tourism Administration STP Bandung 2015, Lecture at Nasional University Jakarta. As a tourism consultant specialist for Tourism Planning and Development.</p> <p>Email: rizki.nurul@civitas.unas.ac.id ORCID: 0009000734368750</p>
	<p>Dr. Lisa Sarinah, SP.M.Si.M., Graduate from Program Doctoral Human Resources Management UNJ Jakarta 2016, Lecture at Nasional University Jakarta.</p> <p>Email: lisa.sarinah@civitas.unas.ac.id, ORCID: 0000-0001-5959-8033</p>