

Website Utilization as Labuan Bajo Super Digital Marketing

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ABSTRACT

Digital marketing by utilizing websites can have a significant impact, such as improving their brand image, reaching a wider audience, and expanding the target market. The purpose of this study is to identify the website as Labuan Bajo Super's digital marketing tool. This type of research is qualitative, with qualitative descriptive analysis methods. Data collection was carried out by observing the Labuan Bajo Super website and taking the necessary data in this study. The result of the study is Labuan Bajo Super making good use of the website as their marketing medium. Labuan Bajo Super provides complete information, such as displaying information on tour packages offered, Labuan Bajo Super contact information, and more.

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1. INTRODUCTION

Travel agencies are one of the businesses in the tourism sector that provide travel services to customers [1]. This business plans and coordinates all aspects of travel from tourist destinations, transportation, accommodation, to tourist activities. Travel agencies have an important role in facilitating and providing an unforgettable experience for customers [2].

Marketing is a strategy that companies often use to help promote products or services to the market [3]. Digital marketing is one type of effective marketing strategy in this digital era. Through digital marketing, travel agencies can leverage digital platforms such as websites, social media, email, and more to reach a wider audience [4].

Labuan Bajo Super, which is one of the travel agencies operating in Labuan Bajo, East Nusa Tenggara, has utilized the website as their digital marketing strategy [5]. The website is one of the most effective platforms in the tourism industry's digital marketing strategy. Having an informative website and attractive appearance can give a positive impression to potential customers. Through their website, Labuan Bajo Super promotes various tour packages, provides information about destinations, and other services. This can reach potential customers more efficiently [6].

Digital marketing through this website can have a significant impact on Labuan Bajo Super, such as improving their brand image, reaching a wider audience, and expanding their target market [7]. In addition, digital marketing can also help directly

interact Labuan Bajo Super with customers and better measure the success of marketing campaigns [8].

The formulation of this research problem is how Labuan Bajo Super in the implementation of the website as a digital marketing medium. The purpose of this study is to identify the website as Labuan Bajo Super's digital marketing tool and provide recommendations to improve their digital marketing performance in the future. In addition, this research is expected to provide insight into the importance of digital marketing for a company.

2. LITERATURE REVIEW

2.1 Travel Agency

A travel agency is a company that offers services to assist in the planning and operation of customer trips [9]. According to Law No. 10 of 2009, a travel agency is a business that provides travel planning services and services, which include travel operations and other services needed by tourists [10]. Travel agencies can make it easier for individuals or groups who want to travel, by helping to organize their trips, providing various facilities, and providing needed services. Services offered by travel agencies [11] Include:

1. Booking flights, trains, buses, or boats
2. Accommodation
3. Tour packages
4. Processing of visas, passports and other travel documents
5. Travel insurance
6. Transportation, such as buses, cars, motorcycles
7. Tour guide

2.2 Digital Marketing

Marketing is an activity carried out by an organization or individual to promote, sell, or distribute

products or services to consumers or target markets [12]. Marketing aims to meet customer needs and wants, create value for customers, and achieve organizational targets. Marketing involves various strategies, such as market research, product diversification, pricing, promotion, and distribution, aimed at understanding the market, attracting customers, and retaining the target market [13].

One type of marketing that has been widely used by companies is digital-based marketing. Digital marketing is a marketing strategy that utilizes various digital platforms and technologies to promote products or services, build brand image, and help interact with consumers. This digital marketing includes the use of the internet, social media, email, and other digital channels to reach a wider audience [14]. For example, websites, Instagram, Facebook, TikTok, X (Twitter), and many more. In this study, Voyaz Tour and Travel used the website and social media platform Instagram for their digital-based marketing.

3. METHODS

The object of this research is Labuan Bajo Super travel agency. The type of research used is qualitative, which focuses on deep understanding and interpreting a phenomenon [15]. This research is to identify the website as Labuan Bajo Super marketing media. The analysis method used is descriptive qualitative, which describes the data that has been collected, and described in detail [16]. Data collection is carried out by observing and taking data from the Labuan Bajo Super website (<https://labuanbajosuper.com/>), accessed May 15, 2024. The data taken is data related to marketing carried out by Labuan Bajo Super through the website.

RESULTS AND DISCUSSION

4.1 Labuan Bajo Super Profile

Labuan Bajo Super is one of the professional travel agencies, which focuses on planning and organizing for tourists who want to vacation in Labuan Bajo, Sumbawa, and other tourist areas in East Nusa Tenggara. This travel agency offers a variety of tourism products, including Open Trip and Private Trip, as well as Boat Rental in Labuan Bajo, to provide an interesting and memorable vacation for tourists. With a long experience in the field of tourism in East Nusa Tenggara, Labuan Bajo Super has a friendly, solid, professional and experienced team in organizing the best tourist trips for tourists. They offer various facilities, such as airport pick-up, providing ships of various types, arranging routes, photo and video documentation, lodging accommodation,

tickets, and much more, to ensure that the holidays of tourists who use their services run smoothly and enjoyably [5].

4.2 Labuan Bajo Super Website Implementation

Website is an information technology that has currently been applied by various companies as their promotional media. Because in this technological era, the public is smart in finding information or references easily. By seeing this opportunity, Labuan Bajo Super bureau also uses this website as a promotional medium for the tour packages they offer [6]. The link to access Labuan Bajo Super website is <https://labuanbajosuper.com/>, and here is a look and further explanation of the Labuan Bajo Super website:

a. Homepage



Figure 1. Website Labuan Bajo Super

Source: <https://labuanbajosuper.com/>

From the figure 1, above is the initial view when entering the Labuan Bajo Super website. The link for access to Labuan Bajo Super website is <https://labuanbajosuper.com/>. From the homepage view, presented with photos of tourists who are on vacation in the Labuan Bajo area. There is also a logo image and beside it the words "Labuan Bajo Super", which means that the website belongs to

them. From the homepage display as well, they added a phone number from Labuan Bajo Super, so that website visitors can easily contact Labuan Bajo Super if they want to use their services.

Still on the homepage of the Labuan Bajo Super website, there are also tour packages that they offer and are displayed on their homepage.

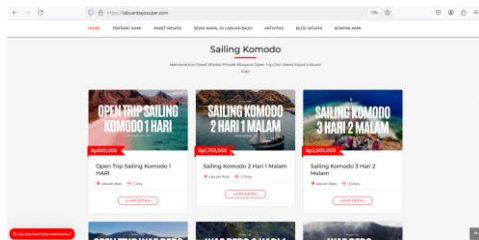


Figure 2. Website Labuan Bajo Super
Source: <https://labuanbajosuper.com/>

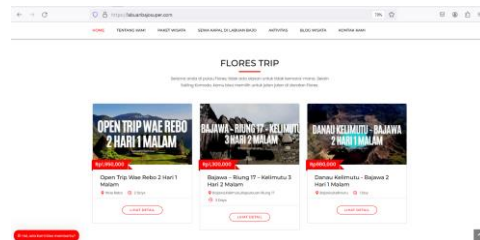


Figure 3. Website Labuan Bajo Super
Source: <https://labuanbajosuper.com/>

In figure 2 and 3 are some tour packages from Labuan Bajo Super displayed on the homepage of their website. In figure 2 the homepage of Labuan Bajo Super website, offers a tour package called Sailing Komodo with private trips and open trips as well as Labuan Bajo Boat rental. In addition to tour

packages in the Komodo Sailing area, the homepage of the website also displays a tour package entitled Flores Trip, which offers travel packages to several areas in mainland Flores, such as Wae Rebo, Bajawa, Kelimutu, and so on.

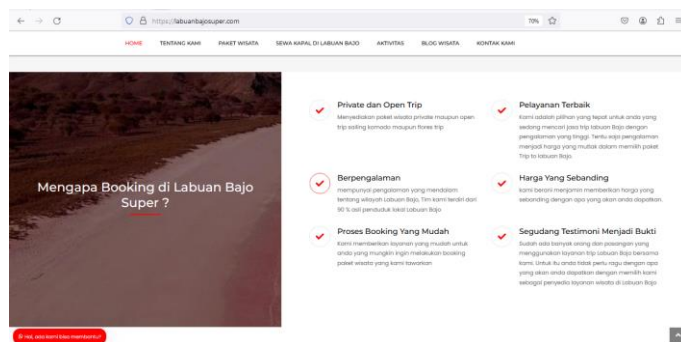


Figure 4. Website Labuan Bajo Super
Source: <https://labuanbajosuper.com/>

In figure 4, it is still on the homepage display of the Labuan Bajo Super website. On this display is the confidence of Labuan Bajo Super in providing services. There is a sentence asking "Why Booking in Labuan Bajo Super?", the meaning of the sentence confirms that Labuan Bajo Super is ready to provide the best service for consumers who use their services, rather than other travel agencies. This is also supported by the 6 (six) points they apply, namely:

- 1) which are meant to provide private tour packages and open trips on Komodo sailing and Flores trips.
- 2) Providing the Best Service, which Labuan Bajo Super means is the right choice for consumers who are looking for travel services in

Labuan Bajo, by providing a high experience.

- 3) Experienced Travel Agency, referred to as Labuan Bajo Super has deep experience about the Labuan Bajo area, and is supported by employees who are 90% native Labuan Bajo residents.
- 4) Comparable Price, what Labuan Bajo Super dares to guarantee will provide a price comparable to what consumers will get.
- 5) Easy Booking Process, which is meant Labuan Bajo Super will provide easy service for consumers who want to book the tour packages they offer.
- 6) Myriad of Testimonials Become Proof, which means consumers

do not need to doubt what they will get if they choose Labuan Bajo Super as their tour service provider in Labuan Bajo.

Of the 6 (six) points, it is a reference from the Labuan Bajo Super bureau, that their services are a travel agency that consumers must choose if they want to travel for the first time in Labuan Bajo.

b. Tour Packages

In addition to the homepage, the website also displays information on tour packages offered by the Labuan Bajo Super bureau. This can provide information to website visitors and also make it easier for potential customers to find out what tour packages Labuan Bajo Super offers, so that they can more easily choose the desired tour package.

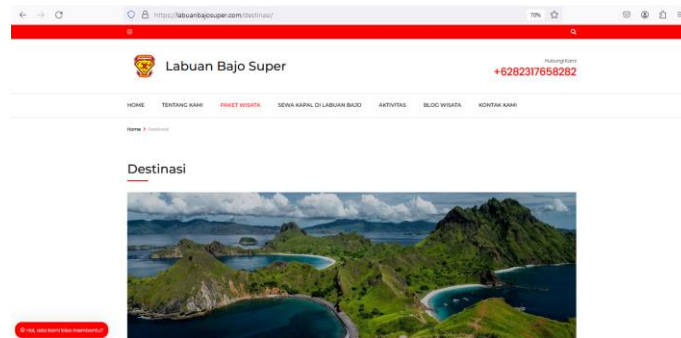


Figure 5. Website Labuan Bajo Super
Source: <https://labuanbajosuper.com/>

In figure 5, it is the topmost view of the tour package information section given by Labuan Bajo Super. On the display, Labuan Bajo Super emphasized "Indonesia is a country that is famous for having many

interesting tourist attractions. From Sabang to Merauke, there are so many tourist attractions that are very cool and fairly world-class. Flores is one of the tourist destinations that many Indonesians enjoy."

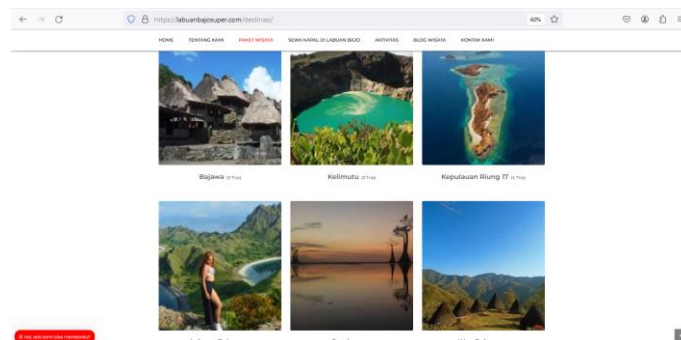


Figure 6. Website Labuan Bajo Super
Source: <https://labuanbajosuper.com/>

In figure 6 still on the same website, there are 6 (six) main tourist destinations offered by Labuan Bajo Super as their tour packages, namely Bajawa, Kelimutu, Riung Islands 17, Sumba, Labuan Bajo, and Wae Rebo. There are two travel activities provided,

namely Flores Trip and Sailing Komodo, with the types of trips being open trips and private trips. Here is an explanation of some of the tour packages offered by Labuan Bajo Super based on their website:

1) Flores Trip

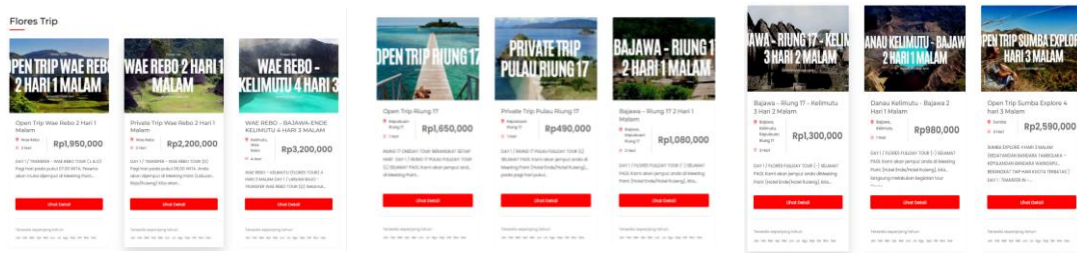


Figure 7. Flores Trip

Source: <https://labuanbajosuper.com/>

On the Flores Trip tour package, Labuan Bajo Super offers 9 (nine) tour packages. Here's the explanation of the package:

- 1) Open Trip Wae Rebo at a price of Rp1,950,000 and a trip time of 2D1N
- 2) Wae Rebo Private Trip at a price of IDR 2,200,000 and a trip time of 2D1N
- 3) Wae Rebo-Bajawa-Ende Kelimutu at a price of Rp3.200.000 and a long trip 4D3N
- 4) Open Trip Riung 17 at a price of Rp1.650.000 and travel time 1D
- 5) Private Trip Riung 17 at a price of IDR 490,000 and a trip time of 1D
- 6) Bajawa-Riung 17 at a price of Rp1,080,000 and a 2D1N trip time
- 7) Bajawa-Riung 17-Kelimutu at a price of Rp1,300,000 and a 3D2N trip time
- 8) Lake Kelimutu-Bajawa at a price of Rp980,000 and a 2D1N trip time
- 9) Open Trip Sumba Explore at a price of Rp2.590.000 and travel time 4D3N

2) Sailing Komodo

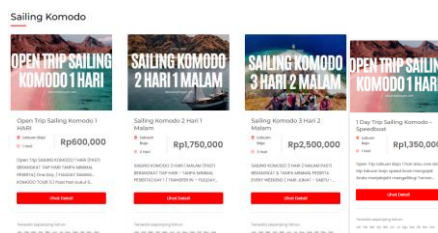


Figure 8. Sailing Komodo

Source: <https://labuanbajosuper.com/>

In the Komodo Sailing tour package, Labuan Bajo Super offers 4 (four) tour packages. Here's the explanation of the package:

- 1) Komodo Sailing Open Trip at a price of Rp600,000 and 1D travel time
- 2) Komodo Sailing at a price of Rp1,750,000 and a 2D1N trip time
- 3) Komodo Sailing at a price of Rp2,500,000 and a 3D2N trip time
- 4) Open Trip Sailing Komodo + Speedboat at a price of Rp1.350.000 and 1D trip time

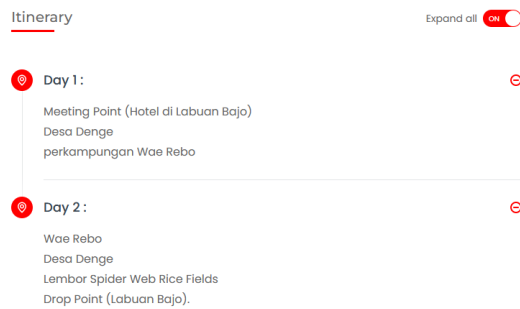


Figure 9. Wae Rebo 2D1N Itinerary
 Source: <https://labuanbajosuper.com/>

On the tour packages offered on the Labuan Bajo Super website, they also provide information for the itinerary of each package. For example, Wae Rebo 2D1N tour package, in the picture above. With Labuan Bajo Super adding itineraries it can provide information to website visitors. The information is in the form of what activities are carried out on the tour package, the following explanation:

Day One

- 1) Starting with a meeting first with clients at the Hotel
- 2) The client will embark on a journey to Denge Village and explore Wae Rebo Village
- 3) Day Two
- 4) The same trip as the day before, exploring Wae Rebo and Denge Village
- 5) Continue to Spider Web Rice Fields

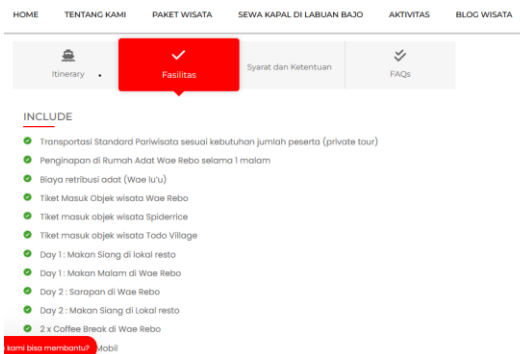


Figure 10. Facilities During the Trip
 Source: <https://labuanbajosuper.com/>

In addition to providing information on the itinerary of the tour package, Labuan Bajo Super also provides information on what facilities the client will get during the trip. As in the picture above, it is one example of displaying information about the facilities that clients get during the trip. For example, the Wae Rebo 2D1N Private Trip tour package, here are the facilities obtained by the client during the trip on the tour package:

1. Facilities that clients get from tour packages

- 1) Standard Tourism Transportation
- 2) Stay at Wae Rebo Traditional House for 1 night
- 3) Customary levy fee (Wae lu'u)
- 4) Wae Rebo entrance ticket
- 5) Spiderice attraction entrance ticket
- 6) Todo Village entrance ticket

- 7) Day 1, Lunch and Dinner at one of Wae Rebo's restaurants
 - 8) Day 2, Breakfast and Lunch at one of Wae Rebo's restaurants
 - 9) 2 x Coffee Break
 - 10) Mineral Water in the Car
 - 11) Ojek Desa Denge
 - 12) Raincoat
 - 13) Trecking Pole
 - 14) Friendly and professional drivers
 - 15) Local Tour Guide
 - 16) Porter
 - 17) P3K
 - 18) Documentation (Drone & Camera) Bonus Video Edit Reels IG
 - 19) Soft Documentation Files are shared via G-Drive access
2. Facilities not included in the tour package
1. Personal Expenses
 2. Tipping Driver
 3. Tipping Guide
- c. Rent a Boat in Labuan Bajo
- Not only offering land travel packages, Labuan Bajo Super also offers water travel packages with boat rental. For boat rental prices with Labuan Bajo Super, it depends on the type of ship type desired by the client. With a boat rental trip, clients can choose their own route and Labuan Bajo Super is ready to adjust to the client's wishes. If you cannot choose your own route, Labuan Bajo Super will also recommend the best destinations for clients to visit, here is a list of selected Labuan Bajo Super destinations that clients can visit by traveling by boat:
- 1) Komodo Island / Rinca Island
 - 2) Kelor Island
 - 3) Island Onr
 - 4) Gili Laba / Gili Lawa Darat
 - 5) Manta Point
 - 6) Kanawa Island
 - 7) Sebayur
 - 8) Taka Makassar
 - 9) Kalong Island
 - 10) Pink Beach
 - 11) Angel Island
 - 12) Gusung Island
 - 13) Tanjung Kuning



Figure 11. Rent a Boat in Labuan Bajo

Source: <https://labuanbajosuper.com/>

In the picture above is information on 3 (three) types of ships that clients can rent through Labuan Bajo Super, namely:

1. Yachts

The ship with the concept of a floating hotel, equipped with good facilities from the outside and inside with elegant and classy making. Yacht rental prices range from 150-

250 million for 3-day trips and can only accommodate 5-8 people.

2. Phinisi Ship

Traditional boats made in native Indonesia, which precisely come from Bulukumba Regency, South Sulawesi. Phinisi ships are divided into 3 types, namely Phinisi Luxury, Phinisi, and Semi Phinisi. The Phinisi boat rental price depends on the type, and the way to distinguish the three is from

the facilities and dimensions of the ship.

3. Speedboat

A ship that accommodates clients to quickly circle the Komodo National Courtyard. This ship usually circles several islands in the Komodo National Yard, namely Komodo Island, Rinca, Padar, Kanawa, Pink Beach, Manta Point, Gili Laba, Sebayur, Seraya Island, Kalong, Goat and Moringa.

d. Contact and Location of Labuan Bajo Super

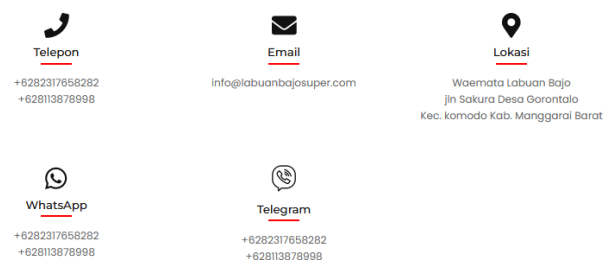


Figure 12. Contact and Location of Labuan Bajo Super

Source: <https://labuanbajosuper.com/>

Labuan Bajo Super also provides contact information and the location of their offices on the website. This can make it easier for website visitors if they want to contact Labuan Bajo Super to get information about tour packages offered and other information, and visit their office directly if they want to use their services. The following Labuan Bajo Super contacts can be contacted and their office locations displayed on the website:

- 1) Telephone = [+6282317658282](tel:+6282317658282) atau [+628113878998](tel:+628113878998)
- 2) Whatsapp = [+6282317658282](tel:+6282317658282) atau [+628113878998](tel:+628113878998)
- 3) Telegram = [+6282317658282](tel:+6282317658282) atau [+628113878998](tel:+628113878998)
- 4) Email = info@labuanbajosuper.com
- 5) Location = Waemata Labuan Bajo, Jl. Sakura Desa Gorontalo, Kec. komodo, Kab. Manggarai Barat

5. CONCLUSION

Digital marketing is one of the important strategies for company development. Labuan Bajo Super is a travel agency that provides travel tour packages in the Labuan Bajo area, utilizing information technology, namely the website as an effective marketing medium. Labuan Bajo Super provides complete information through their website. Website by displaying information on tour packages offered, Labuan Bajo Super contact information, and more, making it easier for potential customers to know in advance about Labuan Bajo Super and what services are offered.

The advice of the author for Labuan Bajo Super is to keep a regular eye on the quality of their website, in order to keep providing the right information to potential customers. Suggestions for future research are to conduct the same research, but with different research objects.

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