

Strategy of Packaging Pangandaran Tour as Leading Marine Tour Product of Travel Agents in Bandung

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Abstract

After the separation of Pangandaran from Ciamis regency of West Java, which is based on Indonesian law no. 21 of 2012 on the Establishment of District Pangandaran in West Java province. The medium-term development plan of the government of West Java has stipulated that in the next five years, the tourism sector will become a development locomotive in West Java. There are three leading tourism destinations in West Java Province, one of destination is Pangandaran Beach. This location will be developed as world-class destinations. The travel company can be used as a basis for developing tourism package products, specifically Pangandaran destinations, as marine tourism. This research will analyze the packaging strategy of Pangandaran tour packages by travel companies in Bandung as a superior marine tourism package. The analysis technique used by the SWOT (Strength, Weakness, Opportunity, and threat) method is aimed at analyzing the strengths and weaknesses of the internal side as well as analyzing the opportunities and threats from the external environment of travel companies that pack Pangandaran destination as a superior marine tourism package. The results of the study found that various potential strengths, weaknesses, threats, and opportunities of travel companies in packaging Pangandaran tour packages as marine tourism packages. And some strategies of packaging Pangandaran tour as a product of excellent marine tour.

Keywords: *Strategies Packaging, Package Tours Bahari, Pangandaran.*



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INTRODUCTION

Data from the Indonesian Central Statistics Agency (BPS) that Indonesia has a variety of customs, culture, flora, and fauna and also has a unique society that is spread from Sabang to Merauke. Indonesia also is a vast archipelago with a mainland *total* of 1.922.570 km² and ocean marine area: 3,257,483 km² with a number of islands more than 17,000 islands and is composed of 34 provinces. One province that is growing is in West Java with nine cities and 18 regencies, Pangandaran as one of the districts in West Java, which has an area of Region 67.340 km² with ten districts also is developing the tourism sector, because it is situated in the most edge of the southern directly as an area in western Java which has many beaches. Of West Java central statistic data rate of tourist visits to the area of Pangandaran in 2019 to 10 344 foreign tourists and domestic 2.984.367. According to data from the Regional Pangandaran Tourism Office through informs us that since mid-2019, Pangandaran currently being pioneered national geo-park to and international

Pangandaran is dominated by tourism region with a characteristic coastal area including; Pangandaran beach, Karapyak beach, Karangnini beach, Lembah Putri beach, Batu Hiu beach,

Karang Tirta beach, Batu Karas beach, Madasari beach and other supporting non-tourist attractions beaches, among others; Citumang natural baths, Cukang Taneuh (Green canyon), Pepedan Hills, Santirah, Lanang Cave National Park and nature reserve.

Pangandaran development conditions will benefit the private parties, particularly those doing business in the field of tourism, one of which is a travel company or tour operator. This is used by travel agents or tour operators, especially in Bandung, to offer travel packages with the aim of Pangandaran to consumers both in Bandung and consumers from outside the city of Bandung or abroad. In doing packaging tour packages, the purpose of Pangandaran as tour packages eminent for kind of package tourism, the traveling company in Bandung need to do the strategies in increasing the number of consumers good that is inside Bandung and out of town Bandung or abroad as a buyer package tourism the purpose Pangandaran.

Based on the above phenomenon, this study analyzes how the strategy of Packaging Pangandaran Tour as Leading Marine Tour Product of Travel Agents in Bandung. The objectives of the research are (1) To find the various potential strengths, weaknesses, opportunities, and threats of travel companies in packaging Pangandaran tour packages as marine tourism packages and (2) to analyze strategies of packaging Pangandaran tour as a product of excellent marine tour.

LITERATURE REVIEW

Strategy

The strategy is important for the survival of a company to achieve the company's goals or objectives effectively and efficiently, the company must be able to face any problems or obstacles that come from within the company or from outside the company. The strategy is a tool to achieve goals. In their development, the concept of strategy must continue to have developments, and everyone has different opinions or definitions about strategy. Deep strategy a business world or business is really needed for the achievement of the vision and mission that has been applied by the company or for the achievement of goals or goals, both short term goals, and long term goals.

Strategy according to Alfred Chandler in Nalasari (2014), namely strategy is the application of long-term goals and objectives of a company or organization and the allocation of resources to achieve these goals.¹

Meanwhile, according to Ahmad S. Adnanputra in Rosady (2010), the strategy is an integrated part of a plan (plan), while the plan is a product of a plan (planning), which in the end planning is one of the basic functions of the management process.²

According to David (2011: 18-19), Strategy is a means together with goals long term to be achieved. Business strategies include geographic expansion, diversification, acquisition, product development, market penetration, tightening, divestment, liquidation, and joint ventures. The strategy is a potential action that requires top management decisions and deep corporate resources, large numbers. So the strategy is an action or activity carried out by a person or company to achieve the goals or objectives that have been set. ³

From the definitions above, it can be concluded that the strategy is a tool to achieve the goal of competitive advantage by seeing external and internal factors of the company. The company takes action, which can make profits for both companies and parties, others that are under the auspices of the company.

Packaging

A good package designed can build brand equity and drive sales. Packaging is the first part of the product that buyers face and is able to attract or get rid of buyers. The packaging of a product is usually carried out by the producer in order to seize consumer interest in the purchase of goods. Manufacturers try to give a good impression on the packaging of their products and create new packaging models that are different from other manufacturers that produce similar products in the same market.

According to Klimchuk dan Krasovec, (2006:33), Packaging is a creative design that links the shape, structure, material, color, image, typography, and design elements with product information so that the product can be marketed. The packaging is used to wrap, protect, send, issue, store, identify, and differentiate a product on the market. 4

According to Kotler & Keller (2009:27), the packaging is the activity of designing and producing containers or wrappers as a product. Packaging is the activity of designing and producing packaging or wrapping for products. Usually the main function of the packaging is to keep the product. However, now packaging becomes a fairly important factor as a marketing tool. 5

Tourism and Tour Packages

According to the WATA (World Association of Travel Agent) provisions, tourism is a trip for more than three days, organized by a travel office in the city and the event includes browsing in various places or cities both inside and outside the country. 6

Meanwhile, according to Government Legislation number 10, the year 2009 concerning tourism: tourism is a journey carried out by a person or group of people by visiting a particular place for recreational purposes, personal development, or studying the tourist attractions that he visits in a temporary period. 7

Another opinion is from Hornby AS in Suyitno (2001: 8), the tour is a journey in which short stays are made at a number of places, and the traveler finally returns to his or her own place. (Travel is a journey where someone is on the trip temporarily stopped in several places and finally returned to the original place where he began to travel.)8

Referring to the above definitions, it can be concluded that the notion of tourism emphasizes more on activities carried out by tourists on a tourism journey. In a tourist trip, tourists visit a historical tourist spot so that tourists can be said to have carried out historical tourism activities. In the sense that activity is done is to enjoy historical objects. This is an illustration of activities on a tourism trip. Where activities in tourism are very much determined by the interest of tourists themselves. Not only determined by tourists' interests but based on available tourism resources. Therefore there are many historical tourism terms, cultural tourism, natural tourism, educational tourism, sports tourism, and other types of tourism.

While the types of tourism in terms of activities or activities according to Kesrul, (39-40: 2003) consist of; Pleasure Tourism, Recreation tourism, culture tourism, adventure tourism, business tourism, and Sports tourism, or sports, namely tourism activities with scheduled events as the main visit to visit regional or international sports events.9

In tourist activities, dining tour packages become a very important part. Tour Packages, according to Nuriata (2014: 11) are defined as a tourist trip with one or more visit destinations

arranged from certain travel facilities in a fixed travel event and sold as a single price that concerns all components of the tour. 10

According to Desky (2001: 23), The tour package is a combination of several tourism products, a minimum of two products, which are packaged into a single price that cannot be separated from each other. 11

Based on the above experts' definitions about tour packages, the authors conclude that tour package is a travel product that is planned and organized by a travel agency where the travel program has one or several visit destinations that involve certain travel facilities that have a single price concerning all components of a tour.

Travel Agent

According to R. S Darmajati in Ksamawan (2014,) Travel Agent is a company that specialized in organizing and organizing the travel and stopover of people, including the completeness of its journey from one place to another either, from within Abroad or within the country itself. In this case, the travel agent has the scope of its business activities include the sale of tour packages, accommodation booking services, and tourism facilities, take care of travel documents, and the service of check-in and check out from the hotel to the airport and vice versa 12.

In Sasongko (2012), The Travel agency offers goods and/or services to consumers using the Internet, print mass media (newspapers), and brochures, in order to promote such goods and/or services. Promotion is an introduction or dissemination of information on goods and/or services to attract consumer interest in goods and/or services to be traded. 13

SWOT theory

The SWOT, according to Sutojo and Kleinstaubler (2002), is to determine the purpose of a realistic business according to the company's condition and therefore expected to be easier to achieve. SWOT stands for the words Strength, Weaknesses, Opportunities, and Threats. 14

Marine Tour

Fandeli (1996) in Defines maritime tourism, is an object and power tour. The attraction is sourced from the Sea (seascape) and coastal land and landscape). According to the maritime tourism activities include tours such as swimming, fishing, diving (diving and snorkeling), sailing, surfing (surfing), sea skiing (skiing), sunbathing, beach recreation, underwater photography, canoeing, and Other – other. 15

In Orams (1999) Marine tourism include those recreational activities that involve travel away from one's place of residence and which have as their host or focus the marine environment (where the marine environment is defined as those waters which are saline and tide-affected). 16.

While Djou (2013) Declares maritime tourism is a form of tourism that Uses or harness the potential of coastal and marine environments as Main power attraction. The concept of maritime tourism is based on the view, uniqueness of nature, ecosystem characteristics, art, and cultural peculiarities as well as the characteristics of society as power Its base. 17

RESEARCH METHOD

This research was conducted in ASITA (Association of the Indonesian Travel Agency) West Java Chapter office on Jl. Tamblong No. 8 Bandung. And The research using DOV (Divination of Operational variable) based on the elements in the packaging strategy includes segmentation and positioning.

The collection of data on this research uses methods of observation, interviews, and literature studies, in addition, this research determines the informant by taking samples from competent people in 20 travel agents in Bandung as member of ASITA West Java Chapter to answer any questions related to the Packaging Pangandaran as leading their marine tour product. The analysis used is a qualitative descriptive analysis that is using the SWOT approach. The 20 travel agents, as respondents are :

NO	NAME OF COMPANY	ADDRESS	PHONE
1	ATHASE TOURS & TRAVEL PT	Jl. Asmarandana No. 30 Bandung	022 - 76164225
2	BANDAR ANUGRAH MANDIRI	Taman Kopo Indah III Ruko C-112 bdg	022 - 61014005
3	EXOTIC JAVA TRAILS	Jl. Merkuri Tengah No. 18, Margahayu	022 - 87804319
4	BARAYA KHARISMA JAYA PT	Jl. Cikutra Baru VI No. 26 Bandung	022 - 87831799
5	BATIK HOLIDAYS	Jl. Guntur No. 17 Bandung 40262	022 - 7322984
6	BHARATOURS PT	Jl. Saninten No. 53 Bandung	022 - 723 4150 / 51
7	EXCELLENT HOLIDAYS PT	JL. WR. Supratman No.3 Bandung	022 - 7200 199 / 299
8	EXODUS TOUR PT	Jl. Pasirkaliki No. 186 C Bandung	022 - 426 4899 - 421 6707
9	FRES INDONESIA WISATA	Jalan Anggrek No. 55 - Bandung	022 - 7234721
10	GLOBAL MENTARI PT	Jl. Raden Patah No. 39 Bandung	022 - 250 2529, 91142778
11	GRAND TRAVELLING INDONESIA	Jl. Moch. Iskat No. 20 Bandung	022 - 6062679
12	JACKAL HOLIDAYS PT	Jl. Soekarno - Hatta No. 593 Bandung	022 - 731 9888, 7319588
13	JODIREXA BHUVANA PRIMA TOURS & TRAVEL	Antapani Residence C-9 Jl. Malangbong Raya Antapani - Bdg	022 - 70765758, 87240202
14	MY DUTATOUR	Jl. Belitung No. 3D Bandung	022 - 4215758 (hunting)
15	PACTO PT	Savoy Homann Hotel; Jl. Asia Afrika No. 112 Bandung 40261	022 - 85880488
16	SUNDA NETWORK	Jl. Guntur Sari Wetan No. 29 Bandung	022 - 70053372, 7308507
17	TAMA PUTRA WISATA PT	Jl. Abdulrahman Saleh No.9, Komp.City Square C 1 Bdg.	022 - 612 5390-1-2
18	TAMBATAN HATI PT	Jl. Belitung No. 3 Ruko A - Bandung	022 - 4207940
19	TRAVAILINK INDONESIA	Jl. Batik Uwit No. 9 Bandung	022 - 2501786
20	UNIVERSAL HOLIDAY TRAVEL	Jl. Anggrek No. 11 Bandung	022 - 723 0999

Table 1. 20 Travel Agents In Bandung Created Pangandaran Package Tour

Period: January to November 2019

FINDINGS AND DISCUSSION

Based on the results of the research that has been done, the following findings are obtained:

How to find that various potential strengths, weaknesses, opportunities, and threats of travel companies in packaging Pangandaran tour packages as marine tourism packages

1. Strength is a source or capability that is mastered or that is available to the company and provides benefits compared to its competitors in serving the needs of its customers. Generally, the strength areas are related to the superiority of employees or on the basis of resources in travel Agents.
2. Weakness is a limitation or deficiency in one of the resources or capability (capability) of the organization compared to its competitors who create losses in the effort to meet the needs of customers effectively.
3. Opportunities are a profitable situation in an organizational environment. Trends in the environment that can be utilized by the organization is an opportunity. Similarly, changes in the regulations about the travel business of the central or local government and Changes in the field of technology, as well as improved relationships Between buyers and sellers, can be an opportunity.
4. Threats are an unpleasant main situation in an Environment. Threats are key obstacles to the current position or position the Company or organization wants. The inclusion of new competitors, Large growth, bargaining power from suppliers or key wearers, technological changes, and new regulations Can be a threat to the success of the company or

How to analyze strategies of packaging Pangandaran tour as a product of excellent marine tour.

Based on strength analysis and Weaknesses of internal factors and opportunities, and threats from external factors of 20 travel agents as the respondents who create the package tour of Pangandaran, review with SWOT analysis, it can be found Packaging strategies that can be applied to other travel agents in Bandung as follows:

1. Strength Opportunities Strategy (SO) is a strategy that leverages Enterprise strength on opportunity from Outside. From this SO-'s strategy Terciptalah a strategy of creation and Wisata product development. As for The program can be done:
 - a. Creating travel products that Varied tour Packages Different characteristics of the Usually
 - b. Create multiple packaging packages Affordable Tour and interesting like giving Discounts and special prices during the year Holiday to tourists
2. Strategy Weakness Opportunities (WO) is a strategy that minimizes Weaknesses by utilizing opportunities. Strategies you can Do In this condition is a strategy Increase in the promotion and human resources. As for The program that can be done is :
 - a. Repair and exploit Web promotion from the company By making the web look more attractive, and still Always provide updated information and interesting so that Travelers interested in tried Package of travel Packages sold

- b. Develop cooperation with Hotel, restaurant, accommodation Outbound and inbound or the overseas agent.
- 3. The strategy of Strength Threats (ST) is Strategies that harness the power Have to reduce the threat of From the outside. With the power of travel agents Combined with the threat factor From the outside, the creation of a strategy Segmentation Development Strategy Market. The programs that can Segmentation is implemented Market on new tourists with the number of Highest visit in Bali as part of the marine destination, such as European and Asian travelers as well as Domestic travelers
- 4. Weakness Threats Strategy (WT) is a Strategy that reduces weaknesses. Avoid threats that exist in the Out. With weaknesses owned by Travel Agents and Threat from outside the Strategies to improve product quality and Services. The programs that can be implemented are:
 - a. Combining tour Packages already exists with package packaging. A lot of new tours Asked for tourists. With Combine package packaging Existing full-day tour with Packaging of spiritual tour packages or Natural.
 - b. Combining the contents of a marine tour package with regular events organized by the Government and local communities with the above formulate of packaging.

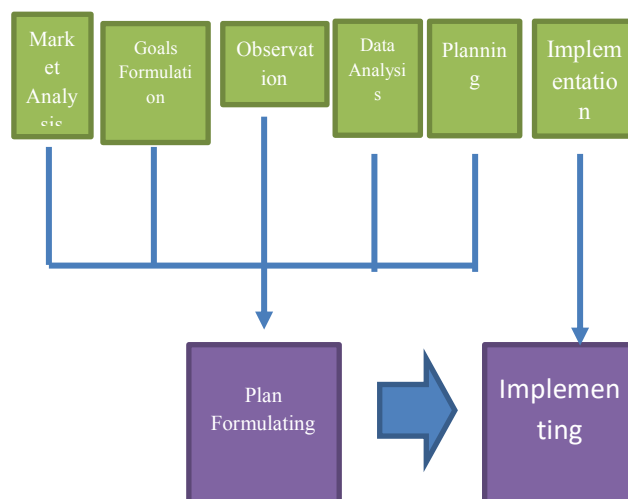


Figure 1. Steps Of Tour Packaging
Source: Research Data Analysis

CONCLUSION

Based on the results of Pre-described and analysis results in SWOT, the strategy can be concluded and packaging strategy for Pangandaran as leading Marine Tour Package program that can be Applied at travel agents in Bandung, i.e.:

1. Collecting information in advance related to the company's internal through SWOT analysis in order to prepare the tour package Pangandaran as a leading marine tour package.

2. Packaging and development strategies Marine tourism products carried out with program creates a marine tour package that Varies with affordable price and interesting.
3. In packaging should be attention for the market segmentation development. This strategy can be reached by Market Share Development Programs Market segmentation Foreign Tourism and Domestic.
4. In the packaging strategy of tour package, Pangandaran also has to pay attention to events that are organized by the government or local people to add the appeal of the Product tour package.

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