

Driving Foreign Tourist to Bandung: The Traveloka Travel Friends Project Design

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ABSTRACT

The goal of the Traveloka Travel Friends Bandung campaign is to increase demand for Traveloka's lodgings through the use of social media channels like TikTok. However, the content that the Traveloka Travel Friends Bandung group shares via TikTok's For You Page (FYP) function is not perfect in terms of reaching international visitors. To assess where things are now, we use the SOSTAC method, which stands for "Situation Analysis; Objectives; Strategy; Tactics; Action; and Control." According to the data, the Traveloka Travel Friends campaign has successfully penetrated the local market. The data provides clear evidence of this, showing a range value of 97-100% with Indonesian origins. However, statistics show that only 2% of viewers come from Malaysia, making this initiative less than ideal in terms of efficiently engaging an international audience. This research uses a business model canvas to outline a strategy for increasing domestic and international visitors to Bandung. In this research, we lay out several development strategies for maximising these possibilities. All content will have English subtitles, an activity programme called "Wara Wiri Bandung" will be launched, and joint activities will be planned with other organisations.

ABSTRAK

Tujuan dari kampanye Traveloka Travel Friends Bandung adalah untuk meningkatkan permintaan penginapan Traveloka melalui penggunaan saluran media sosial seperti TikTok. Namun konten yang dibagikan grup Traveloka Travel Friends Bandung melalui fungsi For You Page (FYP) TikTok belum sempurna dalam menjangkau pengunjung internasional. Untuk menilai keadaan saat ini, kami menggunakan metode SOSTAC, yang merupakan singkatan dari "Analisis Situasi; Tujuan; Strategi; Taktik; Tindakan; dan Pengendalian." Berdasarkan data, kampanye Traveloka Travel Friends berhasil menembus pasar lokal. Data memberikan bukti nyata mengenai hal ini, menunjukkan kisaran nilai 97-100% dengan asal Indonesia. Namun, statistik menunjukkan bahwa hanya 2% pemirsa berasal dari Malaysia, sehingga inisiatif ini kurang ideal dalam hal melibatkan pemirsa internasional secara efisien. Penelitian ini menggunakan kanvas model bisnis untuk menguraikan strategi peningkatan pengunjung domestik dan internasional ke Bandung. Dalam penelitian ini, kami memaparkan beberapa strategi pengembangan untuk memaksimalkan kemungkinan-kemungkinan ini. Semua konten akan memiliki teks bahasa Inggris, program kegiatan yang disebut "Wara Wiri Bandung" akan diluncurkan, dan kegiatan bersama akan direncanakan dengan organisasi lain.



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INTRODUCTION

The tourist industry in Indonesia plays a significant role in generating foreign exchange, thereby contributing to the overall enhancement of the country's economy. With its remarkable natural and cultural resources, there is a need to optimise this potential in order to transform into a compelling force capable of attracting international tourists. According to a survey published on the CNN Indonesia website, there exist various tourist spots that are highly favoured by vacationers. Among them, the city of Bandung stands out as a prominent choice (CNN Indonesia, 2021). The COVID-19 epidemic has had a significant impact on both domestic and international visitor arrivals. According to the data collected by the Central Bureau of

Bandung City Statistics, there has been a notable decline in the volume of tourist arrivals to the city of Bandung during the period of 2019-2021 (BPS Kota Bandung, 2021).

Table 1. Forecast Number of Tourist Visits to Bandung City Based on Bandung City Entrance 2019-2021

Types of Travellers	Estimated number of tourist visits to Bandung City based on the entrance to Bandung City		
	2019	2020	2021
Foreign Tourists	252.843	30.210	37.417
Domestic Tourists	8.175.221	3.214.930	3.704.263

Source: Primary Data Processed, 2023

The government of Indonesia is actively implementing a range of initiatives aimed at revitalising the tourism industry amidst the ongoing Covid-19 outbreak. The government, via the Ministry of Tourism and Creative Economy, has initiated a campaign utilising the hashtag #DiIndonesiaAja with the aim of encouraging individuals to consider vacationing within the country of Indonesia. Furthermore, the government also promotes the concept of staycations as a viable substitute for traditional vacations. Traveloka employs social media marketing strategies, specifically through the implementation of the Traveloka Travel Friends Bandung Project, to enhance the sales of its products, particularly in the realm of accommodation. This initiative involves the establishment of a community known as #TVLKTravelFriends Bandung. According to Kurniasari and Budaitmo (2018), numerous organisations are presently implementing social media marketing strategies due to their perceived efficiency, cost-effectiveness, and potential to enhance product value. Social media marketing, as defined by Santoso, Baihaqi, and Persada (2017), refers to a marketing strategy aimed at generating awareness, recognition, memory, and action for a brand, product, business, individual, or group. This form of marketing utilises various tools available on the social web, including blogging, microblogging, and social networking, to achieve its objectives either directly or indirectly. Traveloka utilises the TikTok application as a platform for selling their products through social media.

TikTok, a social network and music video platform, was introduced to the public in September 2016 (Aji & Setiyadi, 2020). The #TVLKTravelFriends Community utilises the TikTok platform to share their staycation encounters by creating captivating films. The TVLKTravelFriends network comprises individuals who have a common passion for travel and possess a keen interest in discovering the allure of Indonesia as well as engaging in staycation activities. In its capacity as the brand ambassador for Traveloka, the #TVLKTravelFriends community is dedicated to the dissemination of pertinent information pertaining to hotels, apartments, and villas suitable for engaging in staycations in captivating tourist sites that hold significant appeal for travellers (Traveloka, 2021).

The current implementation of Project Traveloka Travel Friends Bandung has not yet fully optimised the utilisation of TikTok from #TVLKTravelFriends Bandung community members to effectively engage with international audiences via the For You Page (FYP) function provided by this application. The utilisation of TikTok social media presents an opportunity to enhance product sales from Traveloka and augment the influx of domestic and international tourists in Bandung City, given the diverse range of tourism offerings available in the region. The TikTok application has facilitated the global dissemination of content, enabling individuals from all

backgrounds to connect with a vast user base spanning across different geographical locations (O'Sullivan & et al., 2022). The current popular trend of staycations within the community has the potential to evolve into a holiday trend, particularly in light of the growing public interest in vacations following the decline of the Covid-19 pandemic. The rapid popularity of a tourist location situated in distant Hainan, China can be attributed to inadvertent advertisements facilitated by this application, as evidenced by the research conducted by Wengel et al. (2022). This finding demonstrates the potential of TikTok as a platform for showcasing tourism sites and its efficacy in attracting a larger visitor population.

RESEARCH METHOD

The initial step involved gathering primary data through an interview conducted with a member of the #TVLKTravelFriends Bandung community. Additionally, secondary data in the form of insights from previously uploaded content by Project Traveloka Travel Friends Bandung was collected. Moreover, the examination of project implementation was conducted utilising the SOSTAC framework. The SOSTAC framework, devised by PR Smith, serves as a valuable tool for evaluating marketing strategies and business strategy. The SOSTAC framework has various stages, namely situation analysis, goals, strategy, tactics, actions, and control (Smith, 2017).

The development design of the forthcoming project is delineated in the Business Model Canvas, comprising nine constituent pieces. The Business Model Canvas is a visual framework that facilitates the understanding and visualisation of business models. It presents business models in the form of painting canvases, allowing for easy comprehension and modification. The purpose of this framework is to enable businesses to visualise and adapt their business models in order to enhance performance and achieve optimal outcomes (Indriany, 2017).

RESULTS AND DISCUSSION

In response to the prevalence of the pandemic, there has been a notable rise in the adoption of staycation trends by the general population. In light of this, Traveloka, a prominent travel platform, has undertaken the development of the Traveloka Travel Friends Project since 2021. This initiative encompasses a range of missions aimed at achieving certain objectives. To date, there have been five cohorts with varying durations of 3-6 months, each organised by different individuals. The subsequent section presents the execution of the project, which involves the utilisation of the SOSTAC methodology for doing the analysis.

1. Situation Analysis, Analysis of the situation is used by the SWOT method.

Table 2. Situation Analysis of Traveloka Travel Friends Bandung Project using SWOT method

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Promoting Bandung City tourism through the use of TikTok social media 2. Provide references to places to do staycations to information about tourist destinations to tourists. 	<ol style="list-style-type: none"> 1. The distribution of content through the TikTok application is based on an algorithm so that the number of viewers, likes and comments cannot be predicted. 2. The content uploaded by members of the Bandung #TVLKTravelFriends community has not been delivered in English so that the coverage of the audience watching is still limited to the territory of Indonesia.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Increase the number of accommodation sales in Bandung City. 	<ol style="list-style-type: none"> 1. There are almost similar programs from Traveloka competitors.

2. TikTok's growing global user base creates an opportunity to attract foreign tourists.	2. There is still the potential for the spread of COVID-19 which makes tourists worried about traveling
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Source: Primary Data Processed, 2023

2. Objectives, Objective analysis is carried out using the 5S method whose elements consist of *Sell, Serve, Speak, Save* and *Sizzle*.

Promote, The quantity of product sales experienced a twofold increase following one year of its deployment. According to detikTravel (2022), there has been a noticeable rise in the prevalence of staycation activities in 2022 as compared to the previous year, encompassing the heightened demand for hotel accommodations, villas, and flats. Provide Information pertaining to staycation venues and tourism attractions in the city of Bandung can be accessed by the public through the TikTok community members utilising the hashtag #TVLKTravelFriends Bandung. Communicate verbosely, Consumers have the opportunity to share their criticism, ideas, and positive experiences regarding the utilisation of the Traveloka application by means of comments accessible on the posted content. Preserve, Traveloka's marketing strategy for accommodation items involves leveraging community members, specifically the #TVLKTravelFriends Bandung, to effectively reduce costs associated with promotional activities. The term "sizzle" refers to a sound or noise that is produced when something is Engaging in partnerships with influencers has the potential to effectively capture the attention of the target audience, thereby facilitating a deeper understanding and familiarity with Traveloka.

3. Strategy, Strategy analysis is carried out using the STP method.

The process of dividing or breaking down into smaller parts. This project aims to cater to domestic visitors between the age range of 18 to 40 years, specifically targeting individuals who identify as laiki and women. The act of focusing on a specific objective or goal. The middle economy class was selected as the focal point due to its perceived capacity to engage in a staycation while simultaneously managing budgetary considerations and positioning. This initiative is being implemented amidst a pandemic, offering the opportunity to partake in a vacation experience that does not necessitate a substantial financial investment, as it aligns with the widely embraced concept of staycation.

4. Tactics, Anallisis tactics are carried out using the 7P mix method.

The primary commodities promoted within this initiative encompass lodging options such as hotels, apartments, and villas, all of which are conveniently accessible through the Traveloka mobile application. The pricing of lodging items promoted within this project is contingent upon the level of quality provided by the respective accommodations. The location. The accommodations promoted by Project Traveloka Travel Friends Bandung encompass a range of options including apartments, villas, and hotels situated in the vicinity of Bandung City. Traveloka's promotional strategy for its hotel products in Bandung City entails collaborating with influencers who possess a keen interest in travel, gastronomy, and tourism. Engage in the act of perusing or examining various items or information. This project encompasses multiple entities, namely the Traveloka accommodation team, PT Kancah Indo Digital, and influencers. The term "process" refers to a series of actions or steps taken to achieve a particular The emergence of the staycation trend has been observed in light of the ongoing

pandemic. In response to this trend, Traveloka has introduced the Traveloka Travel Friends Bandung Project starting from 2021. This project utilises the TikTok social media platform to engage customers in staycations by facilitating purchases through the Traveloka application and Physical Evidence. The audience can conveniently search for information related to Traveloka Travel Friends Bandung by using relevant keywords within the TikTok application.

5. Action

The subsequent phase entails executing a process wherein every participant within the Bandung #TVLKTravelFriends community proceeds to make postings on the social media profiles of each member.

Table 3. Action Project Traveloka Travel Friends Bandung

TikTok Account Name	Content Title	Post Date
@sicokinnn	Explore Braga and Asia Afrika on a budget	04-05-2021
@pranichia	Want a 180-degree Bandung City staycation view?	15-06-2021
@hndriaditya	What I do in Kota Baru Parahyangan	16-01-2022
@riogarlio	French hotel in Bandung	28-06-2021
@stefanyeremia	Hotel adem in Lembang, has a swimming pool anget price from 400 thousand	04-05-2021

Source: Primary Data Processed, 2023

6. Control

Once the content is shared on the TikTok accounts of community members, monitoring is conducted by analysing the insights derived from the uploaded content.

Table 4. Reach Audience Content Project Traveloka Travel Friends Bandung

TikTok Account Name	Number of Followers	Content Title	TikTok Insight	Audience Reach
@sicokinnn	35 K	Explore Braga and Asia Afrika on a budget	Viewers: 50,4 K Likes: 3605 Comment: 71 Save: 269 Share: 56	Indonesian 100%
@pranichia	16,5 K	Want a 180-degree Bandung City staycation view?	Viewers: 209,7 K Likes: 15,5 K Comment: 144 Save: 2673 Share: 5454	Indonesian 100%
@hndriaditya	217,3 K		Viewers :55,5 K Likes: 1744 Comment: 8 Save: 275 Share: 105	Indonesian 100%
@riogarlio	1.1 M	French Hotels in Bandung	Viewers: 69,2 K Likes: 1971 Comment: 45 Save: 166 Share: 90	Indonesian 97% Malaysia 2% Others

		1%		
@stefanyeremia	237,6 K	Hotel adem in Lembang, has a swimming pool anget price from 400 thousand	Viewers: 417 K Likes: 10 K Comment: 118 Save: 8063 Share: 5916	English 100%

Source: Primary Data Processed, 2023

Following a thorough analysis of the project's implementation, the subsequent phase entails the formulation of a project development plan, which is delineated by means of the Business Model Canvas.

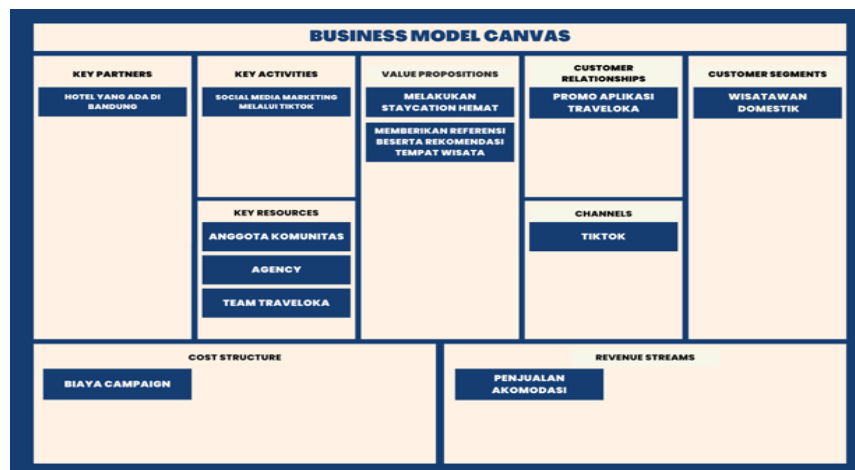


Figure 1. Business Model Canvas Project Traveloka Travel Friends Bandung Currently

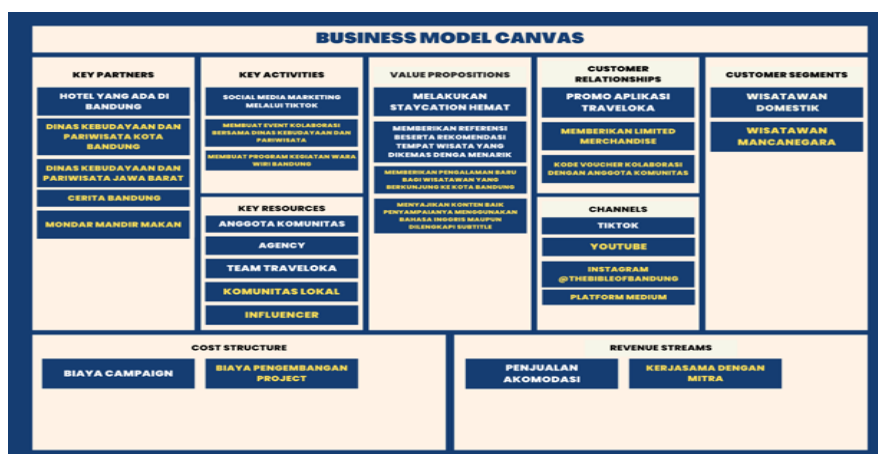


Figure 2. Development of Business Model Canvas Project Traveloka Travel Friends Bandung

1. Value Propositions

This project has the potential to generate value propositions by offering novel experiences to tourists visiting the city of Bandung. Specifically, the project aims to introduce an activity called "Wara Wiri Bandung," which entails inviting tourists to explore the city of Bandung. This exploration encompasses culinary tours and visits to various tourist spots, facilitated by members of the Bandung #TVLKTravelFriends community. The proposal suggests including subtitles into every user-generated content in order to enhance accessibility for a broader international viewership.

2. Customer Segments

The initiative has the potential to target foreign tourists as customer segments. This is due to the utilisation of the TikTok social media platform, which enables the dissemination of material created by community members to reach international audiences. Hashtags such as #singapore, #holiday, and #malaysia can be employed to engage audiences from the respective countries.

3. Customer Relationship

In order to cultivate connections with prospective and existing consumers, the act of offering limited items can be employed as a means of expressing gratitude towards consumers. Voucher codes, in the form of collaborative discounts among members of the #TVLKTravelFriends Bandung community, can be provided as a means to deter consumers from quickly switching to competitors.

4. Channels

The project has the potential to establish channels for engagement by using the YouTube social media platform and enlisting the participation of travel vloggers to foster a sense of community. The establishment of an Instagram account under the handle @thebibleofbandung can effectively engage with a wide range of Instagram users, including potential tourists from both local and international backgrounds. Furthermore, the media platform can serve as a means to disseminate tourism-related information pertaining to the city of Bandung, whereby project community members have the opportunity to contribute articles in the English language.

5. Key Activities

One of the potential activities that can be implemented in this project is the establishment of a programme known as "Wara Wiri Bandung". One further endeavour that might be undertaken involves establishing a collaborative partnership with the West Java Provincial Culture and Tourism Office to actively participate in the SWJ (Smiling West Java) initiative, which is currently being developed by relevant governmental entities.

6. Key Resources

The development of this project can be facilitated with the engagement of local communities, such as Mondar Mandir Makan and Story Bandung. The engagement of local influencers might also be sought for the purpose of project development.

7. Key Partners

One potential avenue for fostering collaboration with the West Java Provincial Culture and Tourism Office entails active participation in the ongoing West Java Smiling project, which is currently being developed by relevant organisations. The Bandung City Culture and Tourism Office can engage in collaborative efforts to organise events at both local and international levels, with the objective of enhancing visitor influx to the city of Bandung.

8. Cost Structures

In order to facilitate the development of this project, Traveloka has the capacity to allocate supplementary funds to meet the project's requirements. The supplementary funding offered by Traveloka company can be spent towards the inclusion of community members

#TVLKTravelFriends, the implementation of activities, and the necessity to advertise through alternative media channels.

9. Revenue Streams

The act of extending invitations to numerous possible partners, particularly hotels, might provide advantageous outcomes by facilitating cost savings. Currently, the hotel under assessment by members of the community is being funded by Traveloka itself through the organisation responsible for overseeing this particular project.

CONCLUSIONS

The Traveloka Travel Friends Bandung Project has successfully generated high-quality content that effectively targets domestic tourists. The audience primarily consists of Indonesian individuals, accounting for approximately 97% to 100% of the total viewership. The content primarily focuses on providing references for staycation venues and information on tourist destinations. However, there is a need for improvement in optimising project development, both in terms of content treatment and project implementation, in order to effectively attract a larger number of tourists, particularly from foreign nations. This is particularly important given the current low representation of Malaysian tourists, which accounts for only 0-2% of the overall audience.

The utilisation of the Business Model Canvas as a framework for outlining the development design holds potential as a valuable resource for future project endeavours, enabling the establishment of a competitive edge in the face of comparable offerings from rival entities.

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