

# CHAPTER I

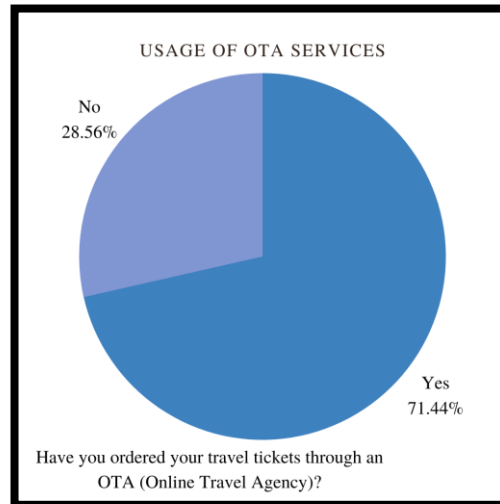
## INTRODUCTION

### A. Research Background

The United Nations World Tourism Organization claims that over the years, the tourism industry has expanded and become much more diverse, making it one of the industries with the fastest rate of growth globally. As a result of these processes, tourism has become an important engine of socioeconomic advancement. As a result of e-commerce and the passage of time, the Internet has grown rapidly.

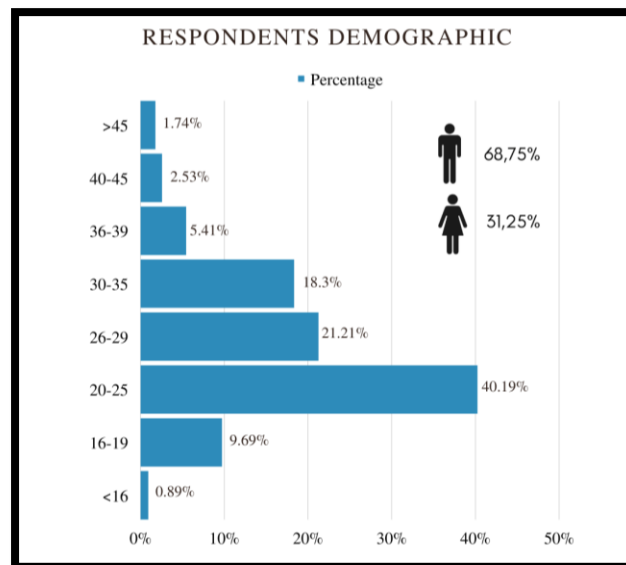
As shown in the Financial Platforms Authority (OJK), 88.1 percent of Indonesian online consumers have made a variety of purchases using e-commerce platforms. The statistic was derived from the findings of the We Are Social survey as of April 2021, according to Imansyah, Deputy Commissioner of the OJK Institute and Digital Finance. According to the data, Indonesia is the leading user of e-commerce services. Based on these findings, the tourism industry has a huge opportunity to advance in terms of marketing via e-commerce. Traveloka is an e-commerce site that offers tourism products that are popular in Indonesia. According to a Bisnis.com article, Traveloka has evolved into an E-Commerce platform, formerly known as Online Travel Agent (OTA).

Figure 1.1 OTA Service Usage Chart 2018



Source: by a in collaboration with JakPat Mobile Survey Platform, 2018

Figure 1.2 Respondents' Demographics



Source: Source: JakPat Mobile Survey Platform in collaboration with DailySocial.id 2018

As seen in the pictures above, there is considerable potential for OTA usage in 2018, with the strongest in the age range of 20-25 years old. According to Katadata, Traveloka has just seen a 62% rise in demand for such as travel services, attraction tickets, and entertainment rides during the

Eid holiday period in 2022. Medan, Denpasar, Malang, Yogyakarta, Bandung, Padang, and Surabaya were some of the destinations that saw a rise in demand for transportation and accommodation over the Eid holidays.

Figure 1.3 Community Member Recruitment Flyer for Traveloka Travel Friends



Source: Traveloka's Twitter

Traveloka has three communities by which its products are promoted. Traveloka Travel Friends, Traveloka Explore Power Club, and Traveloka Eats Buddy are the three. Traveloka Travel Friends is a travel and tourism activist community chosen by Traveloka's team to promote Traveloka's travel and tourism products especially transport and accommodation through social media reviews. Next is Traveloka Explore Power Club. It's the way to promote the Explore feature that provides entertainment tourism products. Traveloka Eats Buddy is a food vlogger. A community that promotes Traveloka's food items is dubbed Traveloka Eats. Various requirements must be met to be approved as a member of the community.

Figure 1.4 Community Member Recruitment Flyer for Traveloka Eats Buddy



Source: Traveloka's Instagram

The UNWTO declares that communities are a necessary element of tourism's future by assisting communities in preparing to welcome tourists back and realizing the potential of tourism to begin recovery and create sustainable and inclusive growth. One marketing tactic is to create a community within a company's brand, and this issue affects all elements of commerce. Community marketing was also implemented by some brands in Indonesia, as well as in the beauty industry. The Rebel Secret Society by Madformakeup and Teman Wishtrend by Wishtrend Indonesia are two examples of beauty marketing communities.

A quite small percentage of Internet users make online transactions that must be completed by clicking the "confirm purchase" button (Chau et al., 2007). Li and Buhalis (2006) found that lookers and bookers had very different online shopping habits and opinions of the Internet, with the former citing a larger degree of Internet complexity. Because there hasn't been much community marketing applied to the tourism business field, the researcher wants to find out how community marketing influences tourists' intent to buy tourism products online. This could be an opportunity for a more successful and appropriate new tourism promotion strategy,

particularly during endemic periods and in response to consumer purchasing habits.

### **B. Research Objective**

1. How is the implementation of community marketing of Traveloka?
2. How is the implementation of e-purchasing intent of tourism products in Traveloka?
3. How does the influence of community marketing affect the e-purchasing intent on tourism products of Traveloka?

### **C. Research Purposes**

1. Determine the effectiveness of the community marketing at Traveloka
2. Identify the performance of e-purchasing intention on Traveloka's tourism products
3. Analyze the effect of community marketing on the e-purchasing intent of tourism products by analyzing them

### **D. Research Limitations**

The limitation of this research is there's not much of tourism community marketing that is widely known yet and there's not much yet of previous research about tourism community marketing specifically yet, so the researcher put a few other community marketing that applied to other industries or things besides on the tourism sector.

### **E. Research Benefits**

According to academic expectations, this work will provide a thorough theoretical understanding for knowledge advancement in future studies. Considering there has been limited practical research done, this study's expected to be beneficial for the company to improve its community marketing effectiveness and raise the intention for e-purchasing tourism products.