



Tripadvisor E-commerce Marketing Communication Strategy in Increasing Borobudursunrise.com Product Sales Period 2023

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ABSTRACT

Keywords:

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Communication
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This research analyzes one e-commerce, namely Tripadvisor, which is an online travel company from the United States. Tripadvisor utilizes several online marketing channels to reach foreign tourist. This research aims to find out the marketing communication strategy, as well as the inhibiting and driving factors through e-commerce media in selling Borobudursunrise.com products. The method used in this research is descriptive qualitative method. The components of the marketing communication strategy applied include audience, key messages, communication channels, budget and evaluation. The inhibiting and driving factors found include price, weather, reviews, timeliness, and Borobudur tickets. The validity technique uses source triangulation. This research can be a reference for e-commerce startups and contribute to the development of tourism and UMKM in the Special Region of Yogyakarta. A recommendation for further research is to examine two e-commerce agents so that the results can be compared.

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1. Introduction

Every company always tries to introduce its products to consumers, inform them of the usefulness and value of these products or services, and make attractive ways for consumers to buy products. Activities like this are called marketing. Marketing communication is a tool used by companies to inform, persuade and remind consumers directly or indirectly about the products and brands they sell in a certain sense, marketing communication describes the “voice” of the brand and is a means that can be used to build dialogue and build relationships with consumers (Kotler et al., 2009; Saragiha & Bhaskara, 2019).

The presence of the Internet allows tourism business managers to market their products massively and quickly (Kaur, 2017). Various e-commerce sites have been present to accommodate marketing needs in the tourism sector ranging from travel tickets, and hotels to tourist attractions. E-commerce sites such as Traveloka, Agoda, Booking.com, Tripadvisor and Airbnb become a marketplace for tourism business managers to market their products, especially in service and hospitality. On the other hand, prospective tourists use the marketplace as a source of reference and their main channel for organizing travel (Tölkes, 2018).

Yogyakarta is one of the main tourism references compared to all regions with tourism potential in Indonesia. BorobudurSunrise.com is an online travel agency (OTA) in Yogyakarta established in 2018 and managed by Tinton Arya Sasmita. This travel agency is one of the best travel agencies in Yogyakarta. The company offers an easy way to reserve the necessary transportation and tour services



in the Yogyakarta area. The various tour products offered include Tours and tickets, Borobudur (climbing), Prambanan Temple and other excursions on request, Mount Merapi, Ramayana ballet show (VIP seat with dinner), Jomblang Cave and Pindul Cave tours, Mount Bromo and Ijen tours starting from Yogyakarta. According to Tripadvisor.com, Borobudursunrise.com is ranked 2nd out of 149 transportation services in Yogyakarta (Borobudursunrise.Com-All You Need to Know before You Go, 2023).

Each of these products has its uniqueness and appeal to foreigners. The tours provided by BorobudurSunrise.com provide a diverse experience, ranging from the beauty of historical architecture, and natural adventures, to beautiful natural scenery. Each destination has its charm that impresses visitors.

Developing and marketing transportation and tour reservation services through Borobudursunrise.com is inseparable from marketing communication activities carried out through the Borobudursunrise.com website where there are a lot of nonverbal messages in the form of marketing that can increase Borobudursunrise.com sales. To market its products e-commerce Tripadvisor is a partner of Borobudursunrise.com. Based on the above background, the authors are interested in examining how the marketing communication strategy of Tripadvisor e-commerce increases sales of Borobudursunrise.com products. The observation period starts from January 2023 to December 2023. Based on reservation data from January to December 2023, a total of 626 clients from 120 countries based on the attached data.

Table 1. Reservation data on Borobudursunrise.com products from January to December 2023

Per Month 2023	Number of Reservation
January	26
February	41
March	48
April	53
May	16
June	33
July	58
August	138
September	77
October	45
November	48
December	42
Total	626

Based on the research of Akour et al., entitled conceptual model for investigating the effect of privacy concerns on e-commerce adoption: a study on united arab emirates consumers, this research investigates how national culture affects the relationship between e-commerce adoption and information privacy in the United Arab Emirates. The similarity between Akour's research and this research plan lies in the utilization of e-commerce in product sales associated with cultural values. The difference is that Akour's research involved 246 samples with Arab cultural values, while this research plan specifically examines TripAdvisor e-commerce on the Borobudursunrise.com website with a qualitative approach (interviews).

The main contribution of this research is in the effort to advance the tourism sector in Yogyakarta through the implementation of effective marketing communication strategies. By identifying and implementing appropriate marketing methods, this research aims to increase the visibility and attractiveness of tourist destinations in Yogyakarta, which in turn can increase the number of tourist visits. In addition, the results of this research also have the potential to support the advancement of Micro, Small, and Medium Enterprises (MSMEs) in the Special Region of Yogyakarta (DIY) by creating wider market opportunities and providing a boost to local economic growth. Thus, this

research not only contributes to tourism development but also plays a role in strengthening the economy of MSMEs in the region.

This article discusses specifically the marketing strategy through e-commerce media in increasing sales of Borobudursunrise.com products, which is expected to become a reference for other novice businessmen in expanding the market through e-commerce media.

2. Theoretical Framework

Internet marketing can assist marketers in accomplishing a wide range of objectives, such as boosting sales and generating interest in their products, reaching out to potential clients and listening to their concerns, offering additional services and value, increasing efficiency and cost savings, and fortifying their brand as it transitions from a visual to an interactive and experience-based orientation. The five objectives or advantages can be summed up in the acronym 5s: talk (listening to customers), serve, save, and sizzle (getting attention), explained in a clear and concise manner, (Taylor Jonathan, 2021):

Sell. Almost everything can be sold over the internet, from cars to kidneys, from services to remove foreign objects from the body to parachute clothing and jet engines. Some business-to-business companies only make purchases over the internet, so selling over the internet is a necessity for their suppliers. **Serve.** How can I help my customers? What information is useful for them? Is there an integrated service they want? For example, GE (General Electric) offers 'turbine optimization' on one of its sites so that customers can check whether their turbines are operating efficiently. If the inspection results are poor, they are asked if they would like to know how much they could save if their turbines were repaired. **Save.** Websites can save significant overhead costs due to physical presence. Fully integrated websites can save even more. **Speak.** Marketers have been separated from customers by intermediaries for too long. Finally, marketers can talk to, listen to, and observe customers in a new way. **Sizzle.** Websites offer excellent opportunities to reevaluate and sometimes rejuvenate a brand. Sizzle is the magic of a website that adds value to the brand (Smith & Taylor, 2021).

3. Method

This type of research is qualitative research using a descriptive approach (Sugiyono, 2012 (Yin, 2011). The informants in this research were the admin, marketing team and guide of Borobudursunrise.com who were considered to be able to provide information related to the marketing communication strategy of Borobudursunrise.com product sales. The data collection techniques used are observation, interviews and documentation. The data analysis used is data collection, data reduction, data presentation and conclusion (Anderson et al., 2020; Johnson & Christensen, 2014; Litchman, 2023). It is considered to be able to provide useful insights for TripAdvisor and Borobudursunrise.com in increasing the effectiveness of tourism product sales.

4. Result and Discussion

Table 2. Research findings

Research Question	Findings
Tripadvisor e-commerce marketing communication strategy in increasing product sales Borobudursunrise.com	Selective selection of admin team Appropriate pricing for guests Attractive description Website consistency Recruit potential guides
Factors that hinder and encourage the sale of Borobudursunrise.com products through Tripadvisor e-commerce	Price Weather Review Punctuality Borobudur tickets

4.1. Tripadvisor e-commerce marketing communication strategy in increasing product sales Borobudursunrise.com

When selecting an admin team for a travel service, it is important to apply a rigorous and careful selection process. Admins are not only in charge of answering guests' questions or complaints, but also ensuring that interactions with potential guests are professional and in accordance with the established SOP (Standard Operating Procedure). Their job is crucial as they are responsible for ensuring that the trip promised to the guest will go well and as expected (Agustian et al., 2023). A competent admin will help increase the company's credibility, provide a sense of security to potential guests, and act as the frontline in maintaining customer satisfaction. Setting the right price for guests is one of the most important aspects of maintaining customer satisfaction while ensuring business sustainability. The price offered should reflect the quality of service provided, so that guests feel they are getting value for money (Widayati et al., n.d.). Fair and transparent pricing can also increase guest confidence in the service, while reducing potential complaints related to hidden costs or dissatisfaction. Furthermore, by providing competitive and realistic offers, businesses can better compete in the market, attract more guests, and maintain long-term customer loyalty.

A compelling description plays an important role in attracting the attention of potential guests, especially in the tourism industry. A short, clear and concise description should be able to succinctly explain what is on offer, while still provoking curiosity and interest. Persuasive, yet not overwhelming, sentences can paint a pleasant picture of the experience to be had. In addition, it is important to include emotional and visual elements in the description, such as beautiful scenery or unique experiences, so that potential guests feel emotionally connected and motivated to make a booking. Effective descriptions can act as a bridge between potential guests and the decision to go on vacation, making a huge impact on increasing sales (Elshaer & Marzouk, 2024). Website consistency is an important element in building a strong brand image and increasing customer trust. A consistent website, in terms of design, content, and functionality, reflects professionalism and strengthens the company's identity in the eyes of visitors. The use of uniform visual elements, fonts, colors, and communication tone across all pages of the website makes the user experience more comfortable and easy to navigate. In addition, consistency between the information provided on the website and other platforms, such as TripAdvisor or social media, is also important to avoid confusion and ensure potential guests get accurate information (Sutresno & Singgalen, 2023). By maintaining this alignment, a website can be an effective tool to attract, convince, and retain customers.

Recruiting potential tour guides is a strategic move for Borobudursunrise.com. A tour guide not only acts as an information giver, but also as a direct representation of the company. Therefore, it is important to choose a guide who has extensive knowledge of the destination, good communication skills, and strong interpersonal skills. A professional and friendly guide will create a memorable experience, help guests feel comfortable, and ensure the trip runs smoothly (Rutledge, 2023). In addition, guides who are able to establish good relationships with guests can increase customer satisfaction and potentially generate positive reviews, which ultimately have an impact on the company's reputation in the tourism industry. Borobudursunrise.com website for the past 12 months.

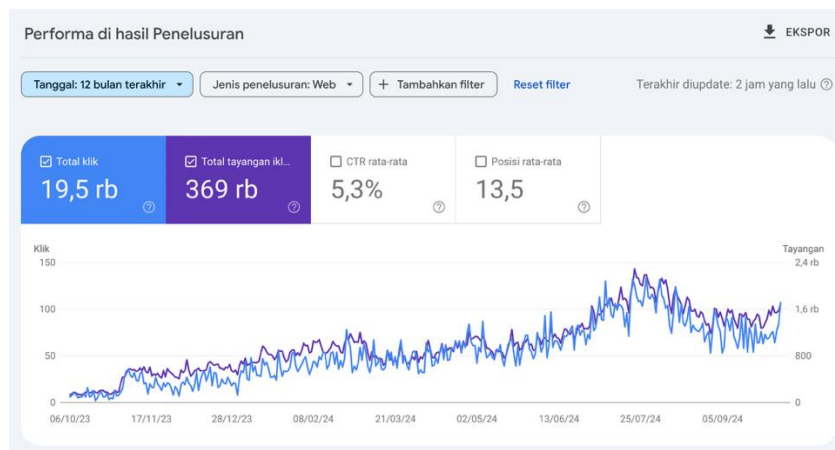


Figure 1. Borobudursunrise.com Search Result Performance

Here is the interpretation of the metrics displayed:

- a. Total Clicks = The site received 19.5 thousand clicks from Google search results
- b. Total Impressions = The site appeared in Google search results 369 thousand times (impressions)
- c. Average CTR (Click-Through Rate)= The average CTR is 5.3%, meaning that out of every 100 impressions, about 5 people click on the site
- d. Average Position= The average rank of this site in Google search results is 13.5.

The graphs below these metrics show the progression of “clicks” (blue line) and “impressions” (purple line) over time. Both metrics show a steady increase, signaling an increase in visibility and interaction with the site. The highest peaks indicate certain periods when the site received more traffic and higher impressions. This can be summarized as follows:

- a. There is a steady increase in both clicks and impressions, especially from March 2024 onwards.
- b. The highest peak occurs between July and September 2024, although there are slight fluctuations thereafter.
- c. This shows that the website's performance in search results has significantly improved over time.

4.2. Factors that hinder and encourage the sale of Borobudursunrise.com products through Tripadvisor e-commerce

A key driver of price is the ability of businesses to offer competitive prices in line with the quality of service provided, so that guests feel they are getting value for money. However, prices that are too high without clear justification can be a deterrent, causing potential guests to look for cheaper alternatives (Hussain et al., 2024). Price transparency is also key to avoid misunderstandings and complaints.

Good weather is a major driving factor in the tourism industry, as guests tend to want to enjoy outdoor activities under ideal conditions. On the other hand, bad weather, such as rain or extreme heat, can be a major deterrent as it can affect guests' comfort and travel schedules. Providing accurate weather information and offering alternative activities during adverse weather conditions can help overcome this barrier (Yang & Liu, 2024).

Positive reviews from previous guests are a strong motivating factor as they help to convince potential guests of the quality of the services offered. Conversely, negative reviews or no reviews at all can be a significant deterrent, as potential guests may hesitate or feel unsure about booking (Hussain et al., 2024). Therefore, maintaining your reputation and responding to reviews wisely is essential to support business growth.

Punctuality in every aspect of service, from pick-ups to tour schedules, is an important driving factor as it reflects professionalism and attention to guests' needs (Zhao et al., 2023). However, failure to maintain a proper schedule can be a serious hindrance, lowering guest satisfaction and creating a less-than-pleasant experience. Good time management and proper coordination can help maintain customer trust.

Ticket and session limitations for visits to Borobudur are a driving factor that can create exclusivity and a more personalized experience for guests. However, these restrictions can also be a hindrance if not managed well, especially when guests find it difficult to get tickets or are unable to visit the site due to limited availability. Clear communication and an easy booking system will help overcome these challenges.

5. Conclusion

This article discusses the marketing communication strategy implemented by TripAdvisor e-commerce in increasing sales of Borobudursunrise.com tourism products. In this context, marketing communication serves to build strong relationships with consumers through selective selection of admin teams, appropriate pricing, attractive product descriptions, website consistency, and recruitment of potential tour guides. These strategies are important as they play a role in building

brand image, increasing customer trust, and attracting the attention of potential guests. The evaluation of various factors such as price, weather, reviews, timeliness, and ticketing limitations also provides deep insights into the elements that drive and hinder product sales.

The research findings show that factors such as competitive pricing, positive reviews, and good weather can significantly drive sales, while factors such as inappropriate pricing, bad weather, negative reviews, and poor timeliness can be a hindrance. Effective management of these elements, along with a solid marketing strategy, can help Borobudursunrise.com in increasing sales and strengthening its position in the market. This research is expected to provide guidance for budding businessmen in utilizing e-commerce to expand their market effectively.

6. Acknowledgement

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