

Leveraging Promotion Mix Strategies to Enhance Lombok's Tourism: A Case Study of Look Lombok Tour & Travel

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Abstract

Despite the significant tourism potential and government initiatives in Indonesia, the popularity of Lombok Island remains below expectations, particularly exacerbated by the COVID-19 pandemic. Look Lombok Tour & Travel, a local travel agency, faces substantial challenges in attracting tourists. This study aims to identify the most effective promotional strategies for Look Lombok Tour & Travel's tour packages by applying the Promotion Mix Framework. We collected data from previous annual reports and conducted interviews with three key staff members using a qualitative descriptive methodology, which we then analyzed to identify the strengths and weaknesses of the promotional efforts. The results demonstrate that Look Lombok Tour & Travel employs a comprehensive array of promotional strategies—advertising, public relations, direct marketing, sales promotion, and personal selling—to effectively reach diverse demographics and align with current industry trends. Despite these strategic efforts, the study identifies critical areas needing improvement, including the development of distinctive tour packages, addressing budget limitations, fostering innovation, integrating advanced technologies, and establishing robust evaluation mechanisms. To overcome these challenges and enhance promotional efficacy, the study recommends investing in innovative technology-driven tactics and conducting regular strategic evaluations. These initiatives are anticipated to significantly enhance Lombok's appeal as a tourist destination, ensuring sustainable growth and resilience in its tourism industry.

Keywords: Strategy, Promotion Mix, Tour Packages, Lombok

A. INTRODUCTION

Traveling has been an intrinsic aspect of human activity since ancient times, providing opportunities for discovering new places, experiencing different cultures, and expanding one's horizons (Jones, 2021; Lew et al., 2020). Over the years, the nature of travel has evolved significantly, driven by technological advancements, economic changes, and shifts in societal values (Christidis et al., 2021; Hallem et al., 2020; Liu-Lastres et al., 2020). These developments have dramatically transformed how people travel, offering more options and convenience, yet they have also intensified the competition among travel service providers.

Historically, travelers relied on maps, guidebooks, and word-of-mouth recommendations, but the industry has since transformed, offering structured travel packages that simplify logistics and enhance the travel experience (Verma & Gustafsson, 2020; Hallem et al., 2020; Kaushal & Srivastava, 2021). The development of the commercial airline industry in the 20th century made air travel accessible to the masses, prompting travel agencies to specialize in booking air tickets (Kim et al., 2007; Zhang & Graham, 2020). The proliferation of the internet and online booking platforms further revolutionized the travel industry, enabling consumers to plan and book their trips independently. Despite the dominance of online travel agencies (OTAs) and self-booking platforms, traditional travel agencies continue to play a vital role by offering personalized services, including customized itineraries, travel insurance, and visa assistance (Labanauskaitė et al., 2020; Singh, 2019).

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Recently, the travel industry has seen a surge in sustainable and responsible travel, driven by increasing concerns over tourism's environmental and social impacts. This has led to new tourism concepts such as eco-tourism, voluntourism, and community-based tourism (Moyle et al., 2020). Another prominent trend is experiential travel, where tourists seek meaningful experiences and cultural interactions beyond mere sightseeing (Moyle et al., 2020; Robinson & Schänzel, 2019). Immersive travel experiences, such as homestays, cultural exchanges, and food tours, have gained popularity and benefit the tourism industry, especially travel agencies (Font et al., 2021; Sæþórsdóttir et al., 2019).

The contemporary landscape of tourism marketing heavily emphasizes digital tools and sustainable practices. Digital marketing strategies, such as social media marketing, search engine optimization (SEO), and email marketing, have become indispensable for reaching and engaging potential travelers (Nofal et al., 2020). These strategies are complemented by the growing demand for personalized and experiential travel offerings, reflecting a shift from traditional sightseeing tours to more immersive and culturally enriching experiences (Font et al., 2021; Sæþórsdóttir et al., 2019).

The COVID-19 pandemic has profoundly impacted the travel industry, causing a sharp decline in demand due to border closures, travel restrictions, and health concerns (Wang & Le, 2022). This led to substantial financial losses for tour operators and travel agents, who faced unprecedented challenges as bookings plummeted and cancellations surged (Farooq et al., 2022; Mekawy et al., 2022; Surya et al., 2022). Despite these challenges, many travel agents have adapted by diversifying their services to meet changing traveler needs (Giang, 2022; Yaya et al., 2024).

Lombok, a picturesque island in West Nusa Tenggara province, is renowned for its diverse culture, scenic beauty, and warm hospitality. It offers various attractions, including beaches, waterfalls, cultural sites, mountains, and unique cuisine. Promoting Lombok effectively is crucial to attract visitors and showcase its diverse tourism products. During the pandemic, Lombok's tourism strategies focused on promoting domestic tourism through digital platforms, social media, and traditional media channels (Nofal et al., 2020). Travel agents played a significant role by adapting their business models to cater to domestic tourists, offering attractive tour packages, and ensuring health and safety measures (Hamdi, 2022; Nasution & Rahmawati, 2021; Oktaria et al., 2022).

Despite these advancements, several challenges persist in effectively promoting Lombok as a premier tourist destination. The first key issue is the budget constraints, which have hindered the ability of travel agencies to execute extensive marketing campaigns. Many travel agencies have also experienced a lack of innovation in developing more creative promotional strategies to effectively capture and sustain traveler interests. Furthermore, the adoption of advanced technologies and data analytics remains inadequate, affecting the optimization and measurement of marketing efforts. This also occurred when the travel agencies lack staff and expertise, constraining the ability to scale personalized services and direct marketing efforts. Established in 2017, Look Lombok Tour & Travel provides a diverse range of services such as tour packages, transportation, accommodation bookings, and visa assistance. The agency employs a combination of online and offline marketing strategies, leveraging a search engine-optimized website and active social media engagement (Muhammad, 2020; Auliaurrahman, 2021). Despite these efforts, Look Lombok Tour & Travel faces challenges in selling tour packages due to changing customer preferences, competition, seasonal demand, language barriers, and limited promotional activities (Alfin et al., 2019).

This study aims to identify and analyze the marketing strategies of Look Lombok Tour & Travel, a local travel agent in Lombok, using the Promotion Mix Framework. By evaluating the effectiveness of various promotional strategies, this research seeks to provide insights and recommendations for improving the promotion of Lombok as a premier tourist destination.

B. RESEARCH METHOD

This study employs a qualitative research design to explore and evaluate the promotional strategies used by Look Lombok Tour & Travel to promote Lombok Island as a tourism destination. We structured the research method to gain a comprehensive understanding of the promotional strategies and challenges encountered by the travel agency. This design is particularly suitable for exploring complex processes and identifying both the strengths and weaknesses of the current marketing strategies. The methodology section is divided into two main parts: data collection and data analysis, which were conducted over a four-month period from March to June 2021.

Data collection

The primary data collection method involved a semi-structured interview format that allowed for flexibility in exploring topics in depth while ensuring that key areas related to the Promotion Mix Framework were covered. It was conducted with three key informants: the owner-manager, a marketing staff member who has been with the agency since its inception, and an operational staff member directly involved in marketing and promotional activities. We selected these informants due to their extensive knowledge and active involvement in the agency's marketing strategies. We conducted separate interviews with each informant in different settings to ensure depth and avoid bias. Prior to the interviews, each participant signed a consent form, affirming their agreement to participate and allowing the recording of the sessions. The interviews aimed to gather insights into the strategies employed within the Promotion Mix Framework: advertising, public relations, direct marketing, sales promotion, and personal selling. We also analyzed the annual reports and internal documents of Look Lombok Tour & Travel, in addition to the interviews. These documents provided contextual background, historical data on promotional activities, financial details, and performance metrics. The combination of interviews and documentation ensured a comprehensive understanding of the promotional strategies.

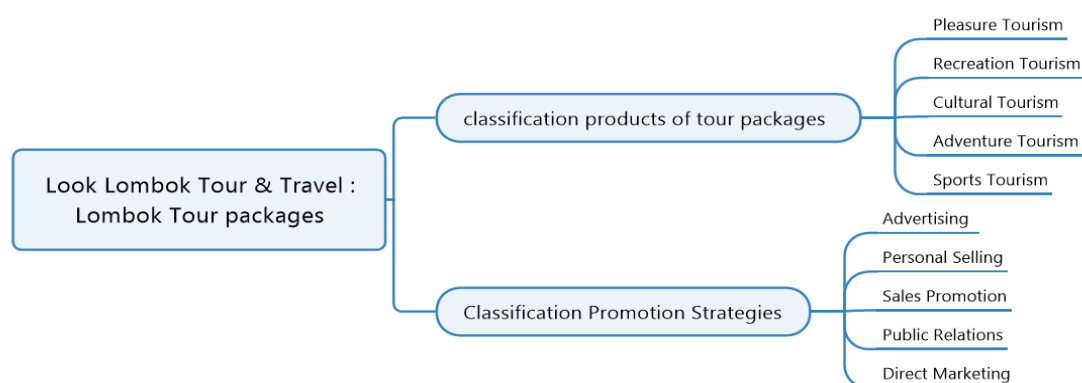


Figure 1. Research Framework
Source: Adapted from Khanfar, (2016)

Data Analysis

The data analysis process was systematic and involved several stages to ensure accuracy and reliability. Firstly, we transcribed the interview recordings verbatim and meticulously reviewed the transcripts. We then coded the data based on themes and criteria derived from the Promotion Mix Framework. This thematic coding facilitated the identification of key patterns and insights related to the promotional strategies. The coded data were classified according to the components of the promotion mix: advertising, public relations, direct marketing, sales promotion, and personal selling. This classification

allowed for a structured analysis of each promotional strategy's effectiveness and areas for improvement. Each component of the promotional mix framework was analyzed to identify strengths and weaknesses. This analysis involves examining the effectiveness, reach, and impact of each promotional strategy. We conducted a thematic analysis to identify recurring themes and insights. We highlighted themes related to the effectiveness, challenges, and potential improvements of the promotional strategies. The analyzed data were finally organized into categories reflecting the different components of the promotion mix. The synthesis of these findings provided a comprehensive overview of the promotional strategies, highlighting both strengths and weaknesses.

C. RESULTS AND DISCUSSIONS

The framework used in this study is the promotion mix, which includes advertising, public relations, direct marketing, sales promotion, and personal selling. The analysis of Look Lombok Tour & Travel's promotional strategies using the Promotion Mix Framework reveals a multifaceted approach to marketing that leverages both traditional and digital channels. While the agency demonstrates several strengths in its promotional efforts, significant weaknesses and challenges must be addressed to optimize its marketing strategies and improve its competitive position in the tourism industry.

Advertising

Advertising is an important part of marketing to create brand awareness and reach out to potential customers (Perelygina et al., 2022). Various channels, including print media, online media, TV, radio, social media, and billboards, can promote advertising. Each channel has advantages and disadvantages, as well as businesses need to choose the right channels to reach their target audience effectively (Katsikeas et al., 2020; Nofal et al., 2020). Advertising involves various channels used by Look Lombok Tour & Travel to reach their target audience. These include online advertising, print advertising, social media advertising, event sponsorship, and referral marketing.

Tabel 2. Advertising Strategy in Look Lombok Tour & Travel

No	Advertising Channel	Description	Strengths	Weaknesses
1	Online advertising	Includes website SEO and social media ads on platforms like Facebook, Instagram, and YouTube.	High reach, cost-effective, measurable outcomes	Limited budget for extensive campaigns
2	Print Advertising	Involves ads in local newspapers, travel magazines, brochures, and flyers.	Tangible presence, targets local audience	High cost, limited reach compared to online channels
3	Social Media Ads	Paid advertisements on social media platforms.	High engagement, interactive, real-time feedback	Requires continuous content updates and monitoring
4	Event Sponsorship	Participation in trade shows, exhibitions, and local cultural or sports events.	Direct engagement with target audience, builds brand image	High cost, limited frequency, dependent on event schedules
5	Referral Marketing	Offer referral incentives such as discounts, free tours, and other rewards to encourage their customers to refer new business.	Increase customer motivation and enhance the marketing targets	High cost, requires unique selling propositions (USPs)

Source: Data Analysis, 2024

The advertising strategy at Look Lombok Tour & Travel encompasses a mix of online and offline channels. Online advertising, including social media and SEO, is cost-effective and provides measurable outcomes. However, the agency faces budget constraints that limit the scope and frequency of its campaigns. Print advertising, while tangible and effective for local audiences, is more expensive and has a limited reach compared to digital methods. Event sponsorships help build the brand's image and engage directly with the target audience but are dependent on event schedules and can be costly.

Online Advertising

Online advertising is a cornerstone of Look Lombok Tour & Travel's advertising strategy. The agency leverages its website, optimized through search engine optimization (SEO), to attract organic traffic from search engines like Google. By using relevant keywords and creating high-quality content, the agency ensures that its website ranks higher in search engine results pages (SERPs), making it easier for potential customers to find them. This approach is cost-effective and allows for measurable outcomes through analytics tools that track website traffic, user behavior, and conversion rates (Nofal et al., 2020). However, there is no pay-per-click (PPC) advertising to place ads on search engine results pages and other websites, where this essentially helps any company to reach potential customers who are searching for travel-related information online.

Social media platforms such as Facebook, Instagram, and YouTube play a significant role in Look Lombok Tour & Travel's online advertising efforts. The agency uses these platforms to post engaging content, including photos, videos, and customer testimonials, that showcase the beauty and unique experiences offered in Lombok. For example, Instagram posts featuring stunning images of Pink Beach or videos of adventure activities like snorkeling and hiking are designed to capture the interest of potential tourists. Paid social media advertising further amplifies the reach, targeting specific demographics and interests to ensure the content reaches the most relevant audience.

Social Media Advertising

Social media advertising is an integral part of the agency's digital marketing strategy. Look Lombok Tour & Travel actively utilizes platforms like Facebook and Instagram to run paid advertising campaigns. These platforms offer advanced targeting options, allowing the agency to reach specific audiences based on factors such as age, location, interests, and online behavior. This ensures that the advertisements are seen by individuals who are most likely to be interested in traveling to Lombok. An example of an effective social media campaign is a Facebook ad featuring a limited-time discount on the Honeymoon Package. The ad targets newlyweds and couples planning their honeymoon, using appealing visuals and compelling copy to attract their attention. The campaign's performance is monitored through metrics such as click-through rates (CTR), conversion rates, and engagement levels, allowing the agency to optimize the ads for better results.

Print Advertising

Despite the growing dominance of digital media, print advertising remains a valuable component of Look Lombok Tour & Travel's strategy, especially for reaching local audiences and older demographics who may prefer traditional media. The agency places advertisements in local newspapers, banners, and distributes brochures and flyers at strategic locations such as hotels, airports, and tourist attractions (PN01002, PN01003). These print materials provide tangible information about the agency's offerings and help build a physical presence in the local market.

For instance, brochures highlighting various tour packages and their prices can be found at the agency's office and popular tourist spots. These brochures are designed to be visually appealing, with high-

quality images and detailed descriptions of each tour package. This approach not only informs potential customers about the services but also helps in building brand recognition and trust.

"We used many ways to promote ourselves, in the beginning we often used flyers to distribute them." (PN01002)

"For advertising, we print banners that are displayed in front of our office." (PN01003)

Event Sponsorship

Event sponsorship is another key element of Look Lombok Tour & Travel's advertising strategy. By sponsoring local events such as cultural festivals, sports events, and trade shows, the agency enhances its brand visibility and connects directly with potential customers. These events provide an opportunity to showcase the agency's offerings, distribute promotional materials, and engage with attendees in a more personal and interactive manner. For example, sponsoring a local cultural festival allows the agency to set up a booth where they can provide information about their tour packages, offer special discounts, and collect contact information from interested attendees for future marketing efforts. This strategy not only helps in building brand awareness but also fosters community engagement and trust.

Referral Marketing

Referral marketing is a powerful tool for any business, including travel agencies. Look Lombok Tour & Travel encourages their existing customers to refer their friends and family members to their business. They also offer referral incentives such as discounts, free tours, and other rewards to encourage their customers to refer new business. While Look Lombok Tour & Travel uses various advertising strategies to promote their business, there are some weaknesses that need to be addressed.

However, advertising at Look Lombok Tour & Travel is limited to local and regional markets. The company needs to enhance the network into international markets to attract more tourists from other countries. Another weakness is that their advertising messages lack differentiation. They need to create unique selling propositions (USPs) that differentiate them from other travel agencies in the market. This will help them to stand out and attract more customers. Finally, Look Lombok Tour & Travel needs to improve their website and social media content. Although the website and social media accounts displayed high-quality images. Most photos are not representing Lombok and the language used is still in Bahasa Indonesia.

Strengths and Weaknesses of Advertising Strategies

One of the primary strengths of Look Lombok Tour & Travel's advertising strategy is its high reach and engagement. Online and social media advertising allow the agency to leverage the power of digital platforms to attract a broad audience, resulting in significant customer engagement. Additionally, the use of analytics tools and social media insights provides measurable outcomes, enabling the agency to track the effectiveness of its campaigns and make data-driven adjustments. Another notable strength is cost-effectiveness; online advertising, particularly SEO and social media ads, is generally more cost-effective than traditional advertising methods, offering a higher return on investment. Despite these strengths, the agency faces several challenges.

Budget constraints significantly limit the scope and frequency of its advertising campaigns, particularly in expensive channels like print media and event sponsorships. Furthermore, social media advertising requires continuous content creation and monitoring, which can be resource-intensive and time-consuming. Lastly, print advertising, while effective for local audiences, has a limited reach compared to online methods and may not be as effective in attracting a younger, tech-savvy audience.

Public Relations

Public relations (PR) is a pivotal component of the promotion mix strategy at Look Lombok Tour & Travel (Quesenberry, 2020). It is essential to maintain good relationships with their employees, customers, and stakeholders to build trust and reputation (Johnston, 2020). The PR strategy focuses on building a positive image, maintaining good relationships with customers, media, and the local community, and promoting responsible tourism. By engaging in various PR activities, the agency aims to enhance its reputation, foster trust, and increase its visibility among potential customers.

Table 3. Public Relations Strategies

No	PR Strategy	Description	Strengths	Weaknesses
1	Media Relations	Collaborations with travel writers, bloggers, and media outlets.	Expands reach, builds credibility	Requires continuous effort, hard to measure direct impact
2	Community Engagement	Sponsoring local events and supporting local conservation projects.	Strengthens local ties, promotes responsible tourism	Limited by budget, requires consistent involvement
3	Social Media Engagement	Active presence on social media, responding to customer queries and feedback.	High engagement, real-time interaction	Time-consuming, requires regular content creation
4	Partnerships	Collaborations with other tourism businesses and local organizations.	Expands service offerings, creates comprehensive packages	Dependence on partner reliability, coordination challenges

Source: Data Analysis, 2024

Media Relations

Media relations are a cornerstone of the PR strategy at Look Lombok Tour & Travel. The agency actively collaborates with travel writers, bloggers, and media outlets to generate positive publicity. These collaborations often involve organizing familiarization trips, where influencers and journalists are invited to experience the agency's tour packages firsthand. By providing a firsthand look at their services, the agency ensures authentic and positive coverage in travel magazines, blogs, and social media. For example, Look Lombok Tour & Travel partnered with a popular travel blogger to showcase the beauty of Lombok through a series of blog posts and Instagram stories. This partnership not only expanded the agency's reach to the blogger's audience but also added credibility through a trusted influencer's endorsement (Hallem et al., 2020). The positive reviews and engaging content created by the blogger helped attract new customers interested in similar experiences.

Community Engagement

Engaging with the local community is another vital aspect of the PR strategy. Look Lombok Tour & Travel sponsors local events and supports community projects to foster goodwill and promote sustainable tourism. By participating in and sponsoring cultural festivals, sports events, and environmental initiatives, the agency strengthens its ties with the community and demonstrates its commitment to responsible tourism. For instance, the agency sponsored the annual Lombok Cultural Festival, which celebrates the island's rich heritage through music, dance, and traditional crafts (PH01002). At the festival, Look Lombok Tour & Travel set up a booth to promote its tour packages, distribute promotional materials, and engage

directly with festival attendees. This not only enhanced brand visibility but also built a positive image as a company that supports local culture and traditions (Moyle et al., 2020).

"In terms of publicity, Look Lombok Tour&Travel always participates in the Indonesia Sharia Economic Festival (ISEF) exhibition every year." (PH01002)

Social Media Engagement

Social media engagement is a crucial element of the PR strategy, allowing Look Lombok Tour & Travel to interact with customers in real-time and build a community around its brand. The agency uses platforms like Facebook, WhatsApp, Instagram, and Twitter to share updates, respond to customer inquiries, and gather feedback. Social media platforms also serve as a space for the agency to showcase customer testimonials and user-generated content, which enhances authenticity and trust. For example, the agency runs regular social media campaigns encouraging customers to share their travel experiences using a specific hashtag. These campaigns generate user-generated content, which the agency then features on its social media pages. This strategy not only creates a sense of community among travelers but also provides potential customers with authentic testimonials and visual proof of the enjoyable experiences offered by Look Lombok Tour & Travel (Labanauskaitė et al., 2020). In addition, to maintain relationships, this travel agent also uses WhatsApp for communication with the customers (PH01003).

"For public relations, we are very good because we always maintain friendly relations with every consumer who has used our services by keeping in contact with, for example using WhatsApp." (PH01003)

Partnerships and Collaborations

Developing partnerships with other businesses in the tourism industry is another effective PR strategy employed by Look Lombok Tour & Travel. The agency collaborates with local hotels, restaurants, and transportation providers to create comprehensive travel packages that offer added value to customers (PH01001). These partnerships help expand the agency's service offerings and reach a broader audience. For instance, Look Lombok Tour & Travel partnered with a renowned hotel chain in Lombok to offer exclusive discounts on accommodation for customers booking their tour packages. This collaboration not only provided a seamless travel experience for customers but also enhanced the agency's credibility through association with a reputable hotel brand (Font et al., 2021).

"Look Lombok Tour & Travel has collaboration with various parties from the accommodation, transportation and event parties" (PH01001).

Strengths and Weaknesses of Public Relations

Look Lombok Tour & Travel boasts several key strengths in its public relations strategy. Collaborations with reputable media and influencers significantly enhance the credibility and trust of the agency's brand. Active participation in local events and support for community projects foster goodwill and positive relationships within the local community. Furthermore, the use of social media platforms allows for real-time interaction and high engagement with customers, building a loyal customer base. Additionally, partnerships with other tourism businesses expand service offerings and provide added value to customers.

However, the agency also faces several weaknesses. Maintaining effective media relations and community engagement requires continuous effort and substantial resources. Measuring the direct

impact of PR activities on sales and customer acquisition can be challenging. Finally, ensuring consistent messaging across all PR activities and platforms can be difficult, particularly with multiple collaborators and partners involved.

Direct Marketing

Direct marketing is a critical component of Look Lombok Tour & Travel's marketing strategy, focusing on direct communication with potential customers to offer personalized travel packages and build long-term relationships. This strategy involves several channels, including brochures, WhatsApp, and email marketing, each tailored to effectively reach and engage different customer segments.

Table 4. Direct Marketing Strategies

No	Direct Marketing Channel	Description	Strengths	Weaknesses
1	Brochures	Distribution of printed brochures around the office and at tourist spots.	Tangible information, easy distribution	Limited reach, dependent on physical presence
2	WhatsApp	Sending messages, pictures, and videos to potential customers.	Direct communication, high engagement	Requires contact list, potential privacy concerns
3	Email Marketing	Sending promotional emails to subscribers with new offers and packages.	Personalized, measurable, cost-effective	Potential for spam filters, requires regular updates

Source: Data Analysis, 2024

Brochures

Brochures are a traditional yet effective tool in Look Lombok Tour & Travel's direct marketing arsenal. These printed materials are distributed at the agency's office, local hotels, tourist spots, airports, and during travel fairs and exhibitions (PL02001, PL02002). Brochures provide detailed information about various tour packages, pricing, and itineraries, allowing potential customers to make informed decisions.

"...We also distribute brochures directly around the office to consumers." (PL02001)

"...Prepared to be provided at the office if a consumer comes in person to make a booking to make it easier for employees as well by not being too tired to explain in detail because it is already listed in the brochure." (PL02002)

The design of these brochures is crucial; they are visually appealing with high-quality images of Lombok's scenic beauty and clear, concise descriptions of the tour packages. By offering tangible information, brochures cater to tourists who prefer physical over digital content. They also serve as a constant reminder of the agency's offerings, which can influence the decision-making process when potential customers are planning their trips. For example, during the annual Lombok Cultural Festival, Look Lombok Tour & Travel distributed brochures highlighting their cultural and adventure tour packages. This direct marketing effort not only reached a large audience but also provided a personal touch that digital marketing sometimes lacks.

WhatsApp

WhatsApp has become an invaluable tool for Look Lombok Tour & Travel's direct marketing efforts. The platform allows for instant and direct communication with potential and existing customers. The agency uses WhatsApp to send personalized messages, share photos and videos of tour packages, and provide real-time responses to inquiries (PL02003).

"We do direct marketing, that is, we distribute it directly through the WhatsApp Travel Agent group." (PL02003)

One of the key advantages of using WhatsApp is the ability to maintain ongoing communication with customers. For instance, after an initial inquiry, the agency can follow up with additional information, special offers, or personalized recommendations based on the customer's interests. This approach helps build a rapport and trust with customers, increasing the likelihood of bookings. For example, a customer interested in adventure tourism might receive a WhatsApp message with details about the Rinjani hiking tour, including photos, videos, and customer testimonials. This personalized and interactive communication enhances the customer's experience and engagement with the agency.

Email Marketing

Email marketing is another essential channel in Look Lombok Tour & Travel's direct marketing strategy (PL02004). The agency regularly sends out promotional emails to its subscriber list, which includes previous customers and potential leads. These emails feature information about new tour packages, discounts, seasonal promotions, and travel tips.

"...The marketing and admin departments offer our program packages and we immediately send direct messages by offering the packages we have via email" (PL02004).

The advantage of email marketing lies in its ability to reach a broad audience at a relatively low cost. By segmenting their email lists, Look Lombok Tour & Travel can tailor content to specific customer groups, ensuring that the information is relevant and engaging. For instance, a segment of adventure travelers might receive emails highlighting new trekking routes or special offers on hiking tours. Email marketing also provides measurable results through metrics such as open rates, click-through rates, and conversion rates. These insights allow the agency to refine their email campaigns continuously and improve their effectiveness. For example, an email campaign promoting a "Summer Special" discount on the Premium Package might include eye-catching images, a compelling call-to-action, and a link to the booking page. The success of this campaign can be tracked through the number of bookings generated from the email.

Strengths and Weaknesses of Direct Marketing

The direct marketing strategy at Look Lombok Tour & Travel offers several notable strengths. Personalization is a key advantage, allowing for tailored communication that significantly enhances customer engagement and satisfaction. Channels like WhatsApp enable real-time communication, allowing the agency to address customer queries promptly and effectively. Email marketing is also cost-effective, reaching a large audience at a relatively low cost and providing a good return on investment. Additionally, the results of email and digital marketing campaigns are measurable, enabling continuous improvement based on tracked performance data.

However, direct marketing also presents several challenges. Managing personalized communication, especially through WhatsApp, can be resource-intensive and requires dedicated staff.

Privacy concerns must be carefully managed to comply with privacy laws and avoid potential backlash from customers. Furthermore, email marketing campaigns can sometimes end up in spam folders, reducing their effectiveness and reach. Finally, while brochures are effective for local audiences, their reach is limited compared to digital channels.

Sales Promotion

Sales promotion is an integral part of Look Lombok Tour & Travel's marketing strategy. It involves a variety of short-term incentives aimed at stimulating quicker and more significant purchases of their services. These incentives are designed to boost sales volume, enhance customer engagement, and increase brand loyalty. The agency employs several sales promotion techniques, including discounts, coupons, contests, giveaways, loyalty programs, referral programs, bundling, limited-time offers, and free trials.

Table 5. Sales Promotion Strategies

No	Sales Promotion Technique	Description	Strengths	Weaknesses
1	Discounts	Offering price reductions during off-peak seasons.	Attracts budget-conscious travelers, boosts off-season sales	May reduce perceived value, impacts profit margins
2	Coupons	Distribution of discount coupons through various channels.	Encourages bookings, easy to distribute	Redemption tracking can be complex, risk of over-distribution
3	Contests and Giveaways	Organizing contests with free trips or discounts as prizes.	High engagement, creates buzz	Requires careful planning, potential high cost
4	Loyalty Programs	Incentives for repeat customers, such as discounts or free upgrades.	Builds customer loyalty, encourages repeat business	Requires management and tracking, potential high initial cost
5	Referral Programs	Rewards for customers who refer new clients.	Leverages word-of-mouth, low cost	Dependent on customer participation, tracking referrals
6	Bundling	Offering combined services (e.g., tours and accommodation) at discounted rates.	Provides perceived value, simplifies purchase decision	Lower profit margins, complex pricing strategies
7	Limited-Time Offers	Special deals available for a short period to create urgency.	Creates urgency, boosts immediate sales	Risk of customer dissatisfaction if they miss the offer
8	Free Trials	Offering free tours or day trips to entice customers to book full packages.	Allows customers to experience services risk-free	High initial cost, potential for low conversion rate

Source: Data Analysis, 2024

Discounts

Offering discounts is one of the most effective sales promotion techniques used by Look Lombok Tour & Travel. Discounts are provided during off-peak seasons to attract budget-conscious travelers and increase occupancy rates during slow periods. Seasonal discounts encourage travelers to book trips during times when tourism demand is typically low, thus helping to balance the flow of visitors throughout the year. For example, Look Lombok Tour & Travel offers a "Rainy Season Discount," where customers can avail up to 30% off on select tour packages during the rainy season. This not only attracts tourists looking for a budget-friendly vacation but also helps the agency maintain a steady stream of bookings during the off-season.

Coupons

Coupons are another popular sales promotion tool. Look Lombok Tour & Travel distributes discount coupons through various channels, including print media, social media, email campaigns, and during events. These coupons often provide a specific percentage off the regular price or offer a fixed discount amount on tour packages. For instance, the agency might distribute coupons offering a 20% discount on all bookings made within a particular month. These coupons can be shared via email newsletters or handed out at travel fairs. The use of coupons creates an incentive for customers to make a booking decision quickly to take advantage of the limited-time offer.

Contests and Giveaways

Contests and giveaways are effective strategies for generating buzz and engaging with potential customers. Look Lombok Tour & Travel often runs social media contests where participants can win free tours or significant discounts on packages. These contests not only increase the agency's visibility but also encourage interaction and engagement on social media platforms. An example of a successful contest is the "Capture Your Lombok Moment" campaign, where participants were asked to share their best travel photos from Lombok on Instagram using a specific hashtag. The winner received a free weekend trip for two. This campaign not only generated a large number of entries but also provided user-generated content that the agency could use for future marketing purposes.

Loyalty Programs

Loyalty programs are designed to reward repeat customers and encourage them to continue using Look Lombok Tour & Travel's services. These programs offer benefits such as discounted rates, free upgrades, or exclusive access to special tours for loyal customers. The goal is to build long-term relationships and enhance customer retention. Look Lombok Tour & Travel's loyalty program, "Loyalty Lombok," offers points for each booking, which can be redeemed for discounts on future tours. This program incentivizes repeat business and fosters a sense of appreciation among loyal customers.

Referral Programs

Referral programs leverage the power of word-of-mouth marketing by rewarding customers who refer new clients to Look Lombok Tour & Travel. These programs provide incentives such as discounts or free tours to both the referrer and the referred customer. For example, the agency offers a "Refer a Friend" program where existing customers receive a 10% discount on their next booking for every new customer they refer. The new customer also receives a 5% discount on their

first booking. This creates a win-win situation that encourages existing customers to promote the agency's services.

Bundling

Bundling involves packaging multiple services together at a discounted rate, providing perceived value and convenience to customers. Look Lombok Tour & Travel offers bundled packages that include tours, accommodation, and transportation, making it easier for customers to plan their vacations. An example is the "Lombok Adventure Bundle," which includes a three-day tour package, hotel stay, and airport transfers at a reduced price. This not only simplifies the booking process for customers but also encourages them to purchase more comprehensive packages.

Limited-Time Offers

Limited-time offers create a sense of urgency, encouraging customers to make quick booking decisions. These offers are typically time-bound, providing significant discounts or added benefits for bookings made within a specific period. For instance, Look Lombok Tour & Travel might promote a "Flash Sale Weekend," where customers can get 40% off on all tour packages if booked within a 48-hour window. This strategy can significantly boost bookings in a short period.

Free Trials

Offering free trials or sample tours can be an effective way to attract new customers. Look Lombok Tour & Travel occasionally provides free short tours or day trips to give potential customers a taste of their services. For example, the agency might offer a free one-day city tour to customers who book a multi-day package. This not only provides an added incentive but also allows customers to experience the quality of the agency's services before committing to a longer tour.

Strengths and Weaknesses of Sales Promotion

Sales promotions at Look Lombok Tour & Travel offer several key strengths. They effectively stimulate short-term sales, increasing overall revenue. Contests, giveaways, and referral programs enhance customer engagement and brand interaction, while loyalty programs and referral incentives help build long-term relationships and repeat business. Bundling services and offering discounts provide customers with a sense of value, enhancing their overall satisfaction.

However, there are notable weaknesses. Frequent discounts and promotions can impact profit margins if not managed carefully. Sales promotions often focus on short-term gains and may not contribute to long-term brand building. Monitoring and measuring the effectiveness of various promotion techniques can be complex and resource-intensive. Additionally, relying too heavily on promotions can lead customers to expect discounts, reducing the perceived value of the services.

Personal Selling

Personal selling is a vital component of Look Lombok Tour & Travel's marketing strategy. This approach involves direct interactions between the travel agents and customers, allowing for personalized service and building strong customer relationships. Personal selling is particularly effective in the tourism industry, where tailored experiences and trust play crucial roles in the decision-making process.

Table 6. Personal selling strategies

No	Personal Selling Strategy	Description	Strengths	Weaknesses
1	Building Rapport	Creating a friendly and comfortable environment for customers.	Builds trust, enhances customer satisfaction	Time-consuming, requires skilled staff
2	Understanding Customer Needs	Asking probing questions to tailor services to customer preferences.	Provides personalized experiences, increases satisfaction	Requires extensive staff training, can be labor-intensive
3	Customized Solutions	Developing travel packages that meet individual customer needs.	High customer satisfaction, unique service offerings	Complex to manage, requires flexibility in services
4	Value-Added Services	Offering additional services like airport transfers, travel insurance, and visa assistance.	Differentiates from competitors, enhances customer value	Increases operational complexity, higher costs
5	Follow-Up	Contacting customers post-trip to gather feedback and ensure satisfaction.	Builds long-term relationships, encourages repeat business	Time-consuming, requires effective CRM systems

Source: Data Analysis, 2024

Building Rapport with Customers

Building rapport is the first and most critical step in personal selling. Look Lombok Tour & Travel emphasizes creating a friendly and welcoming environment where customers feel comfortable discussing their travel needs and preferences. The staff are trained to engage customers warmly, ask open-ended questions, and listen attentively to understand their desires. For example, when a customer visits the agency's office or contacts them online, the travel agent begins by establishing a personal connection. This might involve casual conversation about the customer's previous travel experiences or interests.

Understanding Customer Needs

Understanding the unique needs and preferences of each customer is essential for providing personalized travel solutions. Look Lombok Tour & Travel employs a consultative selling approach, where travel agents ask probing questions to uncover the specific requirements of their clients. This includes understanding their budget, preferred destinations, length of stay, and desired activities. For instance, a customer interested in cultural tourism might be asked about their interest in local festivals, historical sites, and traditional crafts. This detailed understanding allows the travel agent to suggest appropriate tour packages that align with the customer's interests.

"...We maintain good communication with publicity or word of mouth." (PG02001)

Providing Customized Solutions

Once the travel agent has a clear understanding of the customer's needs, they can develop and propose customized travel packages. Look Lombok Tour & Travel prides itself on its ability to offer bespoke travel experiences that cater to the individual preferences of each customer. This might involve selecting specific accommodations, arranging unique activities, or providing additional services like guided tours or special dining experiences. For example, a customer looking for an adventure-packed vacation might be offered a package that includes hiking trips, snorkeling

excursions, and cycling tours. The travel agent ensures that every element of the package is tailored to provide an unforgettable experience that meets the customer's expectations. This level of personalization helps differentiate Look Lombok Tour & Travel from competitors who offer generic packages.

Offering Value-Added Services

Value-added services are an important aspect of personal selling at Look Lombok Tour & Travel. These services go beyond the basic travel package to enhance the overall customer experience. They can include airport transfers, travel insurance, visa assistance, and special arrangements for events or celebrations. For example, a couple booking a honeymoon package might receive complimentary airport transfers, a welcome dinner, and a personalized itinerary that includes romantic activities. These value-added services not only enhance the customer's experience but also create a strong sense of loyalty and satisfaction.

Follow-Up with Customers

Following up with customers after their trip is a critical component of personal selling. Look Lombok Tour & Travel ensures that they maintain contact with their clients to gather feedback, address any concerns, and build long-term relationships. This follow-up can be conducted through phone calls, emails, or even personalized messages via WhatsApp. For example, after a customer's trip, the travel agent might contact them to inquire about their experience and ask for feedback. This not only helps the agency improve its services but also shows the customer that their satisfaction is a priority. Additionally, the follow-up provides an opportunity to inform customers about future promotions or new packages, encouraging repeat business.

Strengths and Weaknesses of Personal Selling

Personal selling at Look Lombok Tour & Travel offers significant strengths. It allows for a high degree of personalization, enhancing customer satisfaction and loyalty. Direct interactions help build trust and rapport, crucial in the tourism industry. Travel agents can receive and address feedback in real-time, improving the overall customer experience. Additionally, personal interactions provide opportunities for upselling additional services and upgrades.

However, personal selling also presents challenges. It requires significant time and effort from skilled staff, making it resource-intensive. The one-on-one nature of personal selling limits the number of customers that can be engaged at any given time. Effective personal selling necessitates well-trained staff, requiring continuous investment in training and development. Ensuring consistent quality of interaction across all staff members can also be challenging.

D. CONCLUSION

The findings of this study underscore the significant impact of employing the Promotion Mix Strategies Framework to enhance the promotional effectiveness of Look Lombok Tour & Travel in boosting Lombok's tourism sector. Despite the formidable challenges presented by the COVID-19 pandemic and natural disasters, the agency's strategic use of diverse tourism products and a comprehensive promotion mix—including Advertising, Public Relations, Direct Marketing, Sales Promotion, and Personal Selling—has led to improved visibility, increased customer engagement, and higher sales. However, critical areas for enhancement remain, such as the development of unique tour packages, overcoming budget constraints, fostering innovation, integrating advanced technologies, and establishing robust evaluation mechanisms. To address these challenges, it is recommended that Look

Lombok Tour & Travel invest in cutting-edge, technology-driven promotional tactics and implement regular strategic evaluations to remain adaptable to market fluctuations and enhance competitive advantage. Such initiatives will significantly bolster the attractiveness of Lombok as a premier tourist destination and ensure the sustainable growth and resilience of its tourism industry.

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