



## The Use of Social Media in Promoting Outbound Tour Packages at PT. Dwidaya World Wide Makassar

Venesia Dewi Lestari<sup>1\*</sup>, Darmayasa<sup>2</sup>, Ilham Junaid<sup>3</sup>

<sup>1</sup>Politeknik Pariwisata Makassar, Jl. Gn. Rinjani Jl. Metro Tj. Bunga No.1, Tj. Merdeka, Kec. Tamalate, Kota Makassar, Sulawesi Selatan 90224, Indonesia

<sup>2</sup>Politeknik Pariwisata Makassar, Jl. Gn. Rinjani Jl. Metro Tj. Bunga No.1, Tj. Merdeka, Kec. Tamalate, Kota Makassar, Sulawesi Selatan 90224, Indonesia

<sup>3</sup>Politeknik Pariwisata Makassar, Jl. Gn. Rinjani Jl. Metro Tj. Bunga No.1, Tj. Merdeka, Kec. Tamalate, Kota Makassar, Sulawesi Selatan 90224, Indonesia

\*Corresponding author's email : [venesiadewii@gmail.com](mailto:venesiadewii@gmail.com)

### Abstract

This study aims to: 1). Determine the implementation of social media in promoting outbound tour packages at PT. Dwidaya World Wide Makassar, 2). Knowing the advantages and disadvantages of PT. Dwidaya World Wide Makassar in promoting outbound tour packages. In this study, the data collection technique uses direct communication by asking questions to the resource persons to get information or data. Then a written question related to this research was prepared. Data was collected using qualitative methods: interviews, documentation, and data analysis. The results of the study show that, PT. Dwidaya World Wide implements Facebook and Instagram social media to promote outbound products and tour packages by utilizing social media features. In increasing the promotion of outbound tour packages through social media @dwidaya\_tour utilizes Facebook and Instagram features such as photo posts, videos, followers features, *hashtags*, *captions*, *likes*, *comments* and *shares*. This feature plays an important role in carrying out promotional activities and building interaction with followers so that it can form more effective promotions. In promoting outbound tour packages, of course, there are advantages and disadvantages on PT. Dwidaya World Wide. The advantages are a large selection of tour packages, a verified Instagram account, a large number of *followers* and consistency in uploading posts. The disadvantages are that the use of features has not been maximized, the interaction between *followers* and admins has not been maximized, there are no testimonials and guest documentation. There are several weaknesses of PT. Dwidaya World Wide is no guest travel documentation or testimonials, neither photos nor videos, more featuring templates.

**Keywords:** Social media, promotion, outbound, tour packages, PT. world wide latitude

### 1. INTRODUCTION

Social media is a means for consumers to share text, image, audio and video information with each other Purbohastuti, (2017). Social media has advantages in interacting virtually, not only that social media can also be used as a means of promoting products, it can even be used as a promotional medium in the tourism sector. People are now more interested in using social media because they follow trends and make it easier for users to find information. Promotion through social media is more effectively used to offer various types of tourist beauty, both domestic and international. Promotion is very important in introducing a product and also attracting consumers to buy the product. Because with promotion, consumers will get to know more about products produced by the industry (Muninggar et al., 2024; Santoso & Larasati, 2019).

One of the tourism businesses is the Travel Agency (BPW) which is engaged in the service sector. One of the products offered by travel agencies is tour packages. Camilleri (2024) Revealing that the Travel Agency has prepared complete tour packages for sale, such as transportation, accommodation and various tourist attraction arrangements. In general, tour packages are categorized into two, namely inbound tour packages and outbound tour packages. This is done to make it easier for tourists who want to travel both domestically and abroad. However, over time, there have been many choices



of tour packages that have been developed by travel agencies. With social media as a promotional forum, travel agencies certainly use it as a means to disseminate information about tour packages. So that the extension of the sale of tour package products can be known more widely and promotion is more effective. The purpose of this is so that consumers are more familiar with the products offered and can use the products (Hefriansyah et al., 2020:192; Lumanauw, 2020; Yuni Fitriani, 2017:148)

Tourist destinations are the main destinations for tourists to have fun, so one can visit the place because of its interest, uniqueness and beauty. This is an important activity for travel agency business people, because it can be used as a business opportunity to create a product or service that is very helpful for tourists who want to make a trip. Therefore, it is necessary for social media to promote the products and services sold by the travel agency business so that it can be known by a wide audience. Travel agency businesses must use their creative ideas and be able to create effective and creative content to attract consumers' attention as a driver to compete in the tourism industry to increase sales through social media (Noftaria et al., 2022; Amen & Personal, 2023; Nelfa et al., n.d. 2023).

PT. Dwidaya World Wide is one of the travel agency companies that was established on July 19, 1967, this company has been present for decades and has established several branches spread across Indonesia, one of which is in the city of Makassar. Some of the services offered are: *product and service*. Among them are flight ticket services, domestic and foreign tour packages, cruise tour packages, hotel reservations, travel documents, and travel insurance. The types of outbound packages they have are, *3Day/2Night Kuala Lumpur free and easy (bonus city tour)*, *8Day/7Night super promo enjoy Turkey Dubai vacation (bonus visa Dubai)*, *7Day/6Night winter Korea nami island + ski resort (no stay) (bonus chef show and strawberry picking)*, *6Day/5Night Japan vacation + disneysea + Disneyland + Wizarding world of Herry Potter (usj)*, dan *6Day/7Night enjoy Hongkong Shenzhen macau + Hongkong Disneyland (bonus madame tussauds + diamond Show)*. In promoting the products and services of PT. Dwidaya World Wide uses several promotional methods such as direct sales, print media, advertising, personal sales and the social media used, namely Instagram and Facebook. The promotion of tour packages uses more social media platforms where the use has not been maximized. The underlying thing for researchers in conducting field observations is to find out the use of social media used by PT. Dwidaya World Wide.

A tour package is a tourist trip with the purpose of visiting with travel facilities consisting of components, namely transportation, hotels, restaurants, tourist attractions, and others. These components are interconnected and complementary. Then it is packaged into a tour package at a predetermined price. The preparation of tour packages is divided into 2 types, namely the first *ready made tour* Tour packages that have been compiled and designed and are ready to be promoted, the second is *tailor made tour* is a tour package prepared by Susi with the request of tourists (Main, 2017:124; Nuriata, 2014)..

## 2. RESEARCH METHODOLOGY

### 3.1 Research Approach

Based on the problems studied, the method used in this study is a descriptive qualitative method. Qualitative research is a type of research whose findings are not obtained through statistical procedures or forms of calculation and others. Although the data can be calculated and conveyed in numbers as in the census, the analysis of the data is qualitative. Qualitative research refers to data analysis *non-mathematical*. This procedure produces findings obtained through data collected by various means, including interviews, observations, documents, or archives, and tests (Corbin & Strauss, 2007:1; Fadli, 2021:35; Qoriah & Pansuri, 2020:123).

### 3.2 Data Collection Techniques

According to Sugiyono (2009) Data collection techniques are the most important step in research because the main purpose of research is to obtain data. From this definition, the data collection techniques used in this study include:

### 3.2.1 Interview

An interview is a conversation with a specific intent. The conversation was carried out by two parties, namely the interviewer (*interviewer*) who asked the question and who was interviewed (*interviewee*) who gave the answer to that question. Based on the explanation in this study, the data collection technique uses direct communication by asking questions to the resource person to obtain information or data. Then written questions related to this research are prepared. The interview was conducted with a recording device and recorded more basic things (Moleong, 2000; Fitriani, 2020:21; Suharto, 2017:24)

The selection of informants in interviews is based on certain considerations related to the subject being studied. The method used in data collection is by directly interviewing informants. The researcher conducted interviews with 5 informants, namely *viewers* who are observers and *followers* of social media of PT. Dwidaya World Wide. In this interview, there are a number of questions related to the social media of PT. Dwidaya World Wide, The research subjects are:

Responding/informing : *Viewers*

Interview Tools : Recordings, records and documents

### 3.2.2 Observation

Syaodih (2007:220; Rizky Fadilla & Ayu Wulandari, 2023:40; Hasanah, 2017:31) argues that observation or observation is a technique or way of collecting data by making observations of ongoing activities. From the above understanding, it can be interpreted that observation is an observation of an object being researched, thus qualitative research observation conducts direct observations of the object being studied to find out the situation, existence of the object and its meaning in an effort to collect research data. The object observed was the social media account of PT. Dwidaya World Wide Makassar.

### 3.2.3 Documentation

According to Sugiyono (2009) Documentation is a method used to obtain data and information in the form of books, archives, documents, writing numbers and pictures in the form of reports and information that can support research.

Based on this explanation, the collection of documentation data is carried out by looking at various social media platforms used by PT. Dwidaya World Wide and company data and other information related to this research. The data is very necessary as a tool and support.

## 3. FINDINGS AND DISCUSSION

### 3.1. Overview of PT. World Wide Latitude

#### 3.1.1 Company Profile

Established on July 19, 1967, PT. Dwidaya World Wide is one of the travel agents in the city of Makassar, PT. Dwidaya World Wide Makassar is located at Trans Studio Mall Makassar, LG B-10 Maccini Sombala floor, Tamalate, Makassar, South Sulawesi. PT. Dwidaya World Wide Makassar is trusted as one of the largest travel agents in Indonesia, under the brand name Dwidayatour. It has more than 90 branches spread across major cities throughout Indonesia. Every year Dwidayatour has won several prestigious awards, including *top travel agent* by several airlines in the world including *Singapore Airlines, Cathay Pasific, Qatar Airways, KLM Royal Dutch, Garuda Indonesia, Eva Air, Lufthansa German Airlines*, and many more. The services and products offered by PT. The World Wide Dual Power is as follows:

- a. Flight ticket service
- b. Inbound, outbound *and domestic* tour packages
- c. Cruises
- d. *Corporate travel service*
- e. Hotel reservations
- f. Travel Documents
- g. MICE (*Meeting, Incentive, Conferences, and Event*)

### 3.2 Discussion

#### 3.2.1 Implementation of Social Media in Promoting Outbound Tour Packages

PT. Dwidaya World Wide is a company engaged in the field of travel agencies. To make it easier for tourists who want to travel, PT. Dwidaya World Wide implements Facebook and Instagram social media as a means of promotion by offering outbound tour packages and other services using information technology through social networking services. Promotion through social media plays an important role in the continuity of a travel agency, in addition to being able to reach a wider target market and facilitate interaction with consumers and influence consumers to buy the tour packages offered.

#### 4.2.2. Social Media Posts

Posts are a means to share information in the form of photos and videos with the aim of making it easier for social media users to carry out social activities virtually. Therefore, many travel agency businesses use social media with the aim of introducing products and carrying out promotional activities. PT. Dwidaya World Wide Makassar branch promotes products and services through social media, Instagram and Facebook. The uploaded posts are in the form of brochures and promotional content about domestic tour packages and outbound tour packages as well as airline ticket services and others.

Based on interviews and information from *viewers* regarding PT. Dwidaya World Wide The feed display looks neat and shows a recognizable *brand identity*. The appearance of the brochure design looks in harmony with the balanced use of *whitespace* so that it looks attractive. In addition, the outbound tour packages offered are very diverse and the information in the brochure is quite clear regarding prices, destinations visited, travel duration and others. However, there is still a lack of content and testimonials from guests who have used or purchased PT. Dwidaya World Wide. It would be good to upload tour travel posts from guests to increase the trust of potential consumers.

#### 4.2.3 Utilization of Social Media Features

Social media features are important to provide access to social media users to interact with each other by sharing content and posts in the form of photos, videos, videos, and writing. The social media feature plays an important role in supporting promotional activities, the use of features carried out by PT. Dwidaya World Wide has been very good at promoting outbound tour packages, but there are some features that are not used properly so that there is a lack of feedback between admins and *followers* or *viewers*. The use of *the caption* feature, in posting photos or videos about tour packages owned by PT. Dwidaya World Wide has a special role so that information can be understood for readers and aims to attract the attention of consumers.

The use of the like feature, in the use of social media, especially Instagram and Facebook PT. Dwidaya World Wide. On the Facebook account there are 3 *post likes*, while on the Instagram account the number of *likes* is 135. The use of this like feature greatly affects the performance of PT. Dwidaya World Wide.

The use of the *comment feature*, the comment column aims to allow followers to ask questions that are poorly understood in a social media post, especially Instagram and Facebook. In addition, *the comment feature can also* interact with each other between account users, namely admins and followers, the system of the feature can be accessed by other users so that anyone who comments can be seen by other social media users.

Based on the statement from the informant that the admin response to *followers* is very good and very helpful, but there are some comments that are not answered even though the advantages of the feature are very important to build interaction with potential consumers. PT. Dwidaya World Wide activates the comment feature on uploaded photo and video posts in order to interact. So with this feature, the social media admin of PT. Dwidaya World Wide can see the comments that come in and find out what questions are asked by *followers*.

**Table 1.** Observation of Instagram Social media of PT. World Wide Latitude

Social Media	Topic	Observation Aspect	Maximum	Not maximum
Instagram	Feature	Share feature	✓	
		Caption feature	✓	

	Like feature	✓
	Fitur <i>comment</i>	✓
	Fitur <i>followers</i>	✓
	Features of <i>hashtags</i>	✓
Admin Response	Interaction between admins and <i>followers</i> in the comment column	✓
Promotion	Promotion of <i>outbound packages</i>	✓
Unggahan	Uploading posts in a day/week	✓
Brochure	Brochure template displayed	✓

Source: Author Processed Data, 2023

Based on table 1 regarding the results of the author's observations, it consists of several topics, namely features, admin responses, promotions, uploads, brochure design and is divided into several aspects. Then there are several characteristics in the maximum and not optimal in the performance of social media accounts for businesses. Maximum performance certainly makes promotions more known and developed. However, to maximize social media performance is certainly not easy, because you have to understand the various ways and applications as follows:

1. Uploading interesting posts and content, the application of uploading interesting posts and content, is an important part of showing the quality of products and tour packages so that consumers are more confident in the products offered.
2. Upload posts and content consistently, the way to maximize social media accounts is to upload posts and videos consistently. So that it can increase *brand awareness*, reach more consumers and products will look more professional and reliable.
3. Utilizing social media features, the use of features on social media can increase the wider distribution of products and introduce products, so that it has the potential to reach potential consumers.
4. Interacting with consumers, with interaction can create a business image in the eyes of consumers, the interaction in question is by replying to every comment submitted by consumers or *followers*, of course it can create a good relationship.
5. Conducting Promotions, promotions are carried out by sharing information about products and services, creating interesting posts and content, determining target consumers and creating distinctive profiles.

In addition, the characteristics of the application of social media that are not optimal in some aspects of the observations above, namely:

1. Posts and content that are not interesting can trigger *followers* or *viewers* who are not interested in just looking at them and not giving feedback on posts and content.
2. Inconsistent uploading of posts and content, including posting photos and videos that are not routine.
3. Not making good use of the feature, resulting in a lack of *feedback* with *followers*.
4. Interactions or responses that are still not interactive in the comment column can seem *slow* and do not want to approach followers or potential consumers.
5. Promotion that is not optimal, does not make good use of social media features and the information shared is lacking.

Based on the above characteristics, the use of Instagram's social media features is not optimal because there are several features that have not received feedback from *followers*, namely the likes feature that is not maximized. While the *comment feature* there are still several comments from *followers* that are not responded to by PT. Dwidaya World Wide. For *the share, caption, followers*

and *hashtag* features have been maximally implemented, the social media admin of PT. Dwidaya World Wide has made efforts in promoting by consistently uploading posts and videos that can be considered every day, *uploading* content and displaying good brochure designs.

#### 4.2.4 Outbound Tour Package Promotions Offered

Promotion is an effort to inform, remind or offer products or services so that potential consumers are interested, so that they can use the promoted products and services. This is of course done by PT. Dwidaya World Wide in promoting to achieve the goal of tourism packages *outbound* offered can be known and used. Therefore, an efficient and effective way is needed in carrying out promotions, so the role of communication through social media is very important.

PT. Dwidaya World Wide in running a travel agency company is able to take advantage of technological developments by promoting tour packages *outbound* through social media Instagram and Facebook. Posts and video content uploaded encourage *viewers* to find out more about the types of tour packages *outbound* offered. Information about tour packages on Instagram and Facebook social media posts is clear and easy to understand about the destinations to be visited, lodging, transportation and others. In addition, PT. Dwidaya World Wide also provides several attractive offers such as promo prices for consumers and also *giveaway* to increase customer and consumer loyalty.

### 4.3 Advantages and Disadvantages of Social Media Accounts of PT. Dwidaya World Wide Makassar in Promoting Outbound Tour Packages

In supporting the success of promotion, there are certainly advantages and disadvantages in the use of social media in the current development of information technology. As done by PT. Dwidaya World Wide in running its business is by implementing social media Facebook and Instagram so that the promotion of the promoted tour packages can be reached more widely. Based on the results of research data obtained from several informants *viewers* regarding the social media of PT. Dwidaya World Wide as follows:

#### 4.3.1 Advantages of Social Media of PT. World Wide Latitude

The social media account of PT. Dwidaya World Wide has many advantages that have a positive impact so that it is more effective in carrying out promotional activities. The advantages that are possessed as explained by *viewers*, namely Bintang Laksana and Muhammad Yusran about being consistent in uploading photo and video posts, verified accounts with a blue tick by Instagram, complete information on Instagram and Facebook profiles, having many *followers* and all features are utilized. In addition, there are many choices of tour packages offered as well as interesting destinations to visit and a lot of educational content shared about good tourist recommendations to visit and the prices of tour packages are often *updated*.

This shows that there are a lot of opportunities that can be used well to carry out sustainable promotions, in addition to being able to develop outbound tour packages owned by PT. Dwidaya World Wide If implemented properly and implements all social media features. In addition, by utilizing the feature, it will reach more potential consumers and promotions will be more effective.

#### 4.3.2. The weakness of PT. World Wide Latitude

In addition to the ugliness of PT. Dual World Wide has undeniable weaknesses in the promotion of outbound tour packages. As explained by *viewers* regarding some information in the post design that is not readable, such as terms and conditions apply, important information should be able to be read clearly. *feedback* between admins and *followers* in the comment column has not been maximized, there are several comments that are not replied to by the social media admin of PT. Dwidaya World Wide and they do not upload travel documentation of guests who have used the services/services of PT. Dwidaya World Wide.

## 4. CONCLUSION

Based on the discussion above about "The Utilization of Social Media in Promoting Outbound Tour Packages at PT. Dwidaya World Wide in Makassar" then the author can draw the following conclusions:

- a. PT. Dwidaya World Wide implements Facebook and Instagram social media to promote products and outbound tour packages. In increasing the promotion of outbound tour packages through social media PT. Dwidaya World Wide utilizes Facebook and Instagram features such as photo posts, videos, followers features, *hashtags, captions, likes, comments* and *shares*. This feature plays an important role in carrying out promotional activities and building interaction with followers so that it can form more effective promotions.
- b. The role of social media Facebook and Instagram PT. Dwidaya World Wide in promoting outbound tour packages certainly has advantages and disadvantages. Especially in terms of promotions carried out through social media, very consistent in uploading photos and videos related to outbound tour packages, many choices of outbound tour packages vary from Asian and European countries by offering discounted prices. In addition, the social media accounts of PT. Dwidaya World Wide also has quite a lot of followers and a blue tick which indicates a form of validation that the account is genuine. However, there are several weaknesses of PT. Dwidaya World Wide is that there is no documentation of guest trips or testimonials, both photos and videos, more predominantly displaying brochures. Not only that, the use of features has not been maximized, so there are some features that do not have feedback from *followers* and the interaction between *followers* and admins has not been maximized in the comment column.

## REFERENCES

- Amin, N. A., & Personal, I. G. O. S. (2023). Study on the Tourism Potential of Batu Balubang Gurabala Beach, Tomajiko Village, Pulau Hiri District, North Maluku. *Journal of Science, Technology, Urban, Design, Architecture (Stupa)*, 4(2), 2849–2860. <https://doi.org/10.24912/stupa.v4i2.22380>
- Armstrong, G. (2012). *Principles of Marketing, 14/E*. Pearson Prentice Hall. Upper Saddle River.
- Arum Wahyuni Purbohastuti. (2017). Vol. 12, No. 2, Oktober 2017. *Ekonomika*, 12(2), 212–231.
- Camilleri, M. A. (2024). Tourism planning and destination marketing. *Tourism Planning and Destination Marketing, October*, 1–344. <https://doi.org/10.2139/ssrn.4558059>
- Corbin, J., & Strauss, A. (2007). Fundamentals of Qualitative Research, Yogyakarta. *Student Library*.
- Fadli, M. R. (2021). Understand the design of qualitative research methods. *Humanities, Scientific Studies of General Courses*, 21(1), 33–54.
- Fitriani, F. T. (2020). *Storage Method of Tools and Materials to Maintain the Quality of Pastry Products at the Fairfield By Marriott Hotel Surabaya*. 1–24. <http://repository.unair.ac.id/id/eprint/99517>
- Hasanah, H. (2017). OBSERVATION TECHNIQUES (An Alternative Method of Qualitative Data Collection in the Social Sciences). *At-Taqaddum*, 8(1), 21. <https://doi.org/10.21580/at.v8i1.1163>
- Hefriansyah, Mailin, & Hasibuan, W. A. (2020). Potential for Halal Tourism Development in Pematang Siantar City. *Uinsu Journal*, 191–206. <http://jurnal.uinsu.ac.id/index.php/ICCOMSOS/article/view/8335>
- Kesrul, M., & SE, M. B. A. (2003). Implementation of Tourism Travel Operations, Jakarta: PT. Gramedia Widiasarana Indonesia.
- Lontoh, J. K., Tumbel, A. L., Kawet, R., Management, J., Economics, F., & Ratulangi, U. S. (2020). The use of social media as a promotional strategy for the development of Linow Lake tourism marketing in Tomohon City. *Journal of EMBA: Journal of Research in Economics, Management, Business and Accounting*, 8(4), 11–20.
- Lumanauw, N. (2020). Planning Tour Packages at Inbound Travel Agencies (Case Study at PT. Golden Kris Tours, Bali). *Scientific Journal of Hospitality*, 9(1), 19–30. <https://stp-mataram.ejournal.id/JIH/article/view/26>
- Methodology, L. J. (2000). Qualitative Research. *Bandung: PT. Remaja Rosda Karya*.
- Muninggar, A., Salamah, U., Purwanto, B., Hilmy, R., Rizal, A., Manafe, L. A., & Rahardjo, K. A.



- (2024). *Entrepreneurial Assistance in Increasing Sales of Nasi Comot Products through Marketing Strategies*. 2(2), 68–77.
- Nuriata, S. (2014). *Planning and Implementation of Tourism Travel Concepts and Applications*. Bandung: Alfabeta.
- Poerwadarminta, W. J. S. (2007). *General Dictionary of Indonesian, 1976*. Balai Pustaka, Jakarta.
- Qoriah, D., & Pansuri, C. H. (2020). THE UNIQUENESS OF GARUT AGATE AS ONE OF THE TOURISM ATTRACTIONS IN GARUT REGENCY. *Journal Civics and Social Studies*, 4(2), 1–11.
- Rizky Fadilla, A., & Ayu Wulandari, P. (2023). Literature Review Qualitative Data Analysis: Data Collection Stage. *Mitita Journal of Research*, 1(No 3), 34–46.
- Santoso, E. D., & Larasati, N. (2019). Is it true that online advertising is effective to use in company promotion. *Scientific Journal of Asian Business and Economics*, 13(1), 28–36. <https://doi.org/10.32812/jibeka.v13i1.99>
- Sugiyono, M. P. P., & Quantitative, P. (2009). *Qualitative, and R&D*, Bandung: Alfabeta. Cet. vii.
- Suharto. (2017). Packaging Model of Classical Dangdut Music Presentation at Rhomantika Music Group, Mijen, Semarang. *Journal of Music Arts*, 6(2), 22–33. <https://journal.unnes.ac.id/sju/index.php/jsm/article/view/16124>
- Syaodih Sukmadinata, N. (2007). Educational research methods. Bandung: Remaja Rosda Karya, 169–170.
- Utama, I. G. B. R. (2017). *Tourism marketing*. Publisher Andi.
- Wibowo, H. T., Tarigan, R. S., & Mukmin, A. A. (2022). A travel companion marketplace application with a mobile- and web-based Maps API. Retrieved from *Osf. Io/3jpd*.
- Tourism, P., Beach, H., Bangis, A. I. R., West, K. P., Sartika, N., Economics, F., & Business, D. A. N. (n.d.). *No Title*.
- Yuni Fitriani. (2017). Analysis of the Utilization of Various Social Media as a Means of Disseminating Information for the Community. *Paradigm - Journal of Computer and Informatics*, 19(2), 152. <http://ejournal.bsi.ac.id/ejurnal/index.php/paradigma/article/view/2120>

