

ABSTRAK

STUDI DESKRIPTIF KUALITATIF SEGMENTING TARGETING DAN POSITIONING DALAM PEMASARAN PAKET WISATA OPEN TRIP SERING TOUR AND TRAVEL

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ABSTRAK : Bidang pariwisata mengalami peningkatan di setiap waktu selaras dengan tumbuhnya usaha biro jasa wisata di berbagai daerah khususnya di Yogyakarta. Banyaknya jumlah biro jasa di Yogyakarta mengakibatkan tingginya persaingan sehingga mengharuskan adanya perbedaan target pasar di setiap usaha jasa wisata salah satunya dengan menghadirkan paket wisata open trip. Dalam penelitian ini, penulis melihat Sering Tour and Travel sebagai biro usaha jasa wisata yang ada di Yogyakarta yang memiliki paket wisata open trip dengan jumlah konsumen yang cukup meningkat di setiap kuartal perusahaannya sejak penghujung tahun 2023. Penelitian ini bertujuan mengungkapkan segmenting, targeting, dan positioning (STP) pada pemasaran paket wisata open trip Sering Tour and Travel. Metode yang digunakan dalam penelitian ini yaitu metode deskriptif dengan pendekatan kualitatif. Pengumpulan data pada penelitian ini dilakukan dengan Teknik pengumpulan data melalui wawancara mendalam, observasi atau pengamatan, serta dokumentasi. Hasil dari penelitian ini yaitu Sering Tour and Travel menentukan segmentasi geografis berdasarkan titik penjemputannya yaitu Yogyakarta dan sekitarnya, segmentasi demografi usia 20-40 tahun. Nilai yang ditunjukkan yaitu masyarakat yang menyukai perjalanan serta mendokumentasikan perjalanan dan menambah relasi.

Kata Kunci : *Segmenting, Targeting, Positioning, Pemasaran Wisata*

ABSTRACT

QUALITATIVE DESCRIPTIVE STUDY OF SEGMENTING TARGETING AND POSITIONING IN MARKETING OF OPEN TRIP TOUR PACKAGES IN SERING TOUR AND TRAVEL.

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ABSTRACT: The tourism sector has consistently grown impacting the expansion of travel agency businesses across Indonesia, particularly in Yogyakarta. The large number of travel agencies in Yogyakarta has resulted in high competition, requiring differences in target markets in each travel agency, one of which is by presenting open trip tour packages. Sering Tour and Travel is a tourism business sector which engaged in tour and travel service provider based in Yogyakarta. Sering Tour and Travel as a competitive tourism business at a competitive tourism city, it has a strong values and identity business along an increasing number of consumers in every quarter of its company since the end of 2023. Hence, This study aims to examines the segmenting, targeting, and positioning (STP) in marketing Sering Tour and Travel's open trip tour packages. This research is a qualitative research. The research method uses a descriptive method. The data used in this study are primary data and secondary data using descriptive qualitative. Data was obtained by employing a mixed-methods approach through in-depth interviews, observations, and documentations. Based on the results of data analysis, Sering Tour and Travel's geographic segmentation based on its pick-up point, across Yogyakarta and vicinity cities. the demographic segmentation based with aged 20-40 years. The result concludes that Sering Tour and Travels values shown are people whose into traveling, people with a taste for valuing cinematic of video and photo documentations on their trips, also being the media to gain new networking.

Keywords : Segmenting, Targeting, Positiong, Tourism Marketing