



**THE IMPLEMENTATION
OF MARKETING COMMUNICATION STRATEGY
AT UDA CS HOLIDAYS TOUR AND TRAVEL**

A Thesis Draft for the Bachelor's Degree

BY

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THE IMPLEMETATION OF MARKETING COMMUNICATION STRATEGY AT UDA CS HOLIDAYS TOUR AND TRAVEL


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ABSTRAK

This Research is aimed to identify the implementation of marketing communication strategy at Uda CS Holidays Tour and Travel. Marketing communication emphasize the benefits of harnessing synergy across multiple media to build brand equity of products and services. This research using analysis qualitative method and data were collected from these research using purposive sampling. Populations in this research are tour and travel agent in Padang, and the sample is Uda CS Holidays Tour and Travel. Result from this research show that Uda CS Holidays Tour and Travel just implement four of five marketing communication.

Key Finding: Advertising, Personal Selling, Sales Promotion, Direct Marketing, Public Relation

Skripsi ini telah diseminarkan di depan penguji dan dinyatakan lulus pada tanggal 12 November 2009, dengan penguji :

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Extensive research over the years has demonstrated that tourism creates unique spaces and places where landscapes reflect the commercialization of tourists' needs and desires. In most urban destinations, distinct tourist districts develop in response to the service needs of visitors, typically near major attractions (Ashworth & Tunbridge, 2000; Getz, 1993; Pearce, 1998; Stansfield & Rickert, 1970), and are usually characterized by an abundance of services such as souvenir shops, restaurants, rental agencies, street vendors, and lodging establishments.

Within tourist zones in most developing countries, these services are comprised of both formal and informal-sector suppliers (Crick, 1992; Cukier & Wall, 1994; Farver, 1984; Griffith, 1987; Kermath & Thomas, 1992; McGee & Yeung, 1977; Timothy & Wall, 1997; Wahnschaft, 1982). Formal sector work includes occupations and businesses that are officially recognised, licensed, taxed, enumerated and often regulated by government agencies. In the realm of tourism, hotels, restaurants, transportation companies and travel agencies are in most cases representative examples of this. Among the most common enterprises in the informal sector are street vendors, unofficial guides, artisans and prostitutes. The informal economic sector usually involves people and incomes that are not recognised, registered, taxed, counted, or in some cases, even legal (Davies, 1979; Hart, 1973; Castells & Portes, 1989; Rogerson, 2001a; Thomas, 1992; Trager, 1987). Informal activities are often discouraged and even outlawed by some national governments, although in most

cases they function alongside the more formalised tourism services and business components. In some destinations, such as Malaysia and Indonesia, the division between formal and informal sectors in tourism is ambiguous, as many formerly informal entrepreneurs have now begun to be validated by public officials and allowed to function more openly (Oppermann, 1993; Timothy & Wall, 1997). Thus, Oppermann (1998: 107) concluded that several types of tourism space exist on a continuum of formality and informality to include: 1. informal and formal tourism space; 2. formal tourism space; 3. informal tourism space; and 4. non-tourist space. Where the growth of tourist districts is concerned, international boundaries and their adjacent borderlands are no exception.

While in most cases international boundaries are considered transit spaces - places to go beyond to get to the final destination, they play an important role in tourism and a distinct tourist space, or zone, normally develops (Arreola & Curtis, 1993; Timothy 2001). This is particularly the case in border areas in most developing countries where the transit process is slow, cumbersome and highly bureaucratic in one or both directions. Diverse activities, including tourism enterprises, emerge to meet the needs of various populations. As a result, few places exist where informal workers are as ubiquitous as at border crossing points. Border tourism spaces traditionally have been comprised of a mix of formal and informal sellers, buyers and suppliers. This is especially the case in the developing world where many entrepreneurs sell various products and services to people transiting the border (Peberdy & Rogerson, 2000). Many cases of the informal sector functioning at international borders have been documented, particularly in East Asia (Deng, 1994; Rozman, 1995; Wu, 1989; Zhao,

CHAPTER VI

CONCLUSION

On this chapter will be explained about conclusion, observational limitation, and suggestion of writer.

6.1. Conclusion

This research is done to see how marketing communication's strategy implement that did by Uda CS Holidays which is sighted from advertising, sales promotion, public relation, personal selling, and direct marketing. Data collecting in observational it is done by undertaking interview with Director Representative and General Manager Uda CS Holidays.

Of the research result, can be known that Uda CS Holidays just applies 4 of 5-promotion mix. Which are direct marketing, sales promotion, advertising, and public relation.

Marginally (generically) result interview with Director Representative and General Manager Uda CS Holidays can be concluded as follows:

1. All activity marketing communication Uda CS Holidays can be done by each employee.
2. Promotion mix has 5 variables: advertising, personal selling, sales promotions, publicity, and direct marketing. PT: Uda CS Holidays implement just four of them: advertising, direct marketing, sales promotions and publicity

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