A WEBSITE:
A WAY TO PROMOTE THE PRODUCTS AND THE SERVICES OF SALIM INTERNATIONAL TOURS AND TRAVEL

Merari, C.[1] and Ibrahim, J. I [2]

[1, 2] English Department, Faculty of Letters, Petra Christian University,
Siwalankerto 121-131, Surabaya 60236, East Java, INDONESIA
E-mail: clarissamerari@gmail.com; jusufib@petra.ac.id

ABSTRACT

Salim Tours and Travels offers various services such as reserving flight tickets (domestic and international), reserving hotel rooms, assisting clients to apply for passports or visas and providing international or domestic tours. Salim Tours and Travels is located on Panglima Sudirman 72-1, Surabaya, which is at the center of Surabaya. Salim Tours and Travel Agency was established on 2nd February, 2002 in Surabaya. Because of Tour and Travel have a good prospect in the future, Salim Tours need a way to promote their product and services, especially the tours because the tour is a good product to sell. By looking at this condition, I decided to make a website which has 6 pages that consist of "Home", "Ticket and Hotel reservation", " Travel Document", "Tour", "Gallery", and "Contact us", where every page provides all of the information about the services and the products of Salim International Tours and Travel.

Keywords: Promote, a website, getting more customers, provide informations

In September until November 2014, I did my internship in Salim Tours and Travels Agency. Salim Tours and Travel is the company that moves in the service area. Salim Tours and Travels offers various services such as reserving flight tickets (domestic and international), reserving hotel rooms, assisting clients to apply for passports or visas and providing international or domestic tours.

During my internship, I found a problem in this company that actually needs to be solved. The problem of Salim Tours and Travels is related to Salim Tours and Travels sales products. Nowadays, the sales of Salim Tours products and services are decreasing. This happened because Salim Tours only sells tickets, hotel and handling documents nowadays. The tour that they have is not fully working. The tour is not working because Salim Tours less promote their tour to their potential customer, especially young people who use the internet to communicate. As we know, nowadays many young people prefer to arrange their schedule by themselves rather than using a travel agent. By looking at the problem, I can conclude that Salim Tours and Travels needs to promote their tour to increase their sales. The promotional tool that appropriates to solve this problem is making a commercial website. Since everything can be accessed on the internet, it is important to make a website because it can attract the potential customer, especially young people who always communicate using the internet to try and to buy Salim Tours and Travels products and services.

The first purpose of making this website is to expand the sales of Salim Tours products. With this commercial web site, Salim Tours can sell and promote their product and services widely. Since website is an online promotion tool, many people can know Salim Tour easily. Secondly, this website will also facilitate the customers who are busy and do not have time to go to the company, so they can still find the information about Salim Tours. The customers do not need to go to the company because they can directly open this website and get the information about what they need. On the other hand, this website will also facilitate Salim Tours to update their new information about their products and services .This website will make the costumers see and know the new information of Salim Tours products and services. This website can help Salim Tours and Travel to promote their service and absolutely it will bring a lot of benefit for this company and increase their sales.

This Business Communication Product (BCP) gives three benefits for Salim Tours and Travels. First, more people will know about Salim Tours and Travels and its product. By making this website, Salim Tours and Travels can show and promote their product and services because Salim Tour can

put much information on websites such as the information about the price for a visa or passport, the terms and condition to make a visa so the customers do not feel worried if the customers want to know about Salim Tour. The customers can directly open Salim Tours and Travel website and find the information. Second, this website will help this company to expand their target market. By using this website, Salim Tours can get a new customer especially young people. Because website is online media, it is the best opportunity to promote Salim Tours product and services to young people because young people usually like to use the internet to communicate. Third, this website will help Salim Tours to increase their sales product that has not reached the target especially the tour. With this website, Salim Tours can put all of the information about the tour such as the schedule, the price, and the destination.

In designing and completing this business communication project, I used some sources from book and online articles. I used these resources to develop and to enrich my knowledge to make a good website. According to Dictionary.com, a website is "a connected group of pages on the World Wide Web regarded as a single entity, usually maintained by one person or organization and devoted to a single topic or several closely related topics." While according to Cambridge dictionary, a website is "a set of pages of information on the internet about a particular subject, published by a single person or organization."

According to webbisnis.net, there are four types of a website based on the functions. The first type of a website is a Personal website. A personal website is created for personal interest where people can share their interest, stories, and opinion on this site. The second type of a website is a commercial website. Commercial website is created for business purpose. The function of the website is to show the information about the company's products and services, promote the product and services, and sell the product and services. The third type of a website is a governmental website. Governmental website is created by the government for the purpose related to a government official. The fourth type of a website is a non-profit website. A nonprofit website is usually created by schools or courses to educate people by providing and sharing the information in the website. In my project, I used commercial website as the website of Salim Tours and Travel.

In making the commercial website, we need to have some features to put the information that we have. According to Laudon (2009:4-6) there are some features that must be put in the commercial website.

1. **Home/home page**

   This page is the main page of the website that can notice by the visitor when they type the website address. This page consists of brief information about the company such as logo or name of the company, navigation of all websites, and text that explain about the products or services that offer by the company. The purpose of this page is to inform the customer about the company clearly so the customers will know about our company.

2. **About us**

   This page explains about the company does. It contains the history of the company, the company's goal, the vision and mission of the company.The purpose is to make the customers' trust with the company.

3. **Product/ service information**

   This page consists of the detail information about the products and services from the company. It can be the material of the product, types of the product that sell by the company, and the service offered by the company.

4. **Contact us**

   This page consists of the information about company address, phone number, email, and website that can be used for the customers to interact with a company. The purpose is to help the customers can contact the company easily.

5. **Privacy policy**

   A privacy policy is a statement of legal document that discloses some or all of the way a party gathers and managed a customer's data. The purpose of a privacy policy is to protect the personal information about our customers or visitor.

6. **Portfolio**

   The portfolio is the page that contains evidence that describes the work experiences and achievement for the company. The purpose is to show the good side of the company.

7. **Shopping cart**
   A shopping cart is the virtual basket that can use by the customers to collect their product that they buy in the basket. This page usually used in the modern e-commerce website.
8. **Customer service**
   The function of this page is to provide services to the problem and customer complaint.
9. **Frequently Asked Questions (FAQs)**
   FAQs stand for Frequently Asked Questions that is a list of question and answer that are usually asked by the owners of the website.

According to http://www.spritzweb.com/, there are some criteria to make a good commercial website. In making a good commercial website, first, we need to pay attention to the website appearance. We need to pay attention about the appearance because it will make a good impression to the people who will be visiting to our website. We should make an attractive site to make the visitor keep on our site once they are visiting our website. We also need to pay attention to the design. We need to use good use of color. If possible, do not use a bright color that can distract the text and the content. After the design we also need to pay attention to the text. It must be easy to read the text so the visitor can understand about our message. For the images we need to use high quality images because it can create a good impression for the customers. Secondly, we need to pay attention to the content that we will add to our website. In the website your content should be informative and relevant. Do not use an overwhelming text because it can make our visitor bored with our text. Besides, we need to update our content regularly. This purpose of updating the information is to bring the visitor back to our site. Lastly, we need to pay attention about the functionality of our site. We need to make that our site should work quickly and correctly. We need to make sure if our content, animation, text, and hyperlink work properly. Broken and poor components will make the visitor feel bad with our website.

PRODUCTS AND RATIONALE

My product is "A Commercial Website for Salim International Tours and Travel". In here, this website have six pages that consist of "Home", "Ticket and Hotel reservation", " Travel Document", "Tour", "Gallery", and "Contact us". In addition, this website provides bilingual language, Bahasa Indonesia and English where people can access this website with different languages. This website aims to people or customers who are busy and do not have time to come to the Salim Tours and Travel. With this website, the customers can still interact with Salim Tours and Travel and get new information about Salim Tours and Travel. On the other hand, the customers also can see Salim Tours and Travel tour schedule on "Tour" part so the customer can select and choose the tour that they want.

This website aims to people or customers who are busy and do not have time to come to the Salim Tours and Travel. With this website, the customers can still interact with Salim Tours and Travel and get new information about Salim Tours and Travel.

There are two purposes of this website for Salim Tours and Travel. First, this website can help Salim Tours to inform their products and services clearly to their new customers and their existing customers so the customers can find the information what they need through this website everywhere and anytime. Secondly, this website can be a media for Salim Tours to promote their services and product especially their tour. With this website, Salim Tours can offer their tour with putting the new information about the tour on the websites anytime, so the customer will get updated information and enjoy Salim's tour services.

The name of this website is Salimtour.com. At the first time, I used Salimintertour.com as the name of this website, but I changed the name into Salimtourcom. The reason I changed the name was because the name is too long and difficult to remember, so I decided to make a simple name like Salimtour.com. In making this website, I only used four features as the main content of this website. The features that I use are Home, Products and Services information, gallery, and contact us. The reason I only chose four features because this feature is the main features on the website. I chose "Home" as the features because "Home" is the first page that will become a first impression of a website. The first page that will visited by people if they open the website is "Home" page. In "Home" page, the customers can directly know the brief information about Salim Tours. They can know about what kind of products and services that they offered, and the credibility of Salim Tours

and Travel. Beside the information about Salim Tours, I also put the picture of the owner of Salim Tours, Dr. Lim Tjuwang U. I put his picture because I want to convince the customers that Salim Tours is a trustworthy travel agent. On the other hand, I combined "About us "features with "Home" page because this page is the first page that will be visited by the customers, so it will make the customers know about the Salim Tours profile. By looking at the "Home" page, it can attract the customers to know more about Salim Tours products and services. In addition, in the profile of the owner, I mention that the tour or the trip can be managed and guided directly by the owner itself because I want to show if there is no travel agent that has a tour who was taken by the owner itself, so the customers can see if Salim Tour is the professional travel agent and get a guarantee for their trip. This website also has a slide show. These slide shows contain the pictures of the activity of Salim Tours and the tag line "Traveling With the Expert." The reason I put the activity of Salim Tours and the tag line in the slide show is to make the customers know about Salim Tours activity so they can know if Salim Tours have a lot of experiences in handling a tour. The second features that I put on this website are Products and Services information. I divided the product and services information's into two parts. For the services, the titles are "Ticket and Hotel reservations" and "Travel document". For the product, the title is "Tour". In "Tour" part, Salim Tours have various kinds of tour so I also divided the tour into two parts. The first part is "Holiday" and the second part is "Business Trip". In "Holiday "part, I put various tours that can be used for holiday and some pictures to support and attract more customer to see the tour. In "Business Trip" part, I put some tours that can be used for business activities like trade fairs or exhibition and also some pictures that show the activity of the trade fairs. The next feature is "Gallery" features. This page shows the professionalism of Salim Tours and Travel. On this website, I put some pictures about Salim's tours activity. The last feature is "Contact Us". On this page, I put the address and phone number of Salim tours to make it easy for the customers to contact Salim Tours. Besides, the main feature; I put additional features to make the customer feel comfortable with Salim Tours services. I also put Yahoo messenger and Testimonial to make this website look professional. The reasons why I used Yahoo messenger is to make the customers able to contact the Salim Tours staff directly if they want to order. Since Salim Tours does not provide online reservations, I think it is important to use Yahoo messenger because the customer can get fast response from Salim Tours staff. Meanwhile, the reason I put testimonials is to make a new customer trust Salim Tours services. By giving the testimony from other customers, it can attract new customers to use Salim Tours services because many people have already used Salim Tours services and they are satisfied with the services. Secondly, In making this website, I omit some features that I explained before in chapter 2. In here, I did not use privacy policy, shopping cart, portfolio, and Frequently Ask and Question (FAQ). I did not use privacy policy because the customers can know the policy of Salim Tours and Travel directly from the owner. Since Salim Tours deals with international airlines and hotels, the price of their ticket can change anytime depending on the dollar rate. It is also applicable to the tour, passport, and visas. If the customers want to know about the policy for each service, they can directly contact Salim Tours to get clear explanations. I also did not use the shopping cart on this website because Salim Tours and Travel website do not use online transactions. On the other hand, I changed the portfolio features with gallery features, because I want to prove to the customers that Salim Tours and Travel is a good travel agent. I have also omitted Frequently Ask and Question (FAQ) because Salim Tours and Travel does not need this feature. Actually, I already put this feature on this website but the owner of Salim Tours said that we do not need to use "FAQ" because sometimes there is a condition that is difficult to explain. While the last thing, in term of the design, I just make this website as clear as possible. As I mention before to make a good website we need to make the customers understand with the information, so in here I try give clear information about Salim Tour companies. For the layout of this website, I try to make this website look simple and professional. I use the pictures that have blue color, so it represents the peace and calmness since this company is the travel agent. Besides, I also hired a photographer to make the pictures looks good and convincing. For the layout and template, the programmer designed it by himself. I only explained about the design and he modified a bit to produce a good website.

CONCLUSION AND SUGGESTIONS

As a conclusion, Salim Tours and Travel is the company that moves in the service area. Since 2002, this company has served many customers and has a lot of loyal customers. However, this company still has a problem where one of their products doesn't work well. In the past Salim Tour can sell their product, but now they only stand with the two products, Ticket and Hotel reservations and Travel document. The tour service that they have is not working well; moreover Salim Tours does not have a Promotional Tool to promote their products and services. So for my Business Communications Final Project, I decided to make a commercial website for Salim Tours and Travel. Since Salim Tours and Travel does not have promotional tools to promote their product I think this website will give a benefit for Salim Tours and Travel. With this website, Salim Tours and Travel can get a lot of customers because nowadays many people always use an internet in their daily life so this is the best opportunity for Salim Tours and Travel promote their products and services and also increase their sales.

To make this website effective Salim Tours and Travel need to does several things. The first step that they need to do is to inform the customers if Salim Tour has a website. The owner can spread the information through email, BBM, Line, or what apps. They need to inform the customers because this website is still a new thing. Secondly, Salim Tours need to keep updating with their information especially the tour. If it's possible Salim Tours need to update their information every week because it can make the customers know about the schedule to prepare their holiday. Last of all, to make many people know Salim Tours, Salim Tours needs to connect this website to social media such as Facebook, Twitter, and etc. because many people are using social media nowadays so it is easier to promote this website through social media.

REFERENCES
"Website." *Dictionary.com.* 2015. http://www.dictionary.reference.com   (March 24 2015).
"Website"Dictionary.cambridge.org.2015http://www.dictionary.cambridge.com (March 24 2015)
Prasetio,Adhi (2015). *Buku Pintar Webmaster Untuk Pemula*.Jakarta: Mediataka
Key Elements Of An Effective Website. (2012) retrieved from
        http://www.spritzweb.com/resources/good-website-characteristics.html
Jenis-jenis web (2015) retrived from http://webbisnis.net/faq/jenis-web.html