

INTISARI

Tour and Travel (biro perjalanan wisata) merupakan bentuk usaha yang menyelenggarakan jasa perjalanan wisata baik di dalam negeri maupun ke luar negeri yang mana usaha ini menyediakan sarana pariwisata dan segala hal yang terkait di bidang wisata. Usaha perjalanan wisata tersebut bisa berbentuk badan usaha, baik berupa Perseroan Terbatas (PT), Perseroan Komanditer (CV), Firma (Fa), koperasi, yayasan, atau bentuk usaha perorangan. Peran biro perjalanan wisata di lingkungan masyarakat sangat penting untuk diketahui. Selain mempermudah perjalanan wisata, terdapat banyak produk dan paket wisata yang ditawarkan, sehingga kita mampu mengelola pengeluaran kita dalam berwisata. Tujuan tugas akhir ini adalah untuk mendeskripsikan profil perusahaan CV Nara Tour Organizer, mendeskripsikan produk dan jasa CV Nara Tour Organizer, dan mendeskripsikan strategi promosi CV Nara Tour Organizer. Penelitian ini menggunakan metode kualitatif dengan melakukan observasi selama magang dari Januari – April 2020 sebagai content creator di CV Nara Tour Organizer. Pengumpulan data dilakukan dengan wawancara, dokumentasi, dan studi literatur. Data yang diperoleh dikelompokkan berdasarkan tujuan dan disajikan secara deskriptif disertai dengan gambar dan bagan. Berdasarkan hasil pengamatan, wawancara, pencatatan, dan studi literatur yang dilakukan, hasil analisis menyebutkan bahwa CV Nara Tour Organizer menawarkan banyak produk dan jasa, mulai dari paket wisata, jasa guide, jasa fotografi, merchandise serta layanan informasi. Paket wisata yang ditawarkan pun bervariasi; paket wisata Open Trip, Private Trip, serta paket wisata untuk grup. Strategi promosi menggunakan media sosial; Facebook, Twitter, Instagram, dan Google My Business. Salah satu yang paling sering digunakan adalah Instagram dengan nama akun @liburandijogja.

Kata Kunci: produk, jasa, CV Nara Tour Organizer, promosi, media sosial

ABSTRACT

Tour and Travel (tourism travel bureau) is a form of business that organizes travel services both domestically and abroad where this business provides tourism facilities and all matters related to the tourism sector. The travel business can be in the form of a business entity, either in the form of a Limited Liability Company (PT), Limited Liability Company (CV), Firm (Fa), cooperatives, foundations, or individual business forms. The role of travel agents in the community is very important to know. In addition to making travel easier, there are many products and tour packages on offer, so that we are able to manage our expenses while traveling. The purpose of this final project is to describe the company profile of CV Nara Tour Organizer, describe the products and services of CV Nara Tour Organizer, and describe the promotional strategy of CV Nara Tour Organizer. This study uses a qualitative method by observing during the internship from January - April 2020 as a content creator at CV Nara Tour Organizer. Data was collected by means of interviews, documentation, and literature studies. The data obtained are grouped by purpose and presented descriptively accompanied by pictures and charts. Based on the results of observations, interviews, recordings, and literature studies conducted, the results of the analysis state that CV Nara Tour Organizer offers many products and services, ranging from tour packages, guide services, photography services, merchandise and information services. The tour packages offered also vary; Open Trip, Private Trip, and group tour packages. Promotion strategy using social media; Facebook, Twitter, Instagram and Google My Business. One of the most frequently used is Instagram with the account name @liburandijogja.

Keywords: products, services, CV Nara Tour Organizer, promotion, social media