

A MARKETING BOOKLET FOR MUARA TOURS: A WAY TO PROMOTE ITS STUDY-TOUR PACKAGES

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ABSTRACT

When the writer did her internship at Muara Tours, the writer found that this company had two big problems which affected their business. Muara Tours had failed to advertise study tour packages because Muara Tours does not retain tools that explain the study tour packages. Because of that, the writer comes up with the best solution and the most proper promotional tool which is a marketing booklet. Having a marketing booklet will bring two advantages. First, it assists Muara Tours to advertise study tour packages effectively for the customers. Second, a marketing booklet can use this marketing booklet as a guide for the staff to explain the products. In making this marketing booklet, the writer also considers the potential customers, all aspect in this marketing booklet were simple and attractive. The writer believes that this marketing booklet will assist Muara Tour to lead cooperation between Muara Tour and the customers.

Keywords: *A Marketing Booklet, A Promotional Tool, Study-Tour Packages*

INTRODUCTION

PT. Muara Harapan Travelindo or commonly mention as Muara Tours, is a company where the writer did her internship. This company runs business on tourism services. Muara Tours is located at San Diego Main Street no. 111 Pakuwon City, Surabaya. When the writer was positioned at marketing department, she found out that there were two problems in this company. The first problem is that the staff's incompetence in writing proposals to promote the newest products. The staff of Muara Tour still had difficulties in making proposals. The second problem is that Muara Tour had failed to emphasize and to promote study tour packages. A lot of potential customers do not recognize to the existence of this study tour packages. This problem happened because the tool used to advertise the study tour is unsuitable with the potential customers. Also, other existing promotional tools, such as websites and brochures, cannot convey the main information clearly and attractively. As a result, the writer decided to solve the second problem because the first problem handled by the director of Muara Tour, and also, the writer got a request from the company.

Study tour programs is the strength of Muara Tour. However, this company failed to emphasize and to promote this product. First, the proposal is improper for potential customers. The proposal used by Muara Tours contains only long and boring explanation. This is not suitable for the target market who need to receive persuasive information. Muara Tours has to find another way to attract their potential customers. Second, the existing tools, brochures and a website, are not able to convey the information clearly and attractively. In brochure, Muara Tour ever made a brochure. It did not contain complete explanation, like varieties of that product. The form of brochure is also a problem. It is a paper and some of important elements cannot be put on the brochure. Besides, in the website, Muara Tour had not any plan in posting its new information in near time.

Therefore, the writer thought that Muara Tours needs to create another promotional tool which is proper for the customers and able to advertise the study tours attractively and clearly. In order to make the potential customers recognize about study-tours packages, Muara Tours needs a media that can give clear explanation in an attractive way. The writer decided to make new promotional tools which are marketing booklet as the best solution for this problem. It can be a good promotional tool for Muara Tours to emphasize their new products instead of using the existing tools which are website and brochure.

Compared to other existing tools, a marketing booklet is the best promotional tools to introduce the study tour packages to the potential customers. Two things were considered in choosing a marketing booklet. They are content and the target market. First, the company must deliver the content as well. The information put on a marketing booklet will be very clear, such as product specifications, product image, advantages and benefit, and also the list price of the product. However, other existing tools are different from marketing booklet. In websites, the focus of website is in design and attractive content instead of the information given. As a result, potential customers will not understand and will not acquire the information well. While in brochure, the information must be as concise as possible, and find only certain parts of information.

Second, a company needs to consider their target market who is representative of schools, language centers and student. A company should also focus on and understand about appropriate tools to convey the information. The most appropriate tool for this problem is a marketing booklet. A marketing booklet is printed-media which contains about a variety of the products. Since it is a printed-media, the product can be given to potential customers and help them to choose the best product to fulfil their needs. It brings a lot of advantages than giving only the link of website or giving a brochure. While in website, website is a set of pages of information on the internet. In order to acquire the information, customer needs access on the internet. It will not be appropriate enough since our target market is representative of schools. It will bring a negative impact for the potential customers if they were asked to find information by themselves. While in Brochure, Brochure is in the form of printed-media and it is just a paper. Since Muara Tour has varieties of study tours packages, it may not appropriate to give our potential customer only one brochure or a lot of brochures. The most appropriate is a book or called "booklet". Therefore, a marketing booklet is the most proper marketing tool for Muara Tour and her Business Communication Final Project.

The purpose of making the marketing booklet is actually to assist Muara Tour introduce and advertise their strength. In addition, the writer expected that this marketing booklet can be also used by the staff in explaining and informing to potential customers. It is expected that this marketing booklet can attract more customers to choose Muara Tour as their travel partner. Also, the writer also hopes that this project will give her valuable knowledge and experience, especially as an expert in marketing. Since the writer is interest in working as an employee in the Marketing Department, the writer needs to learn more about communication and promotional tools in selling products and services. Here, this marketing booklet will be very helpful for her. In the process of finishing this Business Communication Projects, the writer is enabled to know about how to make an excellent marketing booklet and will understand the important aspects included.

There are two benefits that Muara Tour will receive if they have a marketing booklet. First, the marketing booklet will assist Muara Tour to attract more customers. A marketing booklet will emphasize the study tour packages because this is different from the current marketing tools, which are website and brochure. Second, the staff can use a marketing booklet as the guide for the staff in explaining information accurately, briefly and clearly because the potential customers usually come to ask about the detailed information to the staff.

METHODS

For her Business Communication Final Project (BCFP), the writer uses several steps before she made a marketing booklet. The writer needs to acquire the approval from the board of examiners.

First, the writer wrote proposal for her Business Communication Final Project (BCFP). In that proposal, the writer writes two chapters. In the first chapter, the writer mentioned two problems in Muara Tours which were the staff's incompetence in writing proposal and its failure in promoting the study tour packages. The writer decided to choose the second

problem. Then, the writer explained the best solution she offered that was a marketing booklet. Also, the writer explained the purpose and the benefit of making a marketing booklet for the writer would acquire. In the second chapter of proposal, the writer explained about marketing booklet in details such as features and other important elements. After that, the proposal were submitted.

Second, on the proposal defense, the writer convinced the Board of Examiners by explaining the problem and the solution. After that, the writer got some questions and feedback and got the approval to continue the project.

For completing the BCP Proposal, the writer did several step before the writer got the approval from Muara Tour. First of all, the writer talked about this project with director. Then, the writer was asked to send the proposal through e-mail a week before they meet. The proposal contained several aspects such as purposes, background, solution, benefits, how to get to the solution, cost for the project, conclusion and suggestion. Next, the writer explained about the proposal directly to the owners of Muara Tour. Besides, the writer convinced them that she could assist to solve that problem, which was by creating a marketing booklet. In addition, the writer also negotiated about the expense.

After Muara Tour agreed with the proposal and all of the requirement, the writer started to do and work on a marketing booklet. The first step the writer did was collecting the information from website. After that, the writer came and discussed about this project with the director. Second, the writer work on the first draft. The writer brainstormed about the content and the layout. For the content of the marketing booklet, the organization is arranged from the collected information. Then, after working on the concept, the design started to be brainstormed based on the request of the company. After that, the writer met with the designer to harmonize the idea of this marketing booklet.

There were some procedures the writer did in making the best marketing booklet for Muara Tour. First part is collecting all of the information needed from its website. Then, the writer worked in the content and the layout. Next, the writer was making first draft which focuses on the content and the organization of the marketing booklet. The writer wrote it based on the collected information and also used some sources from online articles such as table of contents, company overview, products, facilities and services, and contact information. The writer tried to find the best content to be put on the marketing booklet. After Muara Tour agreed, the writer discussed the best concept applied in the layout. After the writer and the designer have agreed on the best concept and its idea, Muara Tour's representative checked all of information and layout. Last, marketing booklet was printed.

FINDING AND DISCUSSION

In making a marketing booklet, the writer has to understand the definition of a marketing booklet, what a booklet actually is, and what features needs to be included in a good marketing booklet. "A booklet is a small, thin book with paper covers, typically giving information on a particular subject". Next, "Marketing is the action or business of promoting and selling products or services, including research and advertising". These definition are taken from oxford dictionary. Therefore, the writer concludes that a marketing booklet is a small book to advertise and sell products and services used by company. Val Adkins (1994, pp.6).a writer of a book entitled "creating brochures and booklets" emphasizes the main purpose of creating a booklet for a company. They are "*to promote a positive image of themselves, as well as their goods and services*" and "*Don't use more words than you must, but use words that will grab your readers' attention*". From that, the writer taught that a booklet should be as concise and interesting as possible in order to show its image for the prospective customers.

The writer also needs to recognize the important elements that should be put in a marketing booklet. The writer uses several sources for the guide in making this marketing booklet. The writer uses a www.ehow.com, in this website, it is said that a marketing booklet

consists of four things: case studies, products / services, FAQ (Frequently Asked Questions), and contact information of the company. Second, the writer also finds another article, namely *business2community.com*. In this article, it is said that a booklet contains five basic elements, such as table of contents, the company overview, the products, the how-to guides or benefits, and the contact information. From these two sources, the writer tries to find the best and the most suitable for the needs of Muara Tours. The writer decided to use only five important elements. They are the table of contents, the company overview, the products and services, the how-to-guides, and the contact information. However, in choosing these important elements, the writer does not use case study and FAQ (Frequently Asked Question) because it is not essential and does not affect anything.

First of all, the table of contents consists of the list of the titles of every part in this booklet. Second, there is a company overview which consists of the information about the company such as the identity of the company and its study tour packages, the location and the target market. Third is description part. This part consists of varieties of the products and services that this company offered. Fourth, the how-to guide or benefit part is a part where the writer gives information about the benefit of using this products and services. The purpose is to persuade the potential customers and help them to believe that the products and services can make customers' live better in terms of saving time or money, etc. Finally, there should be a list of contact information. This part contains of the company's contact information like physical address or map to go to the company, web address, office phone number and fax.

The Business Communication Final Project product is "A marketing booklet for Muara Tours: A Way to Promote its Study-Tour Packages". The users of this marketing booklet were educational institution such as school and language centers and also the staff of Muara Tour itself. For the purposes of this product, there are two purposes of this booklet. The first purpose is to advertise study tour packages of Muara Tour. The second purpose is to advertise Muara Tour.

In making a good marketing booklet, the writer focuses on two important aspects. Those important aspects are the content and the design of the booklet. As the content, there will be five important parts. The first part is the table of content. This part consists of the heading of each section. By reading the heading, customers will get the idea of whole content in this marketing booklet. The second part is the company overview. This part contains two paragraph. Third part is how-to-guides or benefit. In every study tour, there will be benefit part that the customers will get. The Fourth part is the product description. The writer emphasized eight study tour packages. They are study tour such as, Bhakti Alam Nongko Jajar, Campina, Sari Roti Tour, Surabaya Tour, Jatim Park and Museum Satwa, Goa Maharani and Wisata Lamongan, Jogjakarta, Bandung Tangkuban. Also, this part is concerned with the sequence of study tours. The study tour product will be arranged based on potential customers. The writer prioritizes the nearest prospective customers and take it as a consideration in arranging the sequence of each study tour packages. In each package, there will be heading, the destination and its pictures, simple explanation of benefits, and the facilities. The last part is company's contact information and other products of Muara Tour.

The second aspect is the design. The design assists to reinforce the values of the company to the customer. For the design of Muara Tour's marketing booklet, the writer concerned in two aspects. They are layout, and themes of study tour. The first element is the layout of this marketing booklet. The writer used a simple ornament, such as using bullet to arrange the content. The second element is the theme. The theme includes the pictures, the fonts, and the colors. It is used for styling the content attractively. The first aspect is the color. The dominant color used is navy blue because blue resembles cleanliness. The second aspect is the pictures in each package. Each page will show different pictures depends on the city that will be exposed, and the picture will represent that city. For

example, the writer wants to emphasize the Surabaya tour. The pictures appeared in the page will be Tugu Pahlawan, as the places which is able to represent Surabaya.

CONCLUSION AND SUGGESTION

For Business Communication Final Project, the writer decided to create a marketing booklet for the solution of Muara Tour, a company where the writer did her internship. In Muara Tour, the writer found that this company has two problems need to be solved. They are the staff' incompetence in creating the good proposals and its failure in promoting study tour packages. However, the company asked the writer to solve on the second problem which is its failure in promoting the study tour packages. After that, the writer discussed this project with Muara Tour. After discussing the proposal, and seeing the benefits of this project, the company agreed and allowed the writer to work on this project. Third, the writer also negotiated the best price for this product, and luckily, the company wanted to pay based on what is written in the proposal.

Based on that problem, the writer thought that Muara Tour needs a good promotional tools to show up and advertise its unique product. The writer decided to work on a marketing booklet because it emphasizes and focuses on the products and the company itself. As a result, a marketing booklet is the best promotional tools to assist Muara Tour in promoting the newest product of Muara Tour.

This marketing booklet contains five important elements to be explained in BCF Product. They are the table of contents, the company overview, the products and services, the how-to-guides, and the contact information. These important elements help Muara Tours to introduce this product to the potential customers as well. This study tour package is the strength of this company. If it is compared to other travel agencies, this can be differentiate Muara Tours from others. Because of that, Muara Tours has to promote this product as well, especially for potential customers which is educational institution. In addition, this might leads cooperation between Muara Tour and the user of this product.

In making this marketing booklet, the content and concept were simple and attractive as possible. First, the concept of the design is simple yet elegant. It can be seen from color and picture chosen. Second, in writing the content of this marketing booklet, the writer puts the description and advantages of this product as persuasively as possible.

The writer hopes that this marketing booklet is an effective tools for promoting and emphasizing this newest product of Muara Tour. By distributing and explaining the study tour packages well, the writer is sure that this study tour packages will be known and will be trusted for customers. Also, the suggestions for the next students of English for Business Communication who want to make the same Business Communication Project, the writer suggests that they prepare all of the possible things. In final project, the writer found out that the hardest part of accomplishing this project is in the process of collecting data, especially the pictures. They need to prepare the content of the booklet, and check whether all of the data has been collected or not.

For the writer, the process of collecting and processing the data into the content is the most important step because if the content is not finished, it will affect the next step, especially in designing the booklet. After focusing on the content, they need to focus on the layout, and give it to the company for some possible feedbacks. This part is also important because it will help them to recognize the response of the company regarding the design.

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