

## **Case Study: Implementation and Learning of Digital Marketing Strategies at PT. Airlangga Rent Car Go/Silver Tour & Travel in Malang City**

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**Abstract:** This research aims to analyze the implementation of digital marketing strategies at PT. Airlangga Rent Car Go/Silver Tour & Travel in Malang City focuses on three main dimensions: traffic, conversion, and engagement. The research employs a qualitative case study approach involving observation, in-depth interviews, and documentation. The results indicate that using social media such as Instagram, website, and WhatsApp effectively increases customer interaction and engagement. SWOT analysis identifies the company's strengths, weaknesses, opportunities, and threats, providing a basis for optimal marketing strategies. This research concludes that PT. Airlangga Rent Car Go/Silver Tour & Travel needs to increase the amount of content and marketing platforms to achieve more significant growth through horizontal integration.

**Keywords:** Digital Marketing, SWOT Analysis, Travel Business Customer Engagement

### **Introduction**

The services sector is important in Indonesia's economic growth, as it increases consumer demand and the need for excellent service. Intense competition in the travel agency sector, characterized by similar service offerings in nearby locations, triggers price wars. Therefore, travel agency companies must improve the quality of their services to impact the company positively. (Santoso & Angga, 2015). The demand for rental car services is relatively high, indicating the potential for significant business benefits if run properly. Car rental services are still much needed in big and small cities because they are more practical and convenient for many people, especially for important trips. The penetration of car rental services increased from 1.7% in 2017 to 2.3% in 2021. In the era of digitalization, promotional strategies through digital marketing are important. Translated with DeepL.com (free version). According to Kotler et al. (2017), digital marketing combines online and offline interactions, builds brands, and strengthens customer engagement, helping marketers transition to a digital economy that redefines the marketing concept.

Digital marketing helps companies attract consumers quickly and efficiently and minimize marketing costs. In the era of Industrial Revolution 4.0 and Society 5.0, companies must prioritize digital marketing to attract consumer interest and increase sales (Riofita et al., 2024). The increasing use of digital marketing shows many benefits, such as rapid dissemination, easy evaluation, wide reach, effective cost, and building brand names (Saputra et al., 2023). Digital marketing includes using various media such as blogs, websites, email, AdWords, and social media. This description explains digital marketing as an effort to build and maintain mutually beneficial relationships between consumers and producers (Watajdid et al., 2021).

Malang City's car rental industry is rapidly growing due to the need for flexible transportation. Most vehicle searches and rentals are still conducted through social media (64.5%), phone calls (48.4%), and SMS (22.6%) (Aidha et al., 2018). According to Järvinen et al. (2012) Digital marketing is not just traditional marketing aided by technology but a new approach that business actors must understand to choose effective strategies. Digital technology can enhance business growth if supported by good innovation capabilities (Foroudi et al., 2017).

The car rental business provides vehicle rental services on a daily or monthly contract basis. The development of the car rental industry in Indonesia offers a breakthrough for individuals or companies without operational transportation tools. Car rental services are considered effective as they do not require maintenance costs. The growth of the car rental business attracts the attention of entrepreneurs, although competition with established businesses remains a challenge.

This research selects PT. Airlangga Rent Car and Go/Silver car rental in Malang City as the object of study, focusing on applying innovative and creative digital marketing strategies. Effective marketing strategies are necessary to win the competition or sustain in the market. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is used to understand the company's strengths and weaknesses in marketing (Rangkuti, 2015). This research focuses on implementing digital marketing strategies at PT Airlangga Rent Car Go/Silver Tour & Travel in Malang City.

This research focuses on applying digital marketing in the travel business, with sub-studies covering three main aspects. First, the study aims to describe the implementation of digital marketing through the dimensions of traffic, conversion, and engagement. This involves analyzing how travel businesses can attract visitors to their website or digital platforms, convert visitors into customers, and build sustained engagement with the audience. Second, the study will identify and describe the types of digital marketing media used by PT. Airlangga Rent Car Go and Silver Tour & Travel. This includes using social media, email marketing, SEO, paid advertising, and others. Third, the study will analyze the most effective digital marketing strategy using a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. This analysis will help identify internal strengths and weaknesses, as well as external opportunities and threats faced by the company in the digital marketing environment. Through this analysis, the research aims to provide strategic recommendations to enhance the digital marketing performance of PT. Airlangga Rent Car Go and Silver Tour & Travel.

Previous research provides a significant knowledge base for the current study, serving as a reference and a benchmark. Boufim and Barka (2021) explored a five-stage maturity model in digital marketing strategies, helping companies understand their current position and design an appropriate evolution path. Limna et al. (2022) reviewed digital marketing during the COVID-19 pandemic, emphasizing the importance of technology adaptation and appropriate communication strategies. Keke (2022) found that social media significantly influences consumer purchasing decisions in Turkey. Yim (2020) outlined effective digital marketing promotion strategies for global SMEs, while Taiminen and Karjaluo (2015) observed that SMEs have not fully utilized the potential of digital marketing. Ritz et al. (2019) identified that the benefits of technology are not the sole motivation in digital marketing and observed a DIY behavior model for specific tasks.

## Method

The type of research used by the researchers is qualitative research with a case study approach. According to Moleong (2012), qualitative research aims to understand phenomena experienced by research subjects, such as behavior, perception, motivation, and actions. Qualitative research seeks to describe, illustrate, and explain events occurring in the research object. In this case, the research collects detailed information regarding implementing digital marketing strategies at PT. Airlangga Rent Car Go/Silver Tour & Travel in Malang City, based on digital marketing theories. Information from the interviews is analyzed to elaborate on applying digital marketing strategies to enhance the business. Due to the increasing number of car rental businesses in Malang City, this approach requires the right digital marketing strategies to win the competition through traffic, conversion, and engagement.

This research uses qualitative data from primary and secondary sources. Primary data is obtained through observations and direct interviews with business owners, while secondary data includes documents, archives, books, articles, photos, recordings, and videos that support the primary data. The key informants in this study are the owner of PT. Airlangga Rent Car Go/Silver Tour & Travel (1 person), employees (2 people), and tourists (3 people), totaling six key informants. Informants are selected based on their knowledge and experience related to the data required in this research.

Data collection techniques include observation, interviews, and documentation. Observations are conducted directly by the researchers at the research site. Interviews are conducted in-depth and semi-structured to obtain more comprehensive answers from informants. Documentation includes data collection in photos, videos, and relevant notes.

**Table 1. Data Collection Techniques**

No	Data	Source	Method
1	Traffic (web traffic) includes: a. Social media visitor expansion, b. Content creation, c. Analysis and interpretation of information	Company owners and tourists	Interview
2	Conversion (coverage) includes: a. Special team for digital marketing, b. Marketing methods employed, c. Formulating digital marketing concepts	Company owners and tourists	Interview
3	Engagement (interaction) includes: a. Consumer reputation for the company, b. Steps taken by the company to build relationships with consumers, c. Promotion strategies used	Company owners and tourists	Interview
4	Marketing data includes: a. Website, b. YouTube, c. Instagram, d. Facebook, e. TikTok, f. Marketing documents	Employees	Documentation
5	Company activities include: a. Company activities related to organizing digital marketing, b. Employee activities in marketing, c. Company conditions	Company owners and employees	Observation

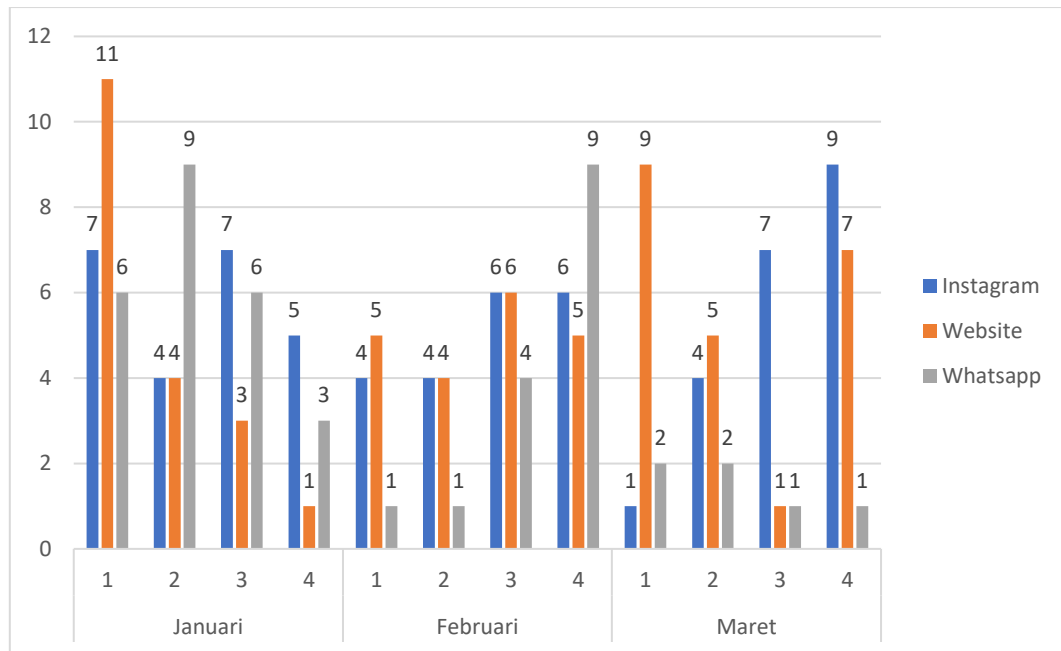
This research uses SWOT analysis to analyze the strengths, weaknesses, opportunities, and threats faced by the company so that it can formulate an appropriate marketing strategy (Rangkuti, 2015).

## Results and Discussion

Based on Figure 1, the number of interactions in January, February, and March were 66, 55, and 49, respectively. Most interactions occurred in January, influenced by the post-New Year holiday period. In contrast, the lowest number of interactions was in March, coinciding with the beginning of the holy month of Ramadan.

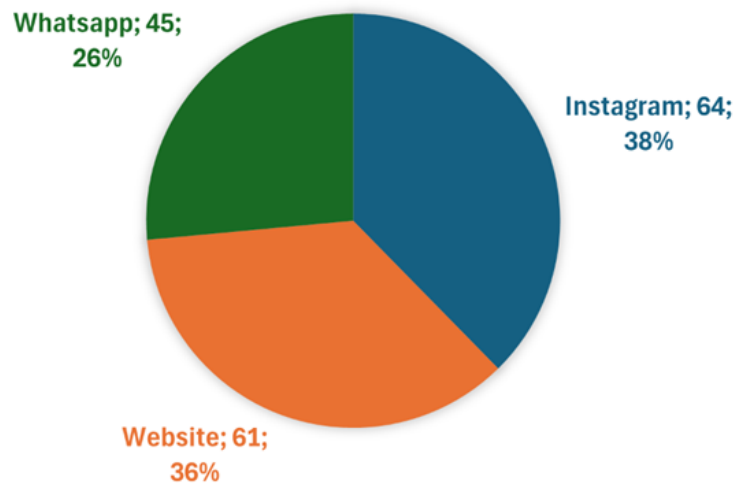
Interactions from January to March 2024 fluctuated, correlating with the number of holidays in each month. The first week of January 2024 had the highest number of interactions compared to other weeks, with 24 interactions. This number decreased to 9 interactions in the second week of February. The number of interactions rose again in the fourth week of February, reaching 20.

At the beginning of March 2024, the number of interactions dropped to 12 and continued to decline until the third week of March due to the commencement of Ramadan. However, in the fourth week of March, interactions increased again to 17, influenced by the upcoming public holidays and collective leave for Eid al-Fitr.



**Figure 1. Engagement Number of Interactions through Social Media from January to March 2024**

Based on the use of the three social media in the implementation of digital marketing, the percentage of social media that prospective customers often use to interact with Airlangga rental in January to March 2024, from the largest to the smallest, is Instagram 64 interactions or 38%, Website by 61 interactions or 36%, and WhatsApp, by 45 interactions or 26%.



**Figure 2. Percentage of Social Media Engagement for PT. Airlangga Rent Car Go/Silver Tour & Travel from January to March 2024**

Data collection is also strengthened by the results of interviews conducted with three related parties, namely the father as the owner of Airlangga Rent Car, two Airlangga Rent Car employees, and three Airlangga Rent Car customers in the application of digital marketing with interview techniques in Table 1 which is explained in the following subchapters:

### Traffic dimension

The traffic dimension refers to visitors who see, read, and hear content on digital channels such as Facebook, Instagram, blogs, and WhatsApp. Efforts to increase traffic can be made through content and advertising. Airlangga car rental uses TikTok, Instagram, Facebook, and WhatsApp for promotion, with the website, Instagram, and WhatsApp as the top priority. Promotion on social media has increased their turnover.

#### 1) Interviews with the Owner:

- The focus is on the website, Instagram, and WhatsApp.
- Regular promotions on Instagram to increase engagement.
- TikTok and Facebook are less prioritized.

#### 2) Interviews with Tourists:

- Social media facilitates search and communication.
- Instagram and the website are effective in attracting and serving customers.

**Conversion Dimension (Coverage):** Conversion turns visitors into customers through desired actions such as purchases or registrations. Airlangga Rent Car follows viral content trends to attract customers and produces content in bulk for gradual upload.

#### 3) Interviews with the Owner:

- Following viral content concepts to attract customers.
- Bulk content production for efficiency.

#### 4) Interviews with Tourists:

- Social media makes information access and communication easier.
- Well-maintained cars and variety according to needs.

#### 5) Results:

- Total interactions from January to March 2024 reached 170, with 58% of potential customers becoming regular customers.

**Engagement Dimension (Interaction):** Engagement involves building relationships with regular customers, first-time buyers, and potential customers through various digital platforms.

#### 6) Interviews with the Owner:

- Quick responses via WhatsApp, phone, Instagram, and the website.
- Using polls or Q&A sessions on Instagram for interaction.

- Storing customer data for promotions and discounts.

#### **7) Interviews with Tourists:**

- Communication through Instagram DMs and WhatsApp chats for questions or complaints.
- Reviews and pricing are crucial factors before deciding on a rental.

#### **8) Results:**

- Engagement facilitates communication and information access.
- Customers find it easy to make reservations through social media.

These dimensions show that Airlangga Car Rental uses social media and digital marketing to increase traffic, conversion, and engagement, positively impacting their business.

#### ***Dimensions of Marketing Data***

Marketing data is information businesses collect and analyze to understand and predict consumer behavior, measure the effectiveness of marketing campaigns, and make better strategic decisions. This data includes information relevant to the market, customers, competitors, and industry trends.

#### ***SWOT Analysis***

SWOT analysis is a strategic planning tool used to identify and understand an organization's or project's strengths, weaknesses, opportunities, and threats. It helps organizations develop strategies to capitalize on strengths and opportunities while addressing weaknesses and threats. In this study, the company's SWOT analysis data was obtained by interviewing the owner of PT Airlangga Rent Go / Silver Car and the results of an online questionnaire. The results of this analysis will later be used to determine the company's digital marketing strategy proposal.

#### **9) Strategy Based on SWOT Analysis**

Syafa'at & Wahid, (2020) explain that after identifying factors, the next step is calculating weights and ratings, which serve as a basis for determining the company's position. This is important for the company to implement a business strategy that aligns with its conditions. Weights are determined on a scale from 0 to 1, representing the accumulation of strengths compared to weaknesses and the accumulation of opportunities compared to threats.

The weight values are determined based on interviews conducted by the researcher with the management and employees of PT. Airlangga Rent Go/Silver Car, while the ratings are based on the level of impact of these factors on PT. Airlangga Rent Go/Silver Car. The most impactful rating is 4, while rating 1 has the least impact. The determination of these ratings results from discussions with the management and employees of PT. Airlangga Rent Go/Silver Car.

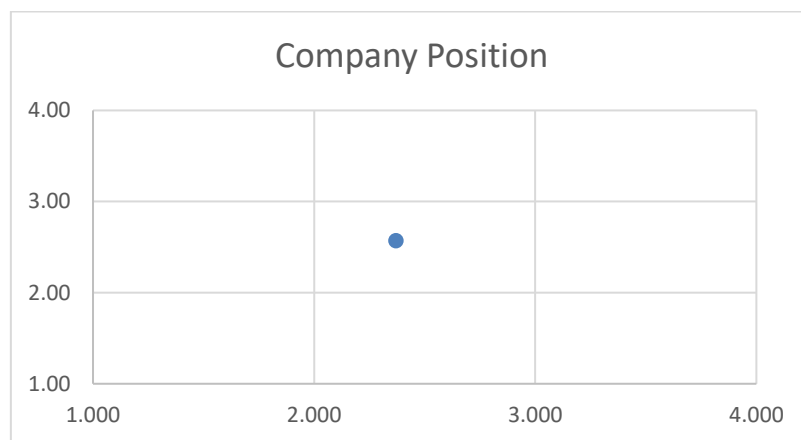
**Table 2. SWOT analysis**

No	STRENGTH INDICATOR	Weight	Rating	Score
1	Community response to the quality of products offered by Airlangga Rent Car, as evidenced by interviews with owners and consumers who have used tour or vehicle rental services	0.10	3	0.30
2	The prices of Airlangga Rent Car Go/Silver Tour & Travel are competitive compared to competitors	0.09	3	0.27
3	Having a good reputation as one of the oldest tour and travel services in Malang City, resulting in very good customer service	0.10	2	0.20
4	Offering high-quality tour and travel services, ensuring product quality	0.08	3	0.24
5	Having partnerships with insurance companies, making travel safer	0.08	2	0.16
6	Having partnerships with agencies or businesses that require Airlangga Rent Car Go/Silver Tour & Travel's products	0.08	3	0.24
	Total Strength Score	0.54		1.41
No	WEAKNESS INDICATOR	Weight	Rating	Score
8	Rental car prices are relatively higher compared to competitors	0.10	3	0.27
9	Tour prices are relatively higher compared to competitors	0.10	3	0.27
10	Decline in revenue due to transition from conventional to digital marketing	0.10	3	0.30
12	PT Airlangga Rent Car Go/Silver Tour & Travel has enough vehicles	0.08	2	0.16
13	PT Airlangga Rent Car Go/Silver Tour & Travel has enough employees	0.08	2	0.16
	Total Weakness Score	0.46		1.16
	Total			2.57
No	OPPORTUNITY INDICATOR	Weight	Rating	Score
15	The digital market opportunity is still very potential and comprehensive, not yet reached in Malang City and beyond	0.09	3	0.27
16	The company has loyal customers who competitors do not easily sway	0.08	3	0.24
17	Has many replacement vehicles if a breakdown occurs	0.07	2	0.14
18	The company has a fairly good image in the eyes of consumers and the public	0.08	3	0.16
19	Consumer response is quite good due to frequent repeat orders for vehicle rentals	0.07	3	0.21



No	STRENGTH INDICATOR	Weight	Rating	Score
20	Consumer response is quite suitable for tour and travel services	0.07	2	0.14
21	Market demand is quite high during certain moments	0.09	2	0.18
	Total Weakness Score	0.54		1.34
No	THREAT INDICATOR	Weight	Rating	Score
19	Many competitors with similar products in Malang City	0.09	3	0.27
20	Medium risk for vehicle rentals	0.08	2	0.16
21	Risk for freelance workers due to non-contractual nature, but common in the industry	0.07	2	0.14
22	The market always requires vehicle-renewal	0.07	2	0.14
23	Criminal risk related to theft is relatively low due to preventive measures by the company	0.07	3	0.21
24	High growth rate of vehicle rental businesses around the company	0.08	3	0.24
	Total Threat Score	0.46		1.03
	Total			2.37

The results of the IFS and EFS table calculations show that the IFS score is 2.57, and the score for the EFS results is 2.37.



**Figure 3. Company Position Quadrant**

Based on Figure 3, PT. Airlangga Trans is positioned in Quadrant V. This indicates that the appropriate strategy for Airlangga Trans, as represented in Quadrant V, is a growth strategy focused on horizontal integration. From an internal perspective, this growth strategy should involve expanding the market segment by effectively utilizing social media and digital marketing to reach a wider audience. Externally, the company should promote more extensively by partnering with tourism industry players in Malang and exploring various collaborations with institutions or companies within and outside Malang.

## Conclusion

Based on the analysis results, PT. Airlangga Trans has implemented various marketing strategies; however, the quantity of content and the marketing platforms used must be increased. PT. Airlangga Rent Car/Go/Silver Tour & Travel is positioned in Quadrant V, indicating that the appropriate strategy for Airlangga Trans, as represented in Quadrant V, is a growth strategy focused on horizontal integration.

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