

**ANALISIS STRATEGI PEMASARAN VIP AIRPORT SERVICE JOUMPA
(YOUR JOURNEY COMPANY) PT GAPURA ANGKASA DALAM UPAYA
PENINGKATAN FREKUENSI PENJUALAN DI BANDAR UDARA
INTERNASIONAL I GUSTI NGURAH RAI BALI.**

ABSTRAK

VIP airport service Joumpa adalah layanan hospitality milik PT Gapura Angkasa untuk setiap konsumen yang menginginkan pelayanan eksklusif saat proses kedatangan maupun keberangkatan di bandara.. Layanan Joumpa terdiri dari fast track, meet and great, transfer, VIP airport service, , airport event organization dan lounge. Penjualan Joumpa di Bandara Ngurah Rai selalu mengalami kenaikan. Oleh karena itu, dilakukan penelitian mengenai strategi pemasaran Joumpa Ngurah Rai dalam upaya peningkatan frekuensi penjualan. Terdapat tiga tujuan yang akan dicapai yaitu, mengetahui strategi pemasaran yang digunakan Joumpa Ngurah Rai, mengetahui tinjauan efektivitas strategi pemasaran, dan mengidentifikasi hambatan Joumpa dalam memasarkan layanannya.

Jenis data yang digunakan dalam penelitian ini meliputi data primer dan data sekunder. Data primer diperoleh dengan menyebarkan kuesioner, melakukan wawancara dan observasi pada supervisor Joumpa, assistance manager PT Gapura Angkasa Bali dan karyawan Joumpa Ngurah Rai. Data Sekunder diperoleh dari data annual report PT Gapura Angkasa tahun 2017-2018, data penjualan Joumpa 2016-2020, proposal Joumpa, dan literatur lainnya. Penelitian mix method dengan metode sequential explanatory yang terdiri dari data kuantitatif dan kualitatif.

Hasil penelitian ini menunjukkan bahwa VIP airport service Joumpa Ngurah Rai menekankan penggunaan empat dari tujuh komponen yang merupakan konsep marketing mix yaitu produk, tempat, promosi dan proses untuk meningkatkan frekuensi penjualannya. Ke empat komponen strategi pemasaran yang sudah digunakan oleh VIP airport service Joumpa memiliki skor rata-rata 4,97 sehingga dapat dikatakan sangat efektif. Cara yang dilakukan VIP airport service Joumpa menghadapi hambatan dalam pemasaran adalah dengan melatih karyawannya agar dapat mengatasi masalah pada saat kegiatan operasional.

Kata Kunci: VIP airport service, Joumpa, strategi pemasaran, Frekuensi penjualan

**MARKETING STRATEGY ANALYSIS OF VIP AIRPORT SERVICE
JOUNPA (YOUR JOURNEY COMPANY) PT GAPURA ANGKASA IN
EFFORTS TO INCREASE SALES FREQUENCY AT I GUSTI NGURAH
RAI INTERNATIONAL AIRPORT BALI**

ABSTRACT

Joumpa VIP airport service is PT Gapura Angkasa's hospitality service for every customer who wants exclusive service during the arrival and departure process at the airport. Joumpa's services consist of fast track, meet and greet, transfers, VIP airport service, airport events organization, and lounge. Sales of Joumpa products at Ngurah Airport have always increased. Therefore, this research was carried out on the marketing strategy of Joumpa Ngurah Rai in an effort to increase the frequency of sales. There are three objectives to be achieved in this research, namely, knowing the marketing strategy used by Joumpa Ngurah Rai, knowing the review of the evaluation of the effectiveness of marketing strategies, as well as identifying the obstacles experienced by Joumpa Ngurah Rai in marketing its services.

The types of data used in this study include primary data and secondary data. Primary data were obtained by distributing questionnaires, conducting interviews and observations to Joumpa's supervisors, assistant manager of PT Gapura Angkasa Bali, and employees of Joumpa Ngurah Rai. Secondary data were obtained from PT Gapura Angkasa's annual report data for 2017-2018, employee data, Joumpa sales data 2016-2020, Joumpa proposals, and other literature. The writer used a mixed-method research type with sequential explanatory methods consisting of quantitative and qualitative data.

The results of this study indicate that the VIP airport service of Joumpa Ngurah Rai uses four of the seven components which are a marketing mix concept, namely product, place, promotion, and process to increase the frequency of its sales. The four components of the marketing strategy that have been used by VIP airport service Joumpa have an average score of 4.97 so they can be said to be very effective. The way that the VIP airport service Joumpa faces obstacles in marketing is by training its employees to solve problems during operational activities.

Keywords: VIP airport service, Joumpa, marketing strategy, frequency of sales.