

CHAPTER II

INTERNSHIP ACTIVITIES

2.1 The General Description of The Place

Kirana Tour and Travel is a travel agent in Malang. Since operating in 1997, Kirana Tour and Travel has developed into one of the well-known travel agents in the city of Malang. Located on Jalan T Haryono 1A, Ruko Istana Dinoyo Kav D-16, Malang, Kirana Tour and Travel has a strategic location in the middle of the city which makes it easy for customers to reach their office.

The Kirana Tour and Travel office itself has two floors, where on the first floor is the Air Asia Malang branch sales office, and on the second floor is the Kirana Tour and Travel office. Some of services at each office are as follows:

1. AirAsia

At the Air Asia office, customers can make transactions to purchase special Air Asia plane tickets. Apart from airplane ticket purchasing services, they also provide several things related to airplane services, such as independent rescheduling, adding baggage, selecting seats, adding food on the plane, and also group purchasing airplane ticket bookings.

2. Kirana Tour and Travel

Kirana Tour and Travel has a special branch that is devoted to serving tour packages both domestically and abroad, namely Pergi Rame-rame. For customers who want to travel abroad, Kirana Tour and Travel also provides visa and passport processing

services for customers who need them. And for customers who want to buy plane tickets other than Air Asia, customers can refer to Kirana Tour and Travel where they can help customers to buy plane tickets from other airlines. Furthermore, they also provide hotel ticket booking services both domestically and abroad. Not only that, Kirana Tour and Travel provides shuttle services for customers who want to travel between cities. Apart from inter-city shuttles, the Kirana Tour and Travel shuttle also provides Airport Shuttle services for pick-up and drop-off to Juanda Airport.

2.1.1 The Organization Structure of Kirana Tour and Travel



Figure 1. Organization Structure of Kirana Tour and Travel

In figure 1 we can see that Kirana Tour and Travel employees are divided into several divisions which have different tasks. The Tour Division, which consists of Lia Anjaini, Vetricia, and Tasya, focuses on working on things related to marketing tour package services, starting from marketing content on social media, handling WhatsApp accounts for the Kirana Tour and Travel tour package service, making booklets and tour package itineraries, make customer reservations in terms of purchasing plane tickets and hotels, and also serve as a tour guide during a tour package. Another division is the finance division which consists of Fia and Yusril. This division is tasked with storing all funds that enter the offices of Air Asia, Kirana Tour and Travel and Go Ramerame and recording income and expenses that occur while serving customers. Additionally, there is also a ticketing and shuttle division consisting of Enry, Dimas, and Revan who are tasked with providing services and information regarding travel and shuttles to both customers and the drivers on duty. The last division is the AirAsia Ticketing Team which consists of Syams, Billy, Monica and Yuda. This division is tasked with providing various services related to AirAsia, including booking airline tickets for both Free Independent Traveler (FIT) and group bookings, independent rescheduling services, and other additional aircraft services such as purchasing baggage, purchasing meals, and purchasing seats.

2.1.2 The History of Kirana Tour and Travel

Kirana Tour and Travel works under the auspices of PT Kirana Anugerah Terindah. This company is led by Mr. Immanuel Ustradi Osijo who has experience not

only as an entrepreneur, but also has experience in the world of education. Mr. Immanuel Ustradi Osijo himself has worked as a lecturer at two of the many well-known universities in Indonesia, namely Ciputra University Surabaya since 2015 and Brawijaya University Malang since 2018. Mr. Immanuel's success as an entrepreneur and educationalist can be seen from his educational background. travel. Mr. Immanuel has 3 different degrees, namely Doctor in Management at Malang State University, Bachelor of Management degree at STIE YAPAN Surabaya, and Master of Management degree at STIE IEU Surabaya.

The degrees he received influenced his success in working as an entrepreneur in running a business. Starting from zero, Mr Immanuel previously had experience working as a driver. And in 1997, Mr. Immanuel succeeded in building and operating a company operating in the tourism sector, namely Kirana Tour and Travel. Initially, Kirana Tour and Travel itself was founded with the initial name Kirana Tour and Shuttle. Continuing in 2014, Kirana Tour and Travel collaborated with Air Asia airline and opened a service center office in Malang. In Indonesia, AirAsia Travel Service Center (ATSC) itself has 13 branches, one of which is in the city of Malang. Meanwhile, in 2015, Kirana Tour and Travel opened a branch focused on providing tour package services, namely Pergi Rame Rame.

Currently, Kirana Tour and Travel is led by a new CEO (Chief Executive Officer), namely Abraham K.M. Osiyo is the biological son of Mr. Immanuel. So far, Kirana Tour and Travel has collaborated with several large companies. Some of these collaborative companies are:

1. SCTV Group Jakarta
2. Coverage 6 Jakarta
3. PT ITS Science Indonesia
4. Hermina Group Hospital
5. Indomarco Group
6. PT PG Rajawali Group
7. Tentrem Bodywork
8. Malang District Government
9. East Java Livestock Service
10. State University of Malang
11. Brawijaya University Malang
12. Muhammadiyah University of Malang
13. Ciputra University Surabaya
14. PT Pama Persada Palembang
15. Malang District Court
16. PT Cargill Indonesia
17. Artificial Insemination Center (BBIB)
18. Bank Indonesia Malang
19. East Java Times
20. Times Indonesia

2.1.3 The Services of Kirana Tour and Travel

Apart from the services previously mentioned, there are also several other services that Kirana Tour and Travel provides. Some of them are:

1. AirAsia Travel Sales Centre Indonesia (AirAsia Indonesia ticket wholesaler)
2. Airplane Tickets (Domestic and Overseas)
3. Tour Packages (Domestic and Overseas)
4. Jejak Rasul + AL AQSO
5. Holyland Pilgrimage
6. Hotel vouchers (Domestic and Overseas)
7. Car rental
8. Airport shuttle (Juanda)
9. Inter-city travel
10. Visa and passport processing
11. MICE (Meetings, Incentives, Conferences, Exhibitions)



Figure 2. Domestic and International Tour

Figure 2 above displays documentation of one of the superior services provided by Kirana Tour and Travel, namely tour packages. From this documentation it can be seen that Kirana Tour and Travel has succeeded in serving several groups of their customers in conducting tours both domestically and overseas.

Kirana
TOUR & TRAVEL
Sweet Experience

PRICELIST TRAVEL
MALANG - JUANDA/SURABAYA
JUANDA/SURABAYA - MALANG

CARTER DROP
IDR 650.000
Sudah termasuk: IDR 375.000

- BBM
- Driver
- 2 pax/mobil
- Tol
- Parkir Juanda

REGULER
IDR 150.000

- Harga belum termasuk Tol
- Kapasitas permobil 3 orang
- Keberangkatan setiap jam ganjil (Start dari pukul 01.00-17.00 WIB)

Unit:

- Avanza
- X-Pander
- Raize
- Innova Zenix (IDR 800.000)

Contact Us!
Hotline ☎ 0341 - 55 77 56
Operator 📞 0821 4116 8062

CARTER HARIAN

Unit	MLG-SBY
• All New Avanza	• 650.000
• Grand Innova	• 750.000
• Innova Reborn	• 850.000
• Innova Zenix	• 1.100.000
• Hiace Commuter	• 1.200.000
• Hiace Premio	• 1.500.000

Belum termasuk:

- Tol
- Parkir
- Makan dan Minum Driver
- Overtime 50rb/Jam

Sudah termasuk:

- BBM
- Driver
- Pemakaian per 8 Jam

*Note: Harga berubah untuk pemakaian diluar area Malang (Batu) dan Surabaya

Figure 3. Inter-city Travel and Airport Shuttle

Figure 3 provides a more detailed explanation regarding the services that Kirana Tour and Travel also provides, namely airport shuttle (Juanda) and inter-city travel. Matters relating to travel and shuttle services such as travel routes, rental prices, types of cars provided by Kirana Tour and Travel, and other details are explained in the figure.

2.2 The Activities

The internship program that the author is taking part in at Kirana Tour and Travel starts on September 1st 2023 and ends on October 31st 2023. During the internship program, the author underwent the process of working in the field every

Monday to Friday from 08.00 to 16.00. The following are details of the activities the author carried out during his activities in class.

2.2.1 The First Week (September 1st – September 8th, 2023)

On the first day, the author started work by getting to know several employees who were working in the office that day. The author was also introduced to the existence of 2 different offices at Kirana Tour and Travel, namely the Air Asia office which is on the 1st floor and the Kirana Tour and Travel office which is on the 2nd floor. After a brief introduction, the author received a division of tasks with 2 other writer friends to work alternately, namely at the Air Asia office which takes care of plane ticketing and at the Kirana Tour and Travel office which takes care of shuttles and promotional content for tour and travel services with a duration of 2 weeks each. And in the first 2 weeks, the author was placed at the Kirana Tour and Travel office. Then during the first week, the author has done several jobs, including creating designs for promotional tour package in 3 countries, namely Singapore, Malaysia and Thailand. Another things the author has done is create an itinerary for the Bali Tour. Here the author is assigned to create a tour itinerary with several predetermined destinations and design the tour itinerary. Apart from that, the author also studied several basic theories in the shuttle sector such as the terms overtime, overarea, and the author also had the opportunity to reply to WhatsApp messages from customers.

2.2.2 The Second Week (September 11th – September 15th, 2023)

Entering the second week, the author learned several new things, including several applications that Kirana Tour and Travel usually uses to book plane, train and hotel tickets. These applications include MG BedBank and Pointer. Apart from that, the author also studied how these applications work and how to calculate the profit that Kirana Tour and Travel will receive. In the second week, the author started recording orders from customers who wanted to use the shuttle service at Kirana Tour and Travel. The author also had the opportunity to make plane ticket orders using the Pointer application and understand how the ordering system works. Not only that, the author also knows what travel fleets are used in the Kirana Tour and Travel shuttle service along with the codes to make recording easier.

2.2.3 The Third Week (September 18th – September 22nd, 2023)

In the third week, the author moved to the Air Asia plane ticketing office. There are also several new things that the author has learned, some of which are that this week, the author had the opportunity to learn the basics and shortcuts that work in the Air Asia ticket booking system. Apart from that, the author also inputs customer data who want to order or check Air Asia ticket prices on the Air Asia computer system. The author also learned that there are two different systems that Kirana Tour and Travel

usually uses for Air Asia ticket bookings, namely via the SkySpeed application for FIT (Free Independence Travel) bookings, and also GPS for group bookings.

2.2.4 The Fourth Week (September 25th – September 29th, 2023)

In the fourth week, the author had the opportunity to find out about the bots and systems used at the Air Asia office to serve customers when checking prices or ordering tickets. Apart from that, the author was also shown how to issue a customer's plane ticket. From this opportunity the author was able to learn and remember more deeply about several important shortcuts used when ordering tickets. Some of them are the F4 shortcut to reschedule, F5 to enter passenger data, F6 to change IDR currency to another currency, and other shortcuts. Apart from that, the author also saw firsthand what to do when customers come to the office to order tickets.

2.2.5 The Fifth Week (October 2nd – October 6th, 2023)

Entering the fifth week, the writer was again placed at the Kirana Tour and Travel office. This week, the author discovered several new things in the shuttle booking system. Some of them are what preparations must be made before picking up the shuttle the next day. The preparations or documents that need to be prepared are making travel documents, receipts, deposit lists, and filling in fuel vouchers. Apart from that, in this fifth week, the author had a valuable opportunity to become a tour leader assistant and bring a group of international students from the State University of

Malang to go on a study tour to Banyuwangi for 2 days starting from October 6th until October 7th 2023. Here the author is confronted directly with how to become a tour leader in the real world, what difficulties a tour leader faces and how a tour leader should respond to them. Apart from that, the author also had the opportunity to communicate with many foreign students which made the author more accustomed to using English in everyday conversations.

2.2.6 The Sixth Week (October 9th – October 13th, 2023)

In the sixth week, the author has become more adjusted to the sequence of work that must be done in the office. Starting at office opening hours, the author immediately opened WhatsApp to reply to customer chats that had not been answered. After replying to the customer's message, the author sent a message to the customer who wanted to take a shuttle trip the next day by sending a trip confirmation message. Once confirmed by the customer, the writer will mark the customer's name in the shuttle order notebook and then send a message to the customer to make payment if it has not been made. Then the author starts making a travel document which will be carried as passenger data by the driver, a receipt which will be handed over to the customer, a deposit list which is a list of tomorrow's trip, and also fills in fuel vouchers to fill up petrol for the cars that will be used on tomorrow's trip.

2.2.7 The Seventh Week (October 16th – October 20th, 2023)

In the seventh week, the author was given greater responsibility, namely to issue tickets himself without being guided by Kirana Tour and Travel employees. Here the author is tested for his accuracy and responsibility in ordering tickets according to customer requests. Apart from ordering tickets, the author also serves customers by purchasing add-ons such as add baggage, upgrade baggage, add meals, and add airport service in the form of a wheel chair. Not only adding on, the author also learns how to reschedule flight schedules according to customer requests. The author also learned something new where when it was time to go home, the author was required to make notes about what tickets had been issued and also check the prices for purchasing tickets anywhere. This week the author also found out how to print an itinerary for purchasing plane tickets which will later be distributed to customers.

2.2.8 The Eighth Week (October 23rd - October 31st, 2023)

In the last week, the author has become more familiar with the flows and systems that must be followed to order Air Asia plane tickets. The author has been given the responsibility to enter passenger data starting from name, date of birth, gender, passport details, and also add-ons according to customer requests.

2.3 The Problems

During her internship at Kirana Tour and Travel, the author discovered several problems related to the way of marketing the services provided by Kirana Tour and Travel. Some of these problems are:

2.3.1 Lack of marketing and promotional tools

The author had the opportunity to take a role in making a promotional video for a 3-country tour package for which the author also made a promotional poster. From this video and several videos that the Kirana Tour and Travel team has uploaded on Instagram social media, the author found that the videos were made based on songs and trends that are viral and often used on social media. It can be concluded that in terms of promotional videos, they have attracted Gen Z by involving the use of viral trends that are currently widely used by the public. However, what is unfortunate is that promotional features that could be used to further disseminate their services are not used. Instagram itself has features that can help a company's marketing on Instagram itself, one of which is Instagram Ads. Meanwhile, Instagram Ads allow businesses and advertisers to promote products, services or brands to targeted Instagram users. If this feature is used by Kirana Tour and Travel, the services they offer can reach a larger audience who don't know them and start using the services that Kirana Tour and Travel has. Apart from that, Kirana Tour and Travel has a previously active website which customers can easily access via the internet. However, at this time, the website is no longer active and this is very unfortunate because the website

itself is a marketing tool that can play an important role in promoting the services they offer.

2.3.2 Outdated promotional poster design

While working at Kirana Tour and Travel, the author had the opportunity to design one of the tour packages that would be promoted on Instagram social media, Pergi Rame Rame. The author was given a sample poster that the team had used and uploaded on Instagram and assigned the author to design a promotional poster for a tour package to 3 countries, namely Thailand, Singapore and Malaysia. From the poster template in the Canva application that the Kirana Tour and Travel marketing team usually uses to edit promotional posters, the author can see that the design used is too outdated and less attractive compared to current poster designs. The choice of colors, visuals and designs used are less attractive to Gen Z. Meanwhile, the target market for using Instagram social media as a marketing tool is Gen Z.