

ABSTRACT

INDONESIA ONLINE CONSUMER PERCEPTION MAP ON ADVERTISING, SALES PROMOTION, AND PUBLIC RELATION, 2015

*(Study at www.goindonesia.com, www.tiket.com, www.traveloka.com,
www.pegipegi.com, dan www.tiket2.com)*

Indonesia in online ticket reservation service competitive map, already known because of increasing the number of tourist from 2009 until 2013 by 28,16% for domestic and 8,12% for foreign. From 12 integrated marketing communications activities, there are three of the most widely used by the five sites are advertising, sales promotion, and public relation.

The purpose of this research is to find out and explain visually about Indonesia online ticket reservation consumer perception using perceptual map based on advertising, sales promotion, and public relation. This research used questionnaire to collect data that distributed to 20 traveling community in Indonesia and analyzed with multidimensional scalling on SPSS 20.

Based on the level of similarity, Go Indonesia and Tiket were perceived similar by consumers. Whereas Traveloka, Pegi pegi, and Tiket 2 were perceived not similar by consumers. Based on the IMC activities, Traveloka was perceived best by consumers in terms of advertising, sales promotion, and public relation.

Keywords: perception, perceptual map, advertising, sales promotion, public relation