

## **ABSTRACT**

*Triplow company is engaged in the travel agency. In the marketing of products Triplow apply it online and offline, but online marketing Triplow more inclined to media advertising and promotional products as for the negotiation and purchase a travel package consumers prefer the offline or meet directly with parties Triplow. Product benefits travel package Triplow from Jakarta to Bali is they have a more economical price, destinations that are rarely visited, and a complete travel package to make consumers can more freely and comfortably on his journey to Bali*

*Aspects of market obtained by disseminating a questionnaire to the 270 respondent that live in Jakarta. From the results of a questionnaire will be able to determine a large of potential market, available market, and target market. The result of the questionnaire shows the percentage of potential market 93%, the percentage of available market 66%, and the percentage of target market 0,0225%.*

*The results of the calculations in the financial aspect that shows the value of the NPV investment rate is Rp. 135,466,318.56, IRR is 27.76 %, and the PBP is 3.275 years. Based on the results of the financial aspect of the authors conclude that Business Traveling Triplow declared eligible for the value of IRR is greater than the value of MARR, and the NPV is positive.*

**Keywords : Travel Agent, Triplow, NPV, IRR, PBP**