ABSTRACT

Kliktrip is one of the Online Travel Agent application brands with daytrip and activity booking services in Indonesia which was established in 2018. In the last few years, Kliktrip has experienced several symptoms, including a decrease in revenue in the second year and the low level of brand differentiation of the Kliktrip Online Travel Agent application based on customer perception compared to other Online Travel Agent application brands. Based on the symptoms of these problems, it can be concluded that the brand of the Kliktrip Online Travel Agent application is weak in customer perceptions of the Online Travel Agent application because customers tend not to know the advantages offered by the Kliktrip Online Travel Agent application brand. To be successful in facing competition with other business competitors, it is necessary to carry out sustainable development by building competitive differentiation by designing and improving positioning strategies.

The objectives of this study are to: (1) Design a strategy for improving the brand positioning of the Kliktrip Online Travel Agent application and (2) Optimizing the resources owned by the Kliktrip Online Travel Agent application brand to implement a strategy for improving the brand positioning of the Kliktrip Online Travel Agent application. The population in this study are Indonesian residents who use the Online Travel Agent application. The sample used for data processing in this study amounted to 213 people. Based on the results of perceptual mapping, there were 4 groups of competitive areas, the Online Travel Agent Kliktrip application brand was in the same area as the Explorer.id Online Travel Agent application brand which made it the main competitor of the Kliktrip Online Travel Agent application brand. The result of this research is a strategic design of positioning improvement on the attributes that are the basis of competition in the competition area of Kliktrip and Explorer.id. This is the basis of consideration for Kliktrip in achieving the goals to be achieved.

Keywords: Kliktrip, Online Travel Agent Application, Positioning, Multidimensional Scaling, Perceptual Mapping, SWOT.