



**DIGITAL MARKETING STRATEGY FOR EXPLORE MISTER ALADIN PRODUCTS  
TO ATTRACT PURCHASES  
AT MISTER ALADIN**

By

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**Abstract**

*Digital developments in Indonesia currently also affect the tourism sector, with the growth of digitalization having an impact, increasing competitiveness in the Online Travel Agent (OTA) industry. The existence of this competitiveness makes competitors innovate to provide the best service in order to attract purchases. The purpose of this study is to analyze customer interest in purchasing Explore Mister Aladin products, on the current Mister Aladin Platform, analyze the current digital marketing strategy of Explore Mister Aladin products, and build and develop a digital marketing strategy for Explore Mister Aladin products through the right social media channels to increase purchases at Mister Aladin. The approach to this research is qualitative with descriptive and SWOT analysis methods. The results of the study show that customer interest is influenced by trust and promotion, the current strategy is to use social media but is not yet optimal, and the resulting strategy is an aggressive strategy by developing technology that makes it easier for customers and building cooperation with vendors and business partners. To strengthen competitiveness, Mister Aladin must intensify digital advertising, expand partnerships with Key Opinion Leaders (KOLs), and improve social listening strategies and data-based customer loyalty programs.*

**Keywords: Aggressive Strategy, Digital Marketing, Explore Mister Aladin, Social Media, Digital Tourism.**

**INTRODUCTION**

Indonesia, as a country with rapid tourism growth, is also supported by government policies that encourage digitalization in the tourism sector. The Ministry of Tourism has launched various digital initiatives, including supporting the development of digital-based tourist villages. With the existence of the *Online Travel Agent* (OTA) platform, such as Mister Aladin, tourist villages in Indonesia can more easily reach domestic and international tourists. Citing other theories, the Digital Marketing Mix Theory or 4C ( *Cost, Consumer, Communication, Convenience* ) by Lauterborn (1990) explains that digital marketing allows businesses to facilitate more efficient communication, offer

products at competitive prices, and create a more comfortable and easy consumer experience. and can provide convenience and effectiveness of time that is faster to access wherever and whenever consumers want to make a booking .

Mister Aladin, as one of the *Online Travel Agents* present in the midst of Indonesian society, tries its best to provide convenience in planning travel, and has utilized digital marketing well. Mister Aladin not only acts as an intermediary in selling tourism products from vendors or tourist villages, but is also active in promotions through social media such as Instagram, Facebook, TikTok, and YouTube to introduce and provide product



information and updated *promos* /discounts on its media *platforms* . Based on the Integrated Marketing Communication Theory put forward by Belch and Belch (2015), the use of integrated digital communication channels helps increase brand awareness and encourage consumer engagement. Mister Aladin uses social media to interact with consumers, especially the younger generation (Gen Z), through promotions such as *giveaways* , quizzes, and direct discounts/discounts, which have proven effective in attracting interest and increasing transactions .

In addition, collaboration with media partners such as MNC Group provides additional strength for Mister Aladin in expanding its marketing reach and building its *brand image* to potential consumers. The Marketing Efficiency Theory by Drucker (1954) emphasizes that the use of efficient and integrated channels can reduce marketing costs while increasing results, especially in terms of brand visibility and access to consumers. This collaboration allows Mister Aladin to reach a wider market segment at a more efficient cost, as well as utilize a strong media network to support the marketing of Explore Mister Aladin products .

In this context, this study will focus on the analysis of digital marketing strategies used by Mister Aladin, especially on the Explore Mister Aladin product, to attract consumer purchasing interest. This study will use a qualitative approach with the SWOT analysis method to identify the strengths, weaknesses, opportunities, and threats in the marketing strategies implemented by Mister Aladin. This study is expected to provide deeper insight into the effectiveness of digital marketing strategies in the tourism sector, as well as contribute to the development of more innovative and effective digital marketing strategies in Indonesia .

## LITERATURE REVIEW

### 1. Marketing

Some of the key concepts of Kotler and Keller's (2016) Digital Marketing Theory include:

#### a. Digital Marketing and Social Media

Kotler and Keller emphasize the importance of social media as a platform for building relationships with customers, increasing brand awareness, and facilitating two-way interactions between companies and consumers.

#### b. Content Marketing

They outline a strategy of creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, and drive profitable customer action.

#### c. Data-Driven Marketing

Kotler and Keller discuss the use of data analytics to understand consumer behavior, market segmentation, and personalization of offers, all of which aim to increase the effectiveness of marketing campaigns.

#### d. Marketing Automation

They also highlight the role of technology in automating marketing processes, such as email marketing, social media management, and advertising campaigns, to improve the efficiency and consistency of marketing communications. These concepts reflect the adaptation of traditional marketing theory to the digital age, where online interactions and technology play a key role in modern marketing strategies .

### 2. Digital Marketing Strategy

Marketing a product and service is certainly inseparable from the design of a very appropriate strategy according to the target market that has been determined and planned. According to Haryanti (2017) stated that According to The American Marketing Association (AMA). Marketing is a function of the organization and a set of processes to communicate, create and manage relationships between consumers with the intent and purpose



of providing benefits to the organization and stakeholders. By understanding the definition according to AMA, marketing is also the most basic and fundamental activity in determining the marketing of products and services in an organization or company.

With the current era of development, technological developments have entered not only the upper middle class, but also the lower middle class. This phenomenon is also referred to by Kotler in Haryanti (2017) that not only sees part of the marketing mix, namely 4P (Price, Product, Place, & Promotion) but also with new wave technology which means technology provides connectivity and interactivity between individuals and groups. The marketing side that adapts this phenomenon is called Digital Marketing or digital marketing which is defined as a marketing practice that applies "digital distribution" channels to reach consumers with effective, personal or direct methods to users or target markets and cost effective (Satyo in Nurpratama et al., 2020). Marketing activities are carried out intensively using digital media, starting from product offerings, payments and shipping. Additional views/perspectives were conveyed by Rapitasari (2016) who said that Digital Marketing Strategy is part and type of marketing strategy that uses information technology which is growing rapidly from day to day. The implementation of this strategy must also take into account various supporting factors, both internal and external, which also aim to determine the accuracy and to determine the right and appropriate digital marketing strategy .

### 3. Social Media Channels

The latest trend changes, also started from the new normal era. Where the rapid development of globalization has made many people see and be aware of opportunities to innovate to align with current trends. Social media channels that are currently used by many people to channel hobbies, interact, and buy and sell make this channel in great demand by many

millennial consumers. According to Dwivedi *et al.*, (2020). Many people currently spend their time online to find the most accurate information possible about products and services. Not only that, interactions in the form of communication with other consumers are often heard to share their experiences in enjoying and experiencing existing products and services. According to data quoted in the report issued by *We Are Social* regarding the "Overview of Global Internet Use" for 2020, it is stated that the average internet user spends around 6 hours and 56 minutes in one day with various purposes in their searches. And what's unique is that in Indonesia, the average internet user spends more than 30% of their time in a day, or the equivalent of 8 hours 52 minutes. This fact/phenomenon shows that digital channels are one of the channels that have great potential because people as consumers are already equipped with internet access and other communication tools to connect to existing digital services. Looking at the average time spent by Indonesian consumers in a day to access social media, work, and online shopping access, around 3 hours 14 minutes are used to access social media, this fact is enough to prove that consumers in Indonesia are very dependent on the internet, this can be a great opportunity in *Digital Marketing* to directly receive information on products and services provided .

Zhuu & Chen in Dwivedi *et al.* , (2020) divide social media into two groups according to the basic nature of connections and interactions, including:

- a. Profile-based, namely social media based on profiles that focus on individuals or users of the social media. This social media group encourages connections that occur because individuals are attracted to the social media user (eg. Facebook, Twitter, WhatsApp).
- b. Content-based, namely social media that focuses on content, discussion, and



comments on the content displayed. The main goal is to connect individuals with content provided by a particular profile because the individual likes it (eg Youtube, Instagram, Pinterest).

## RESEARCH METHODS

This study will use a qualitative approach with a case study method. The qualitative approach was chosen because it can provide an in-depth understanding of the digital marketing activities of Mister Aladin's explore products. The case study method was chosen because it allows researchers to investigate the phenomenon in a real and complex context of the Explore Mister Aladin Product Digital Marketing Strategy to Attract Purchases at Mister Aladin .

This research was conducted at Mister Aladin. With data collection techniques in this study using three techniques, namely interviews, observations , and field notes.

The informant sources consist of Mister Aladin *customers* , They can come from various backgrounds and have various types of needs and preferences, which vary according to their travel goals and also include *customers* who have previously / have purchased Explore Mister Aladin products. As well as management, consisting of: Finance , Marketing, Human Resources (HR) , Operations .

## RESULTS AND DISCUSSION

### Mister Aladin Digital Marketing Strategy

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Another opinion from Ryan in Rapitasari (2016) states that *Digital marketing* is not a concept that focuses on technology alone, but on humans (marketers/actors) and how to use technology to build relationships with other humans (consumers) to create and significantly increase sales graphs that should be done and occur. Another goal of





implementing a *Digital marketing* strategy is to build communication between service providers and consumers, in detail meaning to inform brands in building trust and brand loyalty to consumers themselves. There are many channels/systems that can be used by marketers in planning and identifying the right *Digital marketing*, one of which is *social media and media partners*.

**Figure 1 Marcom Channels Mister Aladin Details**

Source: Company Profile Mister Aladin 2024



**Figure 4.1 Details of Mister Aladin Promotional Media / Media Channels**

Source: Company Profile Mister Aladin 2024

From the image above, we can see clearly how Mister Aladin's media partners and promotions are quite good and big because they are supported by the MNC Media Group, which is currently the largest media in Southeast Asia.

**Social Media Channels**

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To increase the effectiveness of digital marketing strategies, it is necessary to use a broader digital marketing concept. The following is the Theory of Digital Marketing Integration according to (Kotler & Keller, 2021) Kotler and Keller emphasize that effective digital marketing must integrate various marketing channels harmoniously. The main components of integrated digital marketing include:



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a. **SEO (Search Engine Optimization) :**

SEO is a strategy to optimize a website to get a high ranking in organic search results of search engines such as Google, Bing, and Yahoo. SEO is divided into several main aspects, namely:

1. **On Page SEO**

Optimizing elements within a web page such as keyword usage, meta descriptions, headings, SEO-friendly URLs, and internal linking.

2. **Off Page SEO**

Building site credibility through quality backlinks, social bookmarking, and digital PR.

3. **Technical SEO**

Technical optimization of the site, including page speed, data structure, security (HTTPS), and user experience (UX).

4. **Local SEO**

Optimization for location-based searches through Google My Business, customer reviews, and consistent listing of business addresses across platforms.

SEO is long-term and requires regular strategy updates to adapt to changes in search engine algorithms.

b. **PPC (Pay Per Click Advertising)**

Paid advertising like Google Ads. PPC (Pay Per Click Advertising) PPC is a digital advertising model where advertisers pay based on the number of clicks received on their ads. Some of the main PPC platforms include:

1. **Social Media Ads** : Paid advertising on platforms such as Facebook Ads, Instagram Ads, LinkedIn Ads, and TikTok Ads that allow for more specific audience targeting.
2. **Display Ads**: Visual-based ads (banners, videos, or rich media) that appear on various Google Display Network partner websites.
3. **Retargeting Ads** : Retargeting users who have previously visited a website to increase the chances of conversion.

In relation to the Mister Aladin platform as an Online Travel Agent (OTA), the psychological theories mentioned above can be

used to optimize Pay-Per-Click (PPC) strategies to increase marketing effectiveness and attract more tourists. Here is the analysis:

1. **Stimulus-Organism-Response (SOR) & PPC Theory**

Mister Aladin PPC ads act as a stimulus that attracts users' attention on search platforms or social media. The organisms in this case are tourists who are influenced by visual elements, text, promotional prices, and reviews in PPC ads. The response can be a click on an ad, exploring an offer, or even placing an order directly. To keep cost per click (CPC) efficient, Mister Aladin can use user behavior analytics to refine targeting and adjust ads to be more emotionally relevant to potential customers.

2. **Expectancy-Confidence Theory & PPC**

Effective PPC not only invites clicks, but also must meet user expectations once they arrive at the Mister Aladin site.

If the information in a PPC ad (such as price, features, or discounts) does not match the reality on the landing page, user trust can decrease and increase the bounce rate.

Therefore, Mister Aladin must ensure that the landing page of the PPC ad is consistent with the content of the ad to produce optimal conversions.

3. **Emotion Theory and Decision Making & PPC**

PPC that leverages emotional elements, such as attractive destination images, persuasive words, or urgency (example: "Sale Ends In 24 Hours"), can increase Click-Through Rate (CTR). Mister Aladin can use A/B Testing strategies to identify which advertising elements most evoke emotions in travelers and encourage them to make a booking.

4. **Self-Determination Theory & PPC**

Travelers want to feel in control of their travel decisions. Mister Aladin PPC can be designed to provide a variety of flexible travel package options, provide clear information, and



display reviews from other travelers to increase user confidence in making decisions.

### 5. Flow Theory & PPC

Mister Aladin can ensure that once users click on a PPC ad, they experience a smooth and enjoyable experience on its platform. Easy navigation, fast search process, and attractive journey visualizations will keep users engaged and more likely to make a booking. The advantage of PPC is fast and measurable results, but it requires a mature strategy so that the cost per click (CPC) remains efficient and provides a high ROI. The advantage of PPC is fast and measurable results, but it requires a mature strategy so that the cost per click (CPC) remains efficient and provides a high ROI.

#### c. Email Marketing :

Displaying ads on Google search results pages based on specific keywords. Google Ads is also a direct marketing strategy that uses email to build relationships with customers, increase loyalty, and drive conversions. Types of email marketing include:

1. **Newsletter** : Periodic emails containing the latest information, promotions, or educational content for the audience.
2. **Promotional Emails**: Emails containing special offers, discounts, or new product launches to encourage purchases.
3. **Automation Emails**: Emails that are sent automatically based on customer behavior, such as welcome emails, abandoned cart emails, and follow-up emails.
4. **Email Personalization**: Using customer data to create more relevant messages, such as addressing the recipient by name or providing product recommendations based on purchase history. The success of email marketing depends on audience segmentation strategies, attractive email design, and choosing the optimal sending time.

#### d. Content Marketing

Creating valuable content such as blogs, videos, and infographics. Content marketing is a marketing strategy that focuses on creating

and distributing quality content that is relevant, interesting, and useful to the audience. Common types of content include:

1. **Blog Articles**: Informative and educational content that can increase organic traffic through SEO.
2. **Video Marketing**: Video content such as tutorials, customer testimonials, or storytelling that is more interesting to the audience.
3. **Infographics**: A visual representation of complex data or information to make it easier to understand.
4. **E-Books & Whitepapers**: In-depth content used to build credibility as an industry leader.
5. **Podcast** : An increasingly popular audio-based content format for reaching a wider audience.

Content marketing : aims to build long-term relationships with audiences and increase brand awareness through an informative and non-promotional approach.

#### e. Social Media Marketing

Leveraging social media for engagement and promotion. Social media marketing is a digital marketing strategy that uses social media platforms to increase brand awareness, engage with audiences, and drive conversions. Commonly used platforms include:

1. **Facebook & Instagram**: Suitable for various types of businesses with features like organic posts, Instagram Stories, Reels, and Facebook Ads.
2. **LinkedIn** : An ideal professional platform for B2B marketing and building business credibility through articles, case studies, and professional networking.
3. **Twitter (X)**: Used for real-time marketing, customer service, and quick interaction with audiences.
4. **TikTok** : A short video-based platform that is effective for building engagement with creative and viral content.
5. **YouTube** : Used for video-based marketing, tutorials, and customer



education with longer, more in-depth content.

An effective social media marketing strategy includes creating engaging content, using relevant hashtags, collaborating with influencers, and analyzing data to optimize *campaign or promo performance*.

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## CONCLUSION

1. Mister Aladin has implemented digital marketing strategies through various channels, including social media (Instagram, Facebook, TikTok, YouTube), partnerships with MNC Media Group, and innovations in digital features. This approach has succeeded in expanding market reach and increasing brand awareness. However, the SWOT analysis shows challenges, such as tight competition in the online travel agent industry and lack of diversification in marketing content.
2. Digital Marketing Strategy Through Social Media to Increase Purchases

Optimizing digital marketing through social media can be improved with several approaches, such as:

- a. Strengthening market segmentation with data-driven marketing to target millennials and Gen Z more effectively.
- b. Diversify promotional content, including customer experience-based storytelling and interactive content that builds engagement.
- c. Leveraging digital technologies such as artificial intelligence (AI) and machine learning to personalize customer experiences.
- d. Collaboration with KOL (Key Opinion Leaders) and micro-influencers to strengthen brand awareness in local communities.

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