The focus of this study is about Promotional Mix "Halal Tour Packages of South Korea" on Cheria Halal Holiday. The purpose of this study is to know promotional mix activities on Cheria Halal Holiday in marketing "Halal Tour Packages of South Korea" and their obstacles. South Korea became one of the countries that began to develop halal tourism. This is an opportunity for Cheria Halal Holiday to promote South Korea's halal tour packages.

In this study using Qualitative Descriptive method by interviewing with resource person and direct observation at Cheria Halal Holiday office. The concepts used in writing are Tourism, Halal Tourism, Tourism Promotion, and Tourism Promotion Mix. Promotion mix is very important to support the sales activities of Cheria Halal Holiday’s packages, for example Halal Tour Packages of South Korea.

Based on the observations, Cheria Halal Holiday has done the promotion mix accordance with the concept. Cheria is considered to be able to market South Korea halal tour package products well although still encountered some obstacles such as expensive price. However this does not diminish the interest of the community because of the halal tourist services that become the hallmarks of this product.

Keywords: Tourism, Halal Tourism, Promotion Mix, South Korea

INTRODUCTION

Along with economic and information growth, more and more Indonesian people are traveling abroad (outbound). The destinations chosen are not only around Asean, such as Singapore, Malaysia and Thailand but also to other continents such as Australia and Europe. Based on the Ministry of Tourism statistics with the latest data in 2013, the number of Indonesians traveling abroad reached 8 million (Table 1). The growth of Indonesian tourism has increased rapidly.
tourists abroad was followed by an increase in spending and length of stay during the tour. From this data, it can be seen that the interest of Indonesian tourists abroad is expected to continue to increase in the following years. Considering the current trend of tourists prioritizes comfort, leisure and experience.

Table 1. Development of National Tourists in 2011-2016

<table>
<thead>
<tr>
<th>Year</th>
<th>National Tourists</th>
<th>Overseas Tourists</th>
<th>Total Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>6,700,438</td>
<td>8,20</td>
<td>7,480,001</td>
</tr>
<tr>
<td>2012</td>
<td>7,023,33</td>
<td>10,42</td>
<td>7,123,755</td>
</tr>
<tr>
<td>2013</td>
<td>8,024,87</td>
<td>7,86</td>
<td>8,811,737</td>
</tr>
<tr>
<td>2014</td>
<td>7,988,070</td>
<td>5,7</td>
<td>8,544,270</td>
</tr>
<tr>
<td>2015</td>
<td>7,905,584</td>
<td>1,02</td>
<td>8,006,604</td>
</tr>
<tr>
<td>2016</td>
<td>6,977,20</td>
<td>2,07</td>
<td>7,004,470</td>
</tr>
</tbody>
</table>

Source: www.kemenpar.go.id/Perkembangan Wisatawan Nasional

At this time a new type of tourism is emerging that is becoming a trend in society, namely sharia tourism or often people hear "halal tourism". Halal tourism is not limited to visiting destinations that have links to Islam. But more on meeting various basic needs such as halal food, places of worship and others. Basically, halal tourism is tourism which originates from nature, culture, or man-made which is the same as tourism in general and is framed with Islamic values. Countries in the world including Indonesia are now seeing opportunities from halal tourism. Because not only the number of Muslims is almost the majority in some countries, the concept of halal tourism itself is proven to be good and certainly safe for Muslims even for non-Muslims too. Here are the top 10 Muslim tourist destination countries:

Table 2. Top 10 Muslim tourist destination countries

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Malaysia</td>
<td>3,00</td>
</tr>
<tr>
<td>2</td>
<td>Turkey</td>
<td>750</td>
</tr>
<tr>
<td>3</td>
<td>UAE (1)</td>
<td>721</td>
</tr>
<tr>
<td>4</td>
<td>Saudi Arabia</td>
<td>713</td>
</tr>
<tr>
<td>5</td>
<td>Qatar (5)</td>
<td>684</td>
</tr>
<tr>
<td>6</td>
<td>Indonesia</td>
<td>675</td>
</tr>
<tr>
<td>7</td>
<td>Turkey (7)</td>
<td>667</td>
</tr>
<tr>
<td>8</td>
<td>Indonesia</td>
<td>664</td>
</tr>
<tr>
<td>9</td>
<td>Malaysia</td>
<td>644</td>
</tr>
<tr>
<td>10</td>
<td>Bahrain</td>
<td>643</td>
</tr>
</tbody>
</table>

Source: Sharia Tourism Development Study

One of the countries that is currently promoting halal tourism is South Korea. South Korea is not a country included in the destination countries of the Organization of Islamic Cooperation (OIC), but now Korea is considered as one of the countries with the highest percentage of visits. The high number of foreign tourists coming to Korea, especially Seoul, is in line with the increasing number of Muslim tourists. The Korea Tourism Organization (KTO), as an organization that houses South Korean tourism, has conducted research on this matter. According to the Korea Tourism Organization (KTO), the Muslim tourism market in Seoul is increasingly in demand because there were 740 thousand Muslim tourists visiting the country in 2015.

Seeing the seriousness of the Korean government in marketing halal tourism, Cheria Halal Holiday is interested in taking part in promoting South Korean Halal Tourism Packages in Indonesia because it is in line with the Cheria Halal Holiday tagline, “halal tourism”. With the same goals and mission, the South Korean Halal Tour Package products at Cheria Halal Holiday can attract many consumers. Therefore, the writer will explain the analysis of the promotional mix in the Cheria Halal Holiday office in marketing its products, especially halal travel packages to South Korea.

LITERATURE REVIEW

The terminology of sharia tourism in some countries uses terms such as Islamic tourism, halal tourism, halal travel, or as moslem friendly destinations. In this discussion, I use the term halal tourism. The definition of halal tourism is an activity that is supported by various facilities and services provided by the community, business people, government, and local government that meet Islamic requirements (Kemenpar, 2012). The concept of halal can
be viewed from two perspectives namely religious perspective and industry perspective. What is meant by a religious perspective, such as food law, is what can be consumed by Muslim consumers according to their beliefs. This brings about the consequences of consumer protection. While from an industry perspective. For food producers, this halal concept can be interpreted as a business opportunity. For the food industry whose target consumer is predominantly Muslim, a guaranteed halal product is needed to increase its value in the form of intangible value.

1. Halal Food
2. Prayer Facilities
3. Water Usage Friendly Washroom
4. Ramadan Service

According to Zulkifli in Akyol & Kilinç (2014), the halal market is classified into 3 (three) categories: food, lifestyle (cosmetics, textiles, etc.), and services (tour packages, finance, transportation). Then, according to Pavlove in Razzaq, Hall & Prayag, Halal or Islamic tourism is defined as tourism and hospitality which are also created by consumers and producers in accordance with Islamic teachings. According to GMTI (Global Muslim Travel Index), there are 6 types needed by a Muslim when traveling in a country, namely:

5. No Non-Halal Activities
6. Recreational Facilities and Services with Privacy

Public Relations and Publicity, personal selling, and direct marketing.

**METHODOLOGY**

This writing uses a qualitative method approach, which is a method that emphasizes the aspect of in-depth understanding of a problem rather than looking at the problem for generalization research. By presenting data descriptively, i.e. by making a picture of a fact, condition, thing and phenomenon being investigated. From the results of the investigation, it is known the value of the independent variable from the investigation without making comparisons or relationships with other variables. In writing this journal, the data collection techniques used are as follows:

1. **Interview**
   Data collection was carried out by interviewing the Cheria Halal Holiday Marketing and Promotion Division and assisted with information from the Cheria Holiday supervisor and management office, about the strategies and techniques used in promoting South Korea's halal tour packages.

2. **Observation**
   This observation was carried out by direct observation by means of Field Lecture Practices conducted at the Cheria Halal Holiday Jakarta Office for 3 months starting from 12 January to 12 April 2017.

3. **Literature Study**
   Data collection is obtained through literature books, such as books by Drs. Oka Yoeti on Tourism Marketing and Introduction to Tourism Science, journals with a special title on tourism
RESULT AND DISCUSSION

Based on observations made by the author, Cheria Halal Holiday uses the five concepts of the promotion mix in formulating strategies and carrying out its promotional activities. The first concept carried out is related to advertising. Wells, Burnett and Moriarty (2003) convey in the book Advertising & IMC: Principles and Practice, that advertising is a form of non-personal communication with costs incurred by companies in using mass media to persuade and influence the audience. Based on this theory, Cheria Halal Holiday in promoting its products also uses advertising techniques. But in this case, Cheria prefers forms of advertising through online. Almost all promotions are conducted online. There are 3 main aspects in Cheria's online promotion, namely Social Media, Website, and Blogger.

The next marketing mix conducted by Cheria Halal Holiday is sales promotion. According to Kotler (2006), Sales Promotion is a variety of short-term incentives to encourage the purchase or sale of a product or service. Sales promotion activities can give influence to consumers to see a product. In connection with the above concept, Cheria uses the theory of sales promotion to get consumers. Just like advertising techniques, sales promotions conducted by Cheria are also online. Cheria also determines what is unique about its products. Sales promotion is focused on the uniqueness of the Cheria tour package, namely "halal tourism".

Promotional activities undertaken are making a halal travel information application system under the name Halal Travel Consortium. Halal Travel Konsorsium has web-based domain travelkonsorsium.com and applications that can be downloaded on android mobile. In this application, customers can find thousands of domestic and international halal tour packages. Cheria also recruits other halal travels to become members of the Halal Travel Consortium with benefits in the form of fees for resellers and vendors. The Halal Travel Consortium (HTK) membership is divided into two, namely as a vendor and as a reseller.

Companies must not only deal constructively with customers, suppliers and distributors, but also must deal with large numbers of people. In mass relations activities, following the concept of Cutlip, Center & Broom (2005) in the book Effective Public Relations which states that Public Relations is a management function that builds and maintains a good and beneficial relationship between the organization and the public that influences the success or failure of the organization. Cheria sees that mass relations activities are very important to help build a better company image.

Promotion through public relations media that has been carried out by Cheria, among others, in collaboration with other halal travel makes the Indonesian Halal Travel Association or abbreviated as ATHIN. This association was established on 1 December 2016 in Jakarta. Through this association, Cheria was represented by the director trying to expand the network among fellow halal travel businesses. And build a good image among vendors and the public regarding products, companies and organizations.

Individual sales activities are a surefire way to get the company closer to customers. Quoting Kotler and Armstrong's theory, Personal Selling is a personal presentation by company salespeople for the purpose of generating sales and building customer relationships. Therefore, Cheria mobilized several of its employees who were specifically tasked with directly serving the needs of guests during and while on the Cheria tour. The employee with the position of customer service or can also double as a travel consultant, full duty serving guests from the initial booking tour package until the time of his return. Customer service also demonstrates tour package products, provides product instructions, and explains guest complaints. Guests can consult everything about the Cheria halal tour package with customer service.

Cheria divides its customer service into 2 parts, namely the customer service section of the tour and Hajj and Umrah. Customer service tour is in charge of serving domestic and international halal tour requests. Everything such as visas, documents on the completeness of the halal tour can be arranged through the customer service tour. While the Hajj and Umrah customer service is in charge of serving the
demand for Hajj plus and Umrah, regular Umrah and Umrah plus, along with the complete documents for Hajj and Umrah.

The last concept used is direct marketing. Kotler & Gary Armstrong (2006) in the book Principles of Marketing states, Direct Marketing is a direct relationship with individual consumers who are carefully targeted to get an immediate response. Cheria's form of direct marketing promotion is done online. Namely using chat applications such as Whatsapp and Line. Direct marketing is done so that Cheria can interact directly with guests. This activity is controlled by customer service. Customer service is also tasked with establishing direct communication with guests. Guests who want a tour package can ask the customer service department in accordance with the part.

In running its business, Cheria Halal Holiday also faces obstacles. This obstacle arises in the problem of marketing their halal tourism products. The following is an explanation of the obstacles faced by Cheria Halal Holiday:

1. Advertising through online media has obstacles because of the large number of competitors with larger capital. Then, procurement of ads on social media is still lacking, because marketing adjusts the ability of operators who are not ready to serve all guest requests. Finally, when the internet down / server down is very detrimental to the Cheria because it can hamper work because of the need for the internet in this method.

2. The need for an update in the Halal Travel Consortium System and the need for variety and additional independent packages for tours to South Korea

3. All forms of cooperation and public relations media are carried out online, making it difficult for people who cannot connect to the internet

4. Cheria still prioritizes the mainstay countries such as Turkey, Europe and China. Cheria still has difficulty in promoting South Korean halal packages because Cheria has only a few partners and vendors for South Korean halal packages unlike other countries.

5. The number of customer service serving is still small and there is no specificity of service for the tour, causing the service to be less focused

CONCLUSION

Cheria has done the right promotional mix and in accordance with the concept. The overall promotion mix is carried out in accordance with the required portion. With the most dominant is advertising (advertising) which is Cheria's first step to attract potential customers, such as promo advertisements attracting tours to Korea. Other promotional mix is not so often done as sales promotions that are more actively carried out. The form of ad promotion is also helped by the many articles on bloggers. Articles about South Korea helped to encourage public curiosity about South Korea. Other forms of promotional mix are still being carried out even though the portion of the process is no more than advertising.

Cheria is also considered to be able to market South Korea's halal tour package products to the people of Indonesia. Although there are still some obstacles encountered such as lack of variation in prices and facilities. Judging from the number of requests to tour South Korea, but only a few agreed to join the tour. Due to many reasons of incompatibility such as the price is quite expensive, less attractive destination.

In undergoing promotional mix activities, the authors found obstacles and obstacles experienced by Cheria Halal Holiday. Barriers and obstacles are found in the advertising section because this section is a promotional mix with the largest portion of the deficiencies that are also visible. The other promotional mix also has obstacles and constraints as discussed in the previous chapter.

RECOMMENDATION

After the author describes what are the obstacles and obstacles in the implementation of the promotion mix "South Korean halal tour packages" on Cheria Halal Holiday, here are the suggestions that I will submit so that it can be used as input to Cheria Halal Holiday so that it becomes better going forward:

1. Cheria must frequently update its website and social media regularly so that the information read by prospective customers is the latest news.

2. Cheria creates a backup hotspot that can be used when the main server is interrupted in case of an internet connection interruption.
3. Cheria should start making series for South Korean halal tour packages independently
4. Cheria should make guidelines for gathering requirements files. All guests who go with family to guests who go alone must have special guidelines because each guest has different requirements to prevent Visa refusal
5. Cheria should make guidelines for gathering requirements files. All guests who go with family to guests who go alone must have special guidelines because each guest has different requirements to prevent Visa refusal

REFERENCES