

## RESERVATION PROCESS OF TRAVEL TOURISM SAILING TO KOMODO ISLAND THROUGH KAKABANTRIP TOUR AND TRAVEL SERVICE

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### ABSTRAK

Tujuan Jurnal ini adalah untuk membahas (1) *Proses reservasi perjalanan wisata berlayar* menuju *pulau komodo* (2) dan mengetahui apa saja fasilitas, hak dan kewajiban yang diberikan Kakabantrip untuk wisatawan yang mengikuti tour sailing komodo. Proses Reservasi Perjalanan Wisata yang dilakukan Kakabantrip semuanya bertujuan untuk memberikan keamanan dan kenyamanan terhadap wisatawan. Dengan adanya proses reservasi yang dilakukan Kakabantrip dengan mengirimkan data – data pribadi wisatawan, Kakabantrip bisa mengetahui karakteristik dan kebutuhan wisatawan agar saat perjalanan nanti wisatawan bisa mendapatkan pelayanan terbaik dari Kakabantrip. Metode yang digunakan dalam pembuatan dan penulisan Tugas Karya Akhir ini adalah metode deskriptif melalui kata-kata tertulis maupun lisan dari orang-orang dan perilaku yang diamati. Penulis juga menggunakan metode observasi yaitu melewati praktek kerja lapangan yang dilakukan penulis di Kakabantrip Tour And Travel Service.

**Kata Kunci:** Proses reservasi, Pulau Komodo, Wisata berlayar, Kakabantrip

### ABSTRACT

The purpose of this journal is to discuss (1) reservation process of sailing trip to Komodo Island (2) and to know what facilities, rights and obligations given Kakabantrip for tourists who follow sailing tour of komodo. Tourist Reservation Process conducted by Kakabantrip all of them aims to provide security and comfort to tourists. With the reservation process made by Kakabantrip who sending personal data of tourists, Kakabantrip can know the characteristics and needs of tourists so that the tourists can get the best service from Kakabantrip. The method used in the manufacture and writing of this Final assignment is a descriptive method through the written or oral words of the people and the behavior observed. The author also uses the method of observation is through field work practices conducted by the author at Kakabantrip Tour And Travel Service.

**Keyword:** Reservation process, Sailing trip, Komodo Island, Kakabantrip

### INTRODUCTION

Tourism in Indonesia is now in high demand by tourists, both local and foreign tourists. With a variety of flora, fauna, culture, religion and biodiversity, allowing Indonesia to become a paradise for domestic and foreign tourists because it seems like it will never run out to be explored. In eastern Indonesia is now a lot of attention for tourists. because eastern Indonesia is famous for its natural beauty and many things that are not found

anywhere, such as Komodo Island tourist destinations in East Nusa Tenggara, Derawan Island in East Kalimantan, Labengki in Southeast Sulawesi, Ora Beach in Central Maluku, Misool and Wayag in Raja Ampat, West Papua.

Komodo Island is located in the Nusa Tenggara Islands. Komodo Island is known as a habitat for native Komodo dragons. This island is also the Komodo National Park area. Komodo Island is located in the west of Sumbawa Island,

which is separated by the Sape Strait, including the Komodo District area, West Manggarai Regency, East Nusa Tenggara Province, Indonesia. Komodo Island is the westernmost tip of East Nusa Tenggara Province, bordering West Nusa Tenggara Province. The number of tourists visiting the Komodo Islands in NTT because of PT. Kakabantrip Tour and Travel that provides travel packages to the Komodo Islands which makes it easy for tourists to get their travel needs to visit tourist attractions in Cousin Komodo in NTT.

Travel agents play a role in supporting an increase in the number of tourist visits to the Komodo Islands by creating creative and attractive travel packages, which are in line with tourist needs. To get the best travel package that suits the needs of tourists, it is necessary to have a reservation process which is the initial step taken by tourists before they travel in the tourist areas and to meet consumer demand for their travel needs. Based on this point of view, in this journal the writer raises the problem of the Reservation Process of Sailing Travel Destinations to Komodo Island through Online Travel Agent KakabanTrip.

## LITERATURE REVIEW

Every tourist who will travel to an area, both a tourist destination and other areas, first does the planning by making a reservation. in general reservation namely booking facilities which include accommodation, meals, seats at performances, airplanes, trains, buses, entertainment, night clubs, discouteques and so on (Suartana, 1987:14) The word reservation or booking in the world of tourism is also called booking. Sometimes tourists cannot distinguish the meaning of the two words. Therefore it needs to be emphasized that the two words do not have different meanings (Yoeti, 1997:45) In the world of tourism reservation is an institution or a very important way and is one of the holders of control for the continuity of the activities of a travel agency.

Previously a person or tourists travel to a place and stay at the

destination, then the person or tourists must make travel plans and make reservations on accommodation, transportation, tour programs, restaurants and performances as needed. These things are very important and must be known by tourism industry officials, especially in the reservation department of a travel agency/resrvation departement.

The definition of reservation departement is not only independent of the functions and duties of the reservation department itself, namely the provision of a place either before guests or tourists come. The function of the reservation department in general are serving tourists in preparing places (hotel rooms, in-flight seating, tours and transportation), Prepare a professional guide, and Making correspondence with related parties and archives. To facilitate tourism services, a travel agency is needed to support this. A travel agency is a commercial business activity that regulates, and provides services for, a group of people, to travel with the primary purpose of traveling.

## METHODOLOGY

The research method that Author use in this journal is a qualitative research method. According to Sugiyono (2009: 15), qualitative research methods are research used to investigate, discover, describe, and explain the quality or idiosyncrasy of social influence that cannot be explained, measured or illustrated through a quantitative approach..

### a. Research Sites

PT. Kakaban Tour & Travel Services.  
Address: Puri Imperium - UG.21 Jl.  
Kuningan Mad Kav. 5-6 Jakarta 12980

### b. Research Time

From 30 January 2017 to April 1, 2017

## RESULT AND DISCUSSION

PT. Kakabantrip is a company engaged in the business of travel services and was founded on October 15, 2009

under the name PT. Kakaban Tour & Travel Services. Kakabantrip is currently the official ticket selling agent for Garuda Indonesia, Sriwijaya Air, Batavia Air, Lion Air, Citilink Garuda, and all international flights using the International Abacus system.

Kakabantrip supports local tourism by providing tourism, cultural, culinary information and invites you to explore beautiful places throughout Indonesia. Through the Kakaban Trip Division we invite you to get to know the beauty of Eastern Indonesia Tourism such as Derawan, Wakatobi, Raja Ampat, Togean, Bunaken, Lembeh, Cendrawasin Bay, Komodo, Flores, Alor etc.

Specifically for Komodo Island, there are sailing package trips with a schedule of 4 times every month, currently packages to Komodo Island visit 6 destinations: Labuan Bajo, Kanawa, Gili Laba, Padar, Pink Beach & Rinca

1. Company Gathering
2. Outbound & Team Building,
3. Family Trip,
4. Honeymoon
5. Private Trip to Exotic Destinations in Eastern Indonesia

In general, reservations are facilities which include accommodation, meals, seats at performances, airplanes, trains, buses, entertainment, night clubs, discoteques and so on (Suartana, 1987: 14). To be able to order a package trip sailing to the island of Komodo at kakabantrip, customers must go through the stages of the reservation process, which is to fill out a registration form from Kakabantrip which includes:

1. Type of Room

Tourists choose what type of accommodation they will use when they later tour, there are various types of lodging that are offered by Kakabantrip, namely:

- a) **Hotel**, which is one type of accommodation that uses some or all of the building to provide

lodging, dining and drinking services and other services to the public, which are managed commercially.

- b) **Guest House**, which is a kind of accommodation that can be owned by a company or agency that is intended for guests who stay and get food and drink services
- c) **Home Stay**, which is a type of accommodation that comes from people's houses that have been upgraded facilities and facilities, so that it meets health requirements, which are rented out to tourists
- d) **Cottage**, a type of accommodation located around the beach or lake in the form of separate buildings, rented out for families, and equipped with recreational facilities
- e) **Camping**, a rather spacious place intended for those who are camping without charge. This place has an administrative nature with certain regulations to solve everything regarding facilities and needs for those who want to camp.
- f) **Beach Chalet**, which is a lodging located in the coastal area, prioritizes natural and sea potential as its appeal. Scenery that is out to sea, the beauty of the beach, and water sports facilities are often used as the main consideration in building design
- g) **Water Villa**, a residential house which is usually in the form of a private home that is located far from the crowd and is above the water / beach, so it is very comfortable to calm down
- h) **Live on Board**, this place to stay is quite unique, because tourists are offered to stay overnight on

a ship, can it be a cruise / cruise ship or phinisi ship / phinisi sailboat

2. Full name
3. Telephone number that can be contacted
4. E-mail
5. Date of birth
6. Foot size for snorkeling equipment
7. Social media
8. KTP (identity card) / Passport
9. Heir
10. Emergency number that can be contacted

The order flow used by PT Kakabantrip Tour and Travel is a Flowchart taken from the journal Apriani Tjia. The flow of booking a tour package is exactly the same as what PT. Sakaban Tour And Travel Service does. In the flow, the staff provides details of the tour package with details of the trip and the price - then the tourists choose the travel package tour - the tourists make the package booking - then the staff confirms, then makes a booking invoice and payment confirmation.

Customers order a travel package by email, then ask the price of the package details for sailing to Komodo Island, then after the customer has agreed to order a Kakabantrip sailing tour package, followed by sending participant data (the Registration Form that has been filled) + proof of reading via email. Here are the steps:

1. Send Request price and itinerary details via Email to [info@kakabantrip.com](mailto:info@kakabantrip.com).
2. Fill in the participant data (Registration Form) sent by the kakabantrip.
3. Make a payment Bank Transfer / Cash, can be through BCA bank account Kakabantrip or come directly to the office of Kakabantrip by giving cash.

4. Send the Registration Form (already filled in) + Proof of Transfer via Email to [info@kakabantrip.com](mailto:info@kakabantrip.com)

Based on the travel package reservation flow diagrams made by Apriyani Tjia, namely with flow charts, Data Flow diagrams, level 0 diagrams and level 1 diagrams, Kakabantrip uses the flow chart of travel package reservation flow charts which are much simpler than the other three reservation lines which is far more effective and brief. so consumers are also more comfortable ordering a cruise tour package to the island of Komodo because consumers only fill in the registration form that is in accordance with the needs of tourists by booking facilities which include accommodation, meals, seats at shows, airplanes, Phinisi Boats, Cars, entertainment, night club, disoutegue and so according to what Suartana (1987: 14) said about general reservations that are also in accordance with In the Tourism Handout stated that "Reservations are verbal or written communication.

According to the author, Kakabantrip has a travel package reservation flow that is so simple and common for travel agents because it is a small company that has little human resources and a very simple organizational structure with 1 director - 1 secretary - 1 accountant who doubles as a tour leader and 4 marketing people who also double as marketing and tour leaders as well. However, with a simple reservation flow, it allows Kakabantrip to receive a lot of reservations and it is not too difficult to take care of the order so that saves time to take care of the order for the sake of booking. Evidenced by the large number of tourists who book a cruise tour package to the island of Komodo from 2015 to 2017.

There are many tourists who are interested in booking or booking a sailing tour package to Komodo Island in Kakabantrip. For feedback from tourists

about tourists' satisfaction with travel packages and the easy reservation process at Kakabantrip, it has not been provided by Kakabantrip. Therefore, Kakabantrip provides facilities for customers who book a cruise tour package to the island of Komodo. Following below are the facilities provided by Kakabantrip:

### **1. Include**

- a. Flight ticket from Jakarta round trip (or adjust the city of origin)
- b. 2 night stay on the Phinisi boat with AC, Bathroom, Live on Board (LOB) room sharing.
- c. 1 night stay at Jayakarta hotel, Bintang Flores or equivalent
- d. Land & sea transportation in Labuan Bajo
- e. Eat & drink during the trip 3 times a day
- f. Entrance ticket and donation to the Komodo National Park
- g. Local Guide
- h. Travel insurance

### **2. Exception**

- a. Snorkeling Equipment

Kakabantrip also provides a tour package with Phinisi Sailing Boat. In a trip on a phinisi sailing ship, tourists get several facilities that make tourist travel more comfortable, namely:

1. Dining room for breakfast, lunch and dinner
2. Waiting room installed by TV and DVD player
3. 3 sun areas that have been provided sun loungers for tourists.

In addition to the things above, the boat provider does not provide entrance tickets to tourist attractions on the island of Komodo, guides in the Komodo National Park, travel guides and diving facilities, because it is a facility provided by the travel package provider. Meanwhile, for the safety of tourists during sailing, the ship provider provides several safety equipment for ships, namely, a small rescue ship with a load of

15 passengers, 24 life jackets, 4 life buoys, and first aid kit.

In traveling, tourists also have their rights and obligations as tourists. These things are usually notified by the tour service provider before conducting the tour. The rights and obligations of tourists have been regulated in the Law of the Republic of Indonesia No 10 of 2009 concerning Tourism in Chapter VII concerning Rights, Obligations and Prohibitions. The following is an explanation of the rights and obligations for tourists:

#### **a. Rights**

1. accurate information about tourist attractions
2. tourism services according to standards
3. legal protection and security
4. health services
5. protection of personal rights; and
6. insurance protection for high-risk tourism activities

#### **b. Obligations**

1. maintain and respect religious norms, customs, culture and values that live in the local community.
2. maintain and preserve the environment
3. participate in maintaining environmental order and security, and
4. participate in preventing all forms of acts that violate decency and activities that violate the law

Kakabantrip as a tourism service provider has also given rights and obligations to its tourists. these rights and obligations can be explained as:

#### **a. Rights**

##### **1. Right to Get Transportation**

- i. Airplane
- ii. Phinisi Sailing Boat

##### **2. The Right to Visit Destinations on Komodo Island**

- i. Kanawa Island
- ii. Gili Laba Barat Island
- iii. Taka Makassar
- iv. Pink Beach
- v. Kalong Island
- vi. Padar Island
- vii. Kelor Island

### **3. The Right to Get Food and Drink**

Tourists have the right to get proper consumption in participating in tourism activities. All matters relating to taste, presentation, to cleanliness must be maintained properly.

### **4. Right to Get Accommodation**

As tourists, they are entitled to a decent lodging. Providers of tourism services must ensure the safety and comfort of lodging for tourists

### **5. The Right to Get Info from Tour Guides**

Tourists are entitled to get information about the itinerary that will be undertaken during Komodo Sailing. The Tour Guide explains the objects that will be visited, the lodging that will be used, and where to eat during the tour

### **6. Tour Documentation Rights**

Tourists are entitled to get travel documentation documented by tour guides. Documentation obtained by participants in the form of photos and videos of the trip. The tour guide Kakaban Tour has been trained in taking documentation.

## **b. Obligations**

### **1. Tourists must arrive on time at the meeting point that has been determined**

The meeting point on the Komodo Sailing Tour is Komodo Airport Labuan Bajo. However, if the tour participants are large,

then there is a tour leader who accompanies from Jakarta

### **2. Tourists must gather at Labuan Bajo pier on time**

Labuan Bajo dock is the starting point for a series of Komodo dragon sailing tours.

### **3. Tourists are not allowed to wear sunblock when snorkeling**

In order not to pollute the sea and places where there are lots of fish and coral reefs and their habitat is maintained. Tourists may wear sunblock when tracking down hills on Padar Island, land profit dyke, and Rinca Island.

### **4. Menstrual tourists are not allowed to enter the Komodo National Park**

Because Komodo dragons are very sensitive to the smell of blood, it is feared that dragons will attack menstruating tourists

### **5. Travelers must wear shoes or mountain sandals when tracking activities**

For tracking activities on the ground profit Gili, Padar Island and Rinca Island, due to the steep and uphill terrain so as not to slip and get hurt.

### **6. Tourists must be accompanied by a tour guide Komodo National Park / Ranger when in the Komodo National Park**

When visiting the Komodo National Park, tourists are required to be accompanied and abide by the Ranger instructions there, because only Ranger knows the nature of the Komodo dragons there, know the best places to take photos of Komodo animals and protect tourists from Komodo animal attacks.

## **CONCLUSION**

The conclusion is sailing tour reservation to Komodo at Kakabantrip Tour And Travel Service is in accordance with general reservation, namely booking facilities including accommodation, meals, seats at performances, airplanes, trains, buses, entertainment, night clubs, discoteques and so on. The reservation flow made by kakabantrip is also in accordance with the Flowchart made by Apriyani Tjia in her journal which is more efficient in the reservation process and promotes sailing tour packages to Komodo Kakabantrip Island.

The rights and obligations given by Kakabantrip to tourists are also in accordance with the laws of the Republic of Indonesia No 10 of 2009 concerning tourism chapter VIII concerning rights, obligations and restrictions, namely in article 20 concerning tourist rights and article 25 concerning tourist obligations.

## RECOMMENDATION

Suggestions for Kakabantrip are to be further promoted and for travel reservations reservation options must be added, not only by email, but also through the Kakabantrip website and PlayStore application by creating applications on Android. To find out the effectiveness of the process of booking a cruise tour package to Komodo Island, Kakabantrip must provide media to tourists to provide feedback on the satisfaction level of travel packages provided by kakabantrip, the easy and efficient reservation process, services, rights and obligations given by Kakabantrip to tourists

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