

Priority Model for Sales Promotion Strategies of Tour Travel Packages Among Generation Y Using the Analytic Hierarchy Process (AHP) Method at PT Cheria Trip Bahagia

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Abstract

Advances in digital technology have transformed consumer behavior in obtaining information and selecting travel products, so tour and travel companies need promotional strategies that align with consumer characteristics. This study aims to analyze the factors that Generation Y considers when purchasing travel packages, determine priorities for promotional media, and identify the most suitable promotional strategies for PT Cheria Trip Bahagia. The research employs a descriptive qualitative approach with a case study design. Data were collected through in-depth interviews, observation, and documentation, and strategies were prioritized using the Analytical Hierarchy Process (AHP) method. Eight experts were selected through purposive sampling. The AHP hierarchy comprised the objective of selling travel packages, four criteria (destinations, facilities, costs, and insurance), and six alternatives (influencers, digital marketing, social media, direct referrals, cashback, and conventional marketing). Cost had the highest priority (45.62%), followed by facilities (23.23%), insurance (22.27%), and destinations (8.89%). Social media ranked first under every criterion: 42.47% for destinations, 39.83% for facilities, 40.14% for cost, and 38.46% for insurance. Social media (particularly Instagram, Facebook, TikTok, and YouTube) plays a crucial role in reaching Generation Y through visual information, demographic and interest-based targeting, and customer engagement. Combining social media and digital marketing with conventional marketing can help PT Cheria Trip Bahagia expand its market reach and boost travel package sales.

Keywords: Analytical Hierarchy Process (AHP), Generation Y, Promotional Strategies, Social Media, Travel Packages.

1. Introduction

Tourism is a vital sector that not only meets the need for recreation and travel experiences, but also contributes to the economy through job creation, increased community income, and foreign exchange earnings (Ashoer et al., 2025; Muharto et al., 2022). Developments in digital technology have subsequently transformed consumer behavior in terms of searching for information, making choices, and purchasing tourism products. Social media has become a promising marketing channel due to its large user base and the ability it affords companies to reach consumers without geographical boundaries (Charviandi et al., 2023).

Changes in digital consumer behavior have made social media increasingly important for the tour and travel industry. Consumers use social media to obtain information about destinations, view reviews and testimonials, and gain travel inspiration (Darmawansyah & Sismiati, 2021). For companies, social media can be used to build brand awareness, showcase tourism products, provide customer service, and communicate promotions quickly. The use



of digital marketing also enables companies to reach consumer segments in a more targeted and interactive manner (Wali et al., 2026).

This situation is particularly relevant for PT Cheria Trip Bahagia, which needs to determine the most effective promotional medium for marketing its travel packages, particularly to Generation Y. The multitude of social media platforms presents a challenge, as each platform has different user characteristics, content formats and levels of interaction. Therefore, the selection of promotional media must be based on criteria that align with consumer characteristics, rather than solely on the popularity of the platform.

This issue highlights the importance of a more targeted promotional strategy in supporting the competitiveness of the tourism sector. In this context, the Analytical Hierarchy Process (AHP) can be used to systematically prioritize media and promotional strategies based on various criteria. Previous research has applied AHP to promotional strategies in the property and ecotourism sectors (Bianco & Marcianò, 2019; Hendro et al., 2020). However, research specifically applying AHP to prioritize promotional media for travel packages targeting Generation Y at tour and travel companies remains limited. This indicates a contextual gap, which forms the basis of this study at PT Cheria Trip Bahagia.

Previous research indicates that the AHP method has been widely used to prioritize strategies in tourism destination development, with criteria including facilities, attractions, accessibility, promotion, and community empowerment (Fazrin & Gunarto, 2025; Perangin-Angin & Hardianto, 2023). Studies on digital marketing have also been conducted, but these tend to focus on the use of social media and content development as means of expanding promotional reach (Ariyanto et al., 2024; Pratama et al., 2026). However, studies that integrate various aspects of digital marketing and determine strategic priorities based on the specific conditions of a destination remain limited. Consequently, there is a research gap regarding the more systematic integration and prioritization of digital marketing strategies, which can be addressed through the AHP approach.

This study aims to analyze the factors considered by Generation Y in the promotion of holiday packages, determine the priorities for promotional media using the AHP method, and identify the promotional strategies that should be prioritized by PT Cheria Trip Bahagia. The research findings are expected to provide a systematic basis for decision-making, enabling the company to determine effective digital promotional strategies that are aligned with the characteristics of Generation Y.

2. Literature Review

2.1. Promotional Strategy

2.1.1. The Concept of Promotional Strategy

A strategy is a long-term plan devised to achieve organizational objectives through the process of identifying problems, determining alternative solutions, and systematically implementing decisions (Steiner, 2010). In the context of marketing, a strategy is used to determine how a company creates and delivers value to its target market. Marketing strategy encompasses the identification of target markets, positioning, and an integrated marketing mix (Kotler & Keller, 2016).

Promotion is a component of marketing strategy that serves to convey information, persuade, and remind consumers about a product or brand in order to drive purchasing decisions and loyalty (Tjiptono & Diana, 2022). Thus, a promotional strategy can be understood as a series of planning and communication actions used by a company to effectively convey the value of a product to the target market.

2.1.2. Analysis of Promotional Media

Promotional media analysis is the process of selecting and evaluating communication media based on their suitability for the target market and marketing objectives. The effectiveness of a medium can be assessed by its ability to generate brand awareness, consumer engagement, and increased sales (Celestin et al., 2024). Promotional media may take the form of digital media, traditional media, direct marketing, as well as events and sponsorship (Juska, 2017).

2.1.3. Digital Marketing

Digital marketing refers to marketing activities that utilize technology, media and digital platforms to reach, interact with and build relationships with consumers in a measurable way (Chaffey & Ellis-Chadwick, 2019). Digital marketing enables companies to reach a wider audience, personalize communications, measure campaign performance in real time, and adjust strategies based on market response (Kotler & Keller, 2016).

Digital marketing can be carried out through organic channels, such as Search Engine Optimization (SEO), content marketing, organic social media marketing, and digital public relations, as well as paid channels such as Search Engine Marketing (SEM), Pay-Per-Click (PPC), and paid social media marketing (Bala & Verma, 2018).

2.1.4. Social Media

Social media is an internet-based platform that enables users to communicate, share content, build networks, and interact in a two-way manner. These characteristics make social media one of the key channels in digital marketing, as it enables companies to establish direct communication with consumers and promote products through both organic content and paid advertising. Platforms such as Instagram, TikTok, Facebook and LinkedIn can be utilised to increase brand awareness, engagement and market reach.

2.2. Tourism

2.2.1. The Concept of Tourism

Tourism is the temporary travel of a person away from their place of residence to gain experiences, for recreation, or for other purposes, without the intention of earning an income at the destination (Muharto et al., 2022). Tourism activities involve various parties, namely tourists, the tourism industry, the government, local communities, support service providers, and relevant institutions.

2.2.2. Destinations and Components of Tourism

A tourist destination is an area that possesses attractions and is supported by accessibility, amenities and institutional frameworks to meet the needs of tourists (Ilhamalimy et al., 2025). The components of tourism include attractions, accommodation, facilities and services, transport, infrastructure and institutional frameworks. The presence of these components forms the basis for determining a destination's appeal and competitiveness.

2.2.3. Tourism Facilities and Travel Costs

Tourism facilities are the infrastructure and amenities that support tourists' needs whilst at a destination, whether in the form of primary, supporting, or ancillary facilities (Lee, 2016). In addition to facilities, travel costs are also a consideration for tourists, covering transport, accommodation, meals, entrance fees, parking, and the cost of tourist activities.

2.2.4. Travel Insurance

Insurance is a form of protection against financial risks arising from unforeseen events during a journey. In the context of tourism, insurance can provide protection against risks such as accidents, illness, loss of property, or travel disruptions (Bakalo & Makhovka, 2024). Legally, insurance is a contract between an insurance company and the policyholder to provide benefits or compensation for specific risks in accordance with the terms of the policy (Law No. 40 of 2014).

2.3. Generation Y

Generation Y, or the millennial generation, comprises those born between approximately 1981 and 1994. This generation grew up alongside the development of information technology and the internet and is therefore relatively accustomed to using digital technology to obtain information and communicate (Ware, 2013). These characteristics make Generation Y a relevant consumer group for the implementation of digital-based promotional strategies.

2.4. Analytical Hierarchy Process (AHP)

2.4.1. The Concept of AHP

The Analytical Hierarchy Process (AHP) is a decision-making method developed by Thomas L. Saaty to resolve problems involving various criteria and alternatives. AHP simplifies complex problems through a hierarchical structure comprising objectives, criteria, sub-criteria and alternatives (Saaty, 2008). The decision-making process is carried out through pairwise comparisons to determine the priority weights of each element.

2.4.2. Principles and Hierarchical Structure of AHP

AHP is based on three main principles: hierarchy construction, priority setting, and logical consistency (Saaty, 2008). The hierarchical structure comprises the objective at the top level, criteria or sub-criteria at the next level, and alternatives at the lowest level. This structure enables complex problems to be analyzed systematically.

2.4.3. Stages of AHP Analysis

The stages of AHP include: (1) defining the decision objective, (2) constructing the hierarchy, (3) conducting pairwise comparisons using a 1-9 scale, (4) normalizing the matrix, (5) calculating priority weights, (6) testing consistency using the Consistency Index (CI) and Consistency Ratio (CR), and (7) determining the final ranking of alternatives. The matrix is considered consistent if the CR value is < 0.10 (Saaty, 1993).

2.4.4. Application of AHP in the Selection of Promotional Strategies

In this study, AHP was used to prioritize promotional strategies based on a number of criteria and promotional media alternatives. The use of AHP allows for the systematic comparison of various quantitative and qualitative considerations, thereby identifying the strategy alternatives with the highest priority. Consequently, AHP is a relevant decision-making method for determining the promotional media or strategies best suited to the characteristics of the target tourists.

3. Methods

3.1.1. Research Paradigm

This study employs an interpretative paradigm with a qualitative approach to understand the informants' experiences, perceptions and interpretations of promotional strategies for tourist travel packages. The researcher acts as the primary instrument, interacting directly with the informants through interviews, observation and documentation. This approach is used to understand the process of designing promotional strategies, selecting promotional media, adapting strategies to consumer characteristics, as well as the constraints and successes of the promotions carried out by the company.

3.1.2. Research Design

This study employs a descriptive qualitative approach using a case study design at PT Cheria Trip Bahagia. The qualitative approach is used to understand phenomena in their natural context based on the informants' perspectives without manipulating the research subjects. Research data consists of interview transcripts, observations, field notes, documents, photographs, recordings, and other relevant information (LeCompte & Schensul, 1999). Informants were selected purposively based on their knowledge and experience relevant to the promotion and marketing strategies for travel packages. The primary data sources in qualitative research consist of the informants' words and actions, whilst documents were used as supporting data (Moleong, 2017).

3.1.3. Research Site

The research was conducted at PT Cheria Trip Bahagia between May and July 2026. Research informants included the CEO and marketing team of PT Cheria Trip Bahagia, representatives of the tourism business association, stakeholders involved in tourism promotion strategies, and consumers with experience in selecting and purchasing tourist travel packages.

3.1.4. Data Sources

The research data sources comprised primary and secondary data. Primary data was obtained through interviews with informants possessing knowledge and experience regarding PT Cheria Trip Bahagia's promotional strategies. Secondary data was obtained from company documents, promotional materials, social media, archives, photographs, recordings, and other relevant documents. The research subjects included the CEO and marketing team of PT Cheria Trip Bahagia, representatives of the tourism business association, parties involved in tourism promotion strategies, and consumers. The research focus is on promotional strategies utilising digital marketing, social media and conventional media, as well as their role in the process of selecting and purchasing travel packages at PT Cheria Trip Bahagia.

3.1.5. Data Collection Techniques

Data collection was carried out through in-depth interviews, observation and documentation. Semi-structured interviews were conducted with informants selected through purposive sampling to obtain information regarding promotional strategies, the utilisation of digital marketing and social media, the selection of promotional media, consumer responses, as well as the challenges and effectiveness of promotional activities (Sugiyono, 2017). Observations were made of the promotional and marketing activities of PT Cheria Trip Bahagia, particularly the use of digital media, social media, and other promotional media. Documentation was used to supplement the data, comprising promotional materials, social media posts, photographs of activities, company documents, marketing archives, and other documents relevant to the promotional strategy. A combination of these three techniques was

employed to obtain more comprehensive data and to support the validity of the research findings (Sugiyono, 2017).

3.1.6. Data Analysis Methods

This study used the AHP model to prioritize alternative promotional strategies for selling travel packages (Miftahun & Yuliarty, 2017). The hierarchy implemented to collect and process the expert judgments has three levels, as follows:

- A. Level I: The objective of the decision is placed at the top of the hierarchy. In this case, the objective is “Sales of Travel Packages.”
- B. Level II: Evaluation criteria are proposed that influence consumers’ decisions to purchase travel packages. These criteria consist of tourist destinations, facilities, costs, and insurance.
- C. Level III: Alternatives are proposed in the form of promotional strategies. These alternatives consist of influencers, digital marketing, social media, direct referrals, cashback, and conventional marketing.

Generation Y is not modeled as a separate level in the hierarchy. It serves as the contextual focus of the study, and the priority weights are calculated for the overall objective of selling travel packages rather than segmented by generation.

The framework for analyzing the sale of travel packages, including the criteria considered in the purchasing process and Generation Y as the contextual focus, is presented in Figure 1.

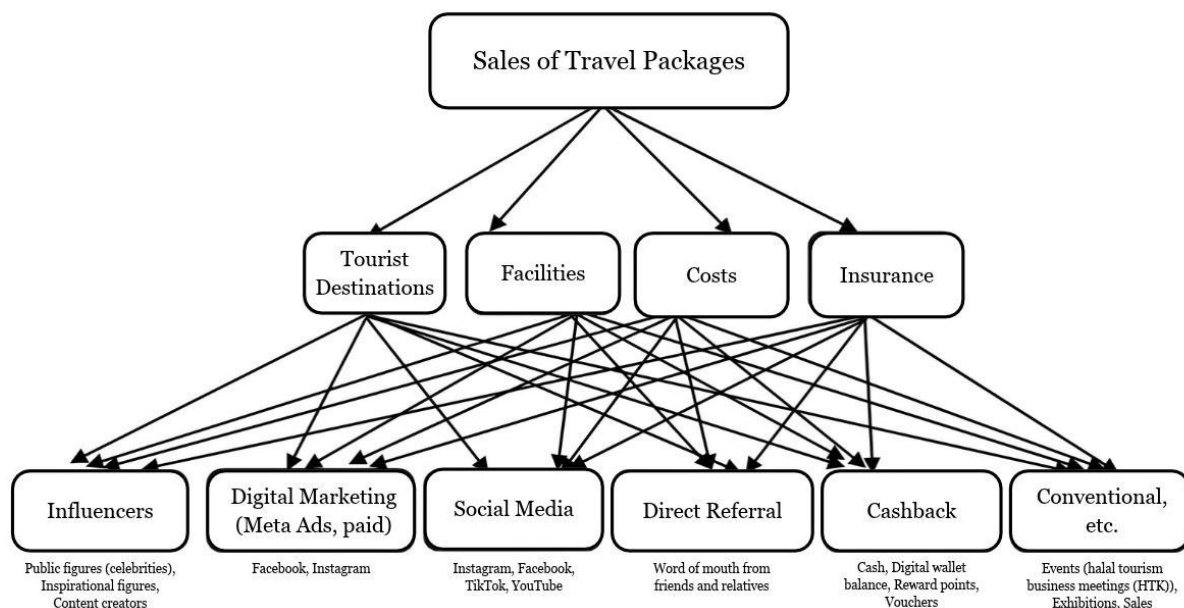


Figure 1. Framework for Analyzing the Sale of Package Tours

The framework as in figure 1 suggests that an analysis of strategies for searching for and purchasing holiday packages can be carried out by examining the criteria that influence package purchases, with Generation Y as the contextual focus. Consumers in Generation Y (currently aged between 32 and 45) tend to consider purchasing overseas holiday packages to Asian countries not too far from Indonesia, such as South Korea, China, Japan, or Turkey. For domestic travel, they choose well-known destinations such as Bali, Banyuwangi, Malang, or Yogyakarta, which offer a fairly comprehensive travel experience while remaining affordable,

with 1- to 3-star hotels that are reasonably priced yet close to the city center, accommodation that is conveniently located and costs that are not too high.

3.1.7. Analytical Hierarchy Process (AHP) Calculation Steps

A. Determining the Weighted Sum Vector (WSV)

WSV is a mathematical concept referring to a vector resulting from the sum of a series of other vectors, each of which has been multiplied by a specific scale (weight). WSV is calculated by multiplying the pairwise comparison matrix by the eigenvalues of the pairwise comparison matrix.

$$WSV = AW$$

Description:

WSV = Weighted Sum Vector

A = Pairwise Comparison Matrix

W = Eigenvector

B. Calculating the Consistency Vector (CV)

The CV is calculated by dividing the WSV result by the eigenvalue of the pairwise comparison matrix.

$$CV = WSV / W$$

Description:

CV = Consistency Vector

WSV = Weighted Sum Vector

W = Eigen Vector

C. Calculating Lambda (λ)

Lambda is the average value of CV.

$$\lambda = \Sigma CV / n$$

Description:

λ = the average value of all criteria

CV = Consistency Vector

n = the number of the comparison matrix of a criterion

D. Consistency Index (CI)

$$CI = (\lambda - n) / (n - 1)$$

Description:

CI = Consistency Index

λ = the average value of all criteria

n = the number of the comparison matrix of a criterion

E. Calculating the Consistency Ratio (CR)

CR is considered consistent if the assessment result is $\leq 10\%$. If the Consistency Ratio (CR) $> 10\%$, the judgment must be revised.

$$CR = CI / RI$$

Description:

CR = Consistency Ratio

CI = Consistency Index

RI = Random Index

The RI value is a value published by the Oak Ridge Laboratory in the form of a matrix table with the following random indices (Saaty, 2008). The Random Index (RI) values used to assess the consistency of the AHP pairwise comparison matrix are presented in Table 1.

Table 1. Random Index Values Table

Matrix Size	Random Index (Inconsistency)
1, 2	0.00
3	0.58
4	0.90
5	1.12
6	1.24
7	1.32
8	1.41
9	1.45
10	1.49
11	1.51
12	1.48
13	1.56
14	1.57
15	1.59

Source: Saaty, 2008

Technological advances have prompted PT Cheria Trip Bahagia to implement a marketing strategy utilising digital marketing, social media and conventional marketing. Digital marketing has a broad scope, encompassing websites, email marketing, SEO, SEM and digital advertising to raise brand awareness, reach potential customers and drive sales. In practice, digital marketing is used to present information on destinations and holiday packages to potential customers, who can then contact the company to obtain details regarding facilities, duration and the cost of the trip.

Meanwhile, social media is utilized to promote products, build the brand and interact with potential customers via platforms such as WhatsApp, Instagram, Facebook and TikTok. The content used includes photos, videos, testimonials, and interactions via comments and direct messages. In addition to digital marketing, conventional marketing methods are still employed through sales teams, brochures, exhibitions, events and sponsorships as strategies to reach consumers directly. Consequently, PT Cheria Trip Bahagia combines these three approaches to expand its marketing reach and enhance the appeal of its travel packages.

4. Results and Discussion

4.1. Research Results

Table 2. Characteristics of Experts

	Characteristics	Total	Percentage
Gender	Male	5	62.50%
	Female	3	37.50%
Total		8	100%
Age	31-40 years old	6	75%
	41-50 years old	2	25%
Total		8	100%

The characteristics of the eight experts participating in the study in terms of gender and age are presented in Table 2. Based on the respondents' characteristics, it was found that of

the total of 8 respondents, the majority were male, namely 5 people (62.50 per cent), whilst there were 3 female respondents (37.50 per cent). In terms of age, the majority of respondents were in the 31-40 age group, totaling 6 people (75 per cent), whilst 2 people (25 per cent) were in the 41-50 age group. This composition indicates that the respondents in this study were predominantly male and belonged to the 31-40 age group.

4.2. Discussion

4.2.1. Implementation of the Analytical Hierarchy Process (AHP)

A. Research Hierarchy

Hierarchy development is the organization of a structure to facilitate the achievement of research objectives, which comprises four main elements: objectives/targets, criteria, factors and alternatives. This research aims to determine promotional strategies for marketing holiday packages at PT Cheria Trip Bahagia. In the decision support system designed, the criteria driving tourism that were analyzed are tourist destinations, facilities, costs and insurance, as these are aspects that influence consumers' decisions when purchasing holiday packages and in implementing promotional strategies at PT Cheria Trip Bahagia. The AHP hierarchy developed to determine the promotional strategy for travel packages at PT Cheria Trip Bahagia is presented in Figure 2.

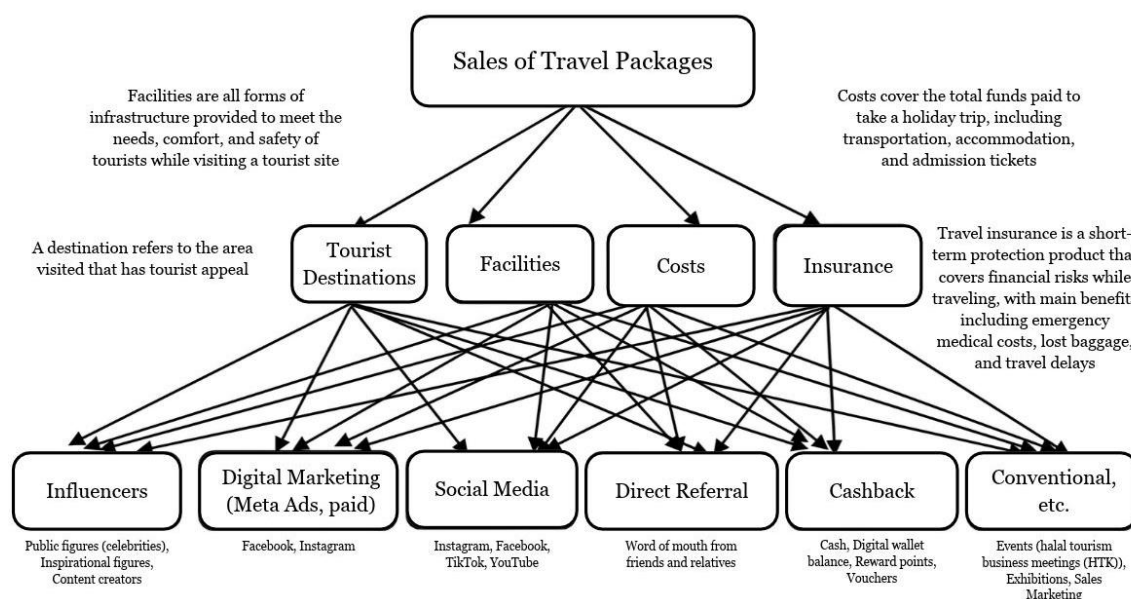


Figure 2. AHP diagram for the development of a sales strategy for travel packages

The hierarchy has three levels. The objective is the sales of travel packages. The criteria are tourist destinations, facilities, costs, and insurance, which represent the choice of tourist destination, the facilities on offer, the costs to be paid, and insurance as a travel protection product. The alternatives are six promotional strategies: influencers, digital marketing, social media, direct referrals, cashback, and conventional methods. These alternatives serve as the basis for comparison in identifying the factors that influence the company's decision making when selecting promotional strategies for the sale of holiday packages.

Field surveys showed that each criterion covers the following considerations. Tourist destinations refer to attractions, including natural beauty, unique culture and customs, local cuisine, and exciting activities. Facilities cover accommodation such as hotels, villas, homestays, resorts, and cabins; amenities (public facilities), with basic requirements including

clean toilets, places of worship, trash cans, and rest areas; catering through food courts, eateries, cafés, or restaurants that meet visitors' food and drink needs; infrastructure, including roads, transport, parking lots, and dedicated accessible routes for people with disabilities; and safety and health services, including security posts, first-aid services or health clinics, and tour guides.

Costs are the detailed breakdown of expenditure items set aside for a holiday. They include transport costs for airplane, train, and bus tickets or local vehicle hire at the destination; accommodation costs, such as the nightly cost of hotels, villas, or other lodging; and food and drink costs, covering meals, drinks, and snacks during the trip. They also include admission fees for tourist attractions, museums, or amusement parks, as well as other expenses such as internet or e-SIM charges, souvenirs, and an emergency fund. Insurance is a short-term product that covers financial losses resulting from unforeseen risks while traveling, such as emergency medical expenses, flight delays, and lost luggage.

The calculations for destinations, facilities, costs, and insurance reflect the strength of the relationship between one criterion and another and help determine which criteria are the most dominant. Using Microsoft Excel, these calculations identify the criteria with the highest scores, which most influence the company's decision making when determining promotional strategies for the sale of holiday packages.

B. Pairwise Comparison

The stage following the identification of alternatives, factors and criteria that form a key part of achieving the company's decision-making objectives in selecting a promotional strategy for the sale of travel packages is to carry out pairwise comparisons. This process compares each criterion, factor and alternative with the others using a scale or elements determined in accordance with the Analytical Hierarchy Process (AHP) method.

This pairwise comparison stage will be structured in the form of a questionnaire following the AHP method, which covers the alternatives and related criteria. The questionnaire is then completed by experts, who select the alternative or criterion deemed superior in each pairwise comparison, assigning a rating on a scale or using elements ranging from 1 to 9. Each scale value or element has the following weightings:

- 1) Element 1: both criteria (on the left and right) have the same level of importance
- 2) Element 3: one of the criteria (on the left or right) is slightly more important
- 3) Element 5: one of the criteria (on the left or right) has a higher level of importance
- 4) Element 7: one of the criteria (on the left or right) is significantly more important
- 5) Element 9: one of the criteria (on the left or right) is entirely more important.

Elements 2, 4, 6 and 8 may be selected as intermediate values. This means that this scale is used when there is a compromise between two options. The weighting of each scale or item assigned by the expert when completing the questionnaire will determine whether the responses provided are valid or not. If the results of the pairwise comparison with the scales or items processed in Microsoft Excel show a value greater than 10 per cent or 0.1, the questionnaire is deemed invalid. In this situation, the researcher has two options: to ask the expert to complete the questionnaire again or to find a new expert.

C. Results of the Analysis

The results of the Analytical Hierarchy Process questionnaire, completed by eight experts and processed using Microsoft Excel, provided data on each expert's considerations regarding the company's decision to employ a promotional analysis strategy. The results of

each expert's questionnaire were then combined to produce a final result indicating the dominant factors influencing the company's decision to implement a promotional analysis strategy at PT Cheria Trip Bahagia. The average weights assigned by the eight experts are presented in Table 3.

Table 3. Average Criterion Weights Based on the Assessments of 8 Experts

Average Weight of Eight Experts										
Criteria	VA	NP	AA	CH	RB	SL	NW	PP	Total	Average
Tourist Destination	0.10	0.08	0.09	0.09	0.09	0.10	0.08	0.09	0.71	0.089
Facilities	0.21	0.25	0.24	0.20	0.23	0.27	0.26	0.21	1.86	0.232
Cost	0.47	0.46	0.43	0.49	0.49	0.41	0.43	0.47	3.65	0.456
Insurance	0.22	0.21	0.24	0.23	0.20	0.23	0.23	0.23	1.78	0.223
Average Weight of All Experts										
Criteria	Average Weight (%)									
Tourist Destination	8.89%									
Facilities	23.23%									
Cost	45.62%									
Insurance	22.27%									

Source: Questionnaire results processed using the AHP method in Microsoft Excel

Cost had the highest weight (45.62%), followed by facilities (23.23%), insurance (22.27%), and tourist destinations (8.89%). The weights of facilities and insurance are close, while destinations carry far less weight than the other three criteria. Interviews also identified cost as the most decisive factor, because travel is often undertaken by couples, families, friends, or communities, which multiplies total expenditure compared with traveling alone. General concern about the cost of travel under current economic conditions may also contribute, but this study did not measure the effect of specific macroeconomic factors.

The low weight of tourist destinations does not mean destinations are unimportant. Attractions are the core appeal that motivates tourists to visit (Ilhamalimy et al., 2025), so experts may treat them as a given and focus on factors that differentiate one package from another, such as cost, facilities, and insurance. Experts' emphasis on facilities and insurance is consistent with Lee (2016), who found that safety and security, as well as supporting services such as transport and on-site restaurants, shape the attractiveness of a destination. For insurance, Bakalo and Makhovka (2024) note that tourists often see it as a significant expense that affects their purchase decision.

Table 4. Calculation of the Average Weight of Alternatives by 8 Experts for the Tourism Destination Factor

Average Weight of Eight Experts for Tourist Destination Factors										
Alternative	VA	NP	AA	CH	RB	SL	NW	PP	Total	Average
Influencer	0.28	0.22	0.29	0.27	0.28	0.26	0.27	0.26	2.11	0.264
Digital Marketing	0.15	0.18	0.16	0.17	0.14	0.15	0.15	0.16	1.25	0.157
Social Media	0.42	0.45	0.40	0.41	0.42	0.43	0.43	0.43	3.40	0.425
Direct Referral	0.08	0.08	0.08	0.07	0.08	0.09	0.08	0.08	0.65	0.082
Cashback	0.04	0.05	0.04	0.05	0.05	0.05	0.05	0.05	0.37	0.047
Conventional	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.21	0.026
Average Weight of All Experts for Tourist Destination Factors										
Alternative	Average Weight (%)									
Influencer	26.40%									
Digital Marketing	15.66%									
Social Media	42.47%									
Direct Referral	8.17%									
Cashback	4.68%									
Conventional	2.63%									

Source: Questionnaire results processed using the AHP method in Microsoft Excel

The average weights of the promotional alternatives under the tourist destination factor, based on the assessments of the eight experts which presented in Table 4 shown that for the tourist destination criterion, social media had the highest weight (42.47%), followed by influencers (26.40%), digital marketing (15.66%), direct referral (8.17%), cashback (4.68%), and conventional methods (2.63%). This criterion shows the largest gap between social media and the second-ranked alternative (16.07 percentage points). Together, social media and influencers account for 68.87% of the weight, which suggests that experts regard visual, shareable content as the main way to present destinations. Interviews supported this, noting that platforms such as Instagram, Facebook, TikTok, and YouTube allow audience targeting by age, interests, occupation, and location.

This result is consistent with Celestin et al. (2024), who note that Instagram and TikTok are widely used by younger audiences and are image- and video-centric. These features suit the visual presentation of destinations. Influencers ranking second also aligns with Celestin et al. (2024), who report that many consumers rely on influencer recommendations when making purchasing decisions.

Table 5. Calculation of the Average Weight of Alternatives by 8 Experts for the Facilities Factor

Average Weight of Facilities Factors Based on Eight Experts										
Facilities Factor	VA	NP	AA	CH	RB	SL	NW	PP	Total	Average
Influencer	0.29	0.26	0.26	0.28	0.28	0.28	0.32	0.27	2.25	0.281
Digital Marketing	0.16	0.17	0.17	0.15	0.16	0.16	0.16	0.17	1.31	0.163
Social Media	0.40	0.40	0.41	0.40	0.41	0.40	0.34	0.41	3.19	0.398
Direct Referral	0.08	0.08	0.08	0.09	0.08	0.08	0.09	0.08	0.67	0.084
Cashback	0.04	0.05	0.05	0.04	0.05	0.04	0.05	0.04	0.37	0.046
Conventional	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.22	0.027
Average Weight of All Experts										
Facilities Factor	Average Weight (%)									
Influencer	28.10%									
Digital Marketing	16.31%									
Social Media	39.83%									
Direct Referral	8.37%									
Cashback	4.64%									
Conventional	2.75%									

Source: Questionnaire results processed using the AHP method in Microsoft Excel

Based on the average weights of the promotional alternatives under the facilities factor, based on the assessments of the eight experts which summarized in Table 5, social media again ranked first (39.83%), followed by influencers (28.10%), digital marketing (16.31%), direct referral (8.37%), cashback (4.64%), and conventional methods (2.75%). The gap between the top two alternatives narrows to 11.73 percentage points, so influencers are comparatively stronger here than for destinations. Interviews indicated that facilities such as accommodation, amenities, and transport can be shown through photos, videos, and testimonials from guests who have used them, which may explain the relatively high weight of influencers and social media.

Facilities such as accommodation, food and drink, and public amenities are core components of a tourist destination (Ilhamalimy et al., 2025). Social media allows these facilities to be shown directly through photos, videos, and guest feedback. Darmawansyah and Sismiati (2021) also show that social media platforms such as Instagram provide engagement indicators (likes, comments, shares, and saves) that let marketers see how audiences respond to such content.

The average weights of the promotional alternatives under the cost factor, based on the assessments of the eight experts, are presented in Table 6.

Table 6. Calculation of the Average Weight of Alternatives by 8 Experts for the Cost Factor

Average Weight of Cost Factors Based on Eight Experts										
Alternative	VA	NP	AA	CH	RB	SL	NW	PP	Total	Average
Influencer	0.26	0.30	0.28	0.28	0.28	0.30	0.30	0.27	2.27	0.284
Digital Marketing	0.17	0.14	0.18	0.16	0.16	0.14	0.15	0.14	1.23	0.154
Social Media	0.41	0.40	0.37	0.40	0.41	0.39	0.39	0.43	3.21	0.401
Direct Referral	0.08	0.09	0.08	0.08	0.08	0.08	0.08	0.08	0.65	0.081
Cashback	0.05	0.04	0.05	0.05	0.04	0.05	0.05	0.05	0.40	0.049
Conventional	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.23	0.029
Average Weight of All Experts										
Cost Factor	Average Weight (%)									
Influencer	28.44%									
Digital Marketing	15.38%									
Social Media	40.14%									
Direct Referral	8.12%									
Cashback	4.94%									
Conventional	2.86%									

Source: Questionnaire results processed using the AHP method in Microsoft Excel

For the cost criterion, which carries the highest criterion weight, social media ranked first (40.14%), followed by influencers (28.44%), digital marketing (15.38%), direct referral (8.12%), cashback (4.94%), and conventional methods (2.86%). The ranking is almost identical to that of the facilities criterion. Interviews indicated that social media allows prospective customers to see prices and compare packages from different operators, which matters because the criterion is price sensitive. Notably, cashback received only 4.94% even for the cost criterion, indicating that experts did not consider price incentives a priority channel compared with social media and influencers.

The dominance of social media for the cost criterion is in line with Darmawansyah and Sismiati (2021), whose case showed that campaigns using key opinion leader endorsements and paid Instagram promotion can be directed to a unique WhatsApp link for conversion. The low weight of cashback (4.94%) suggests that experts see price incentives as a supporting tactic. This is consistent with Hendro et al. (2020), who identify competitive pricing as one of several factors in a housing business strategy, alongside promotion and marketing.

The average weights of the promotional alternatives under the insurance factor, based on the assessments of the eight experts, are presented in Table 7.

Table 7. Calculation of the Average Weight of Alternatives by 8 Experts for the Insurance Factor

Alternative	VA	NP	AA	CH	RB	SL	NW	PP	Total	Average
Influencer	0.28	0.24	0.28	0.30	0.29	0.29	0.28	0.29	2.25	0.282
Digital Marketing	0.18	0.16	0.16	0.17	0.17	0.18	0.18	0.18	1.37	0.171
Social Media	0.37	0.44	0.40	0.37	0.37	0.37	0.38	0.37	3.08	0.385
Direct Referral	0.08	0.08	0.08	0.08	0.08	0.08	0.09	0.08	0.66	0.083
Cashback	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.40	0.050
Conventional	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.24	0.030

Insurance Factor	Average Weight (%)
Influencer	28.16%
Digital Marketing	17.10%
Social Media	38.46%
Direct Referral	8.28%
Cashback	4.96%
Conventional	3.04%

Source: Questionnaire results processed using the AHP method in Microsoft Excel

For the insurance criterion, social media ranked first (38.46%), followed by influencers (28.16%), digital marketing (17.10%), direct referral (8.28%), cashback (4.96%), and conventional methods (3.04%). This is the lowest weight for social media and the highest weights for digital marketing and conventional methods across the four criteria. This may indicate that insurance information, which requires more detailed explanation of coverage and claims, is somewhat better suited to digital marketing and conventional channels than the other criteria are. Interviews noted that social media can show that insurance is included in a package, including coverage for medical expenses, flight cancellation, and lost or damaged luggage.

Bakalo and Makhovka (2024) identify insufficient awareness of insurance among travelers and the perception of insurance as an expense as major problems. They recommend information campaigns, including insurance in travel packages, and consumer-oriented advertising aimed at millennials, Generation Z, and online consumers. This supports the use of social media and digital marketing to explain coverage such as medical expenses, flight cancellation, and lost luggage. The higher weights of digital marketing and conventional methods for this criterion may reflect the need for more detailed explanations of coverage, but this interpretation should be confirmed with the interview data.

Across the four criteria, the ranking of alternatives is consistent: social media first, influencers second, and digital marketing third, with the three together accounting for 83.72% to 84.53% of the weight. Direct referral, cashback, and conventional methods each stayed below 9%. Weighting the local priorities by the criterion weights gives approximate overall weights of 39.9% for social media, 28.1% for influencers, and 16.0% for digital marketing. This suggests that the choice of alternative depends little on the criterion, while the differences between criteria lie mainly in the size of the gap between social media and influencers.

The consistent ranking of social media, influencers, and digital marketing agrees with Celestin et al. (2024), who note that social media delivers quicker engagement and visibility, while channels such as SEO and content marketing yield longer-term results. The low weight of conventional methods does not mean they are unnecessary. Hendro et al. (2020) recommend exhibitions and active social media marketing together, because relying on walk-ins alone limits reach.

4.2.2. Novelty

This study contributes by applying AHP to prioritize promotional alternatives for travel packages at a tour and travel company, using purchase criteria (tourist destinations, facilities, costs, and insurance) judged by eight experts. As noted in the Introduction, research applying AHP to prioritize promotional media for travel packages remains limited. The study therefore offers an empirical weighting of six alternatives (influencers, digital marketing, social media, direct referrals, cashback, and conventional marketing) for PT Cheria Trip Bahagia, with Generation Y as the contextual focus. The weights are not segmented by generation, and the model does not compare individual social media platforms. Future studies could add platform-

level criteria, such as audience reach, advertising cost, engagement, and conversion, or add a generational level to the hierarchy.

5. Conclusion

The use of social media platforms such as Instagram, Facebook, TikTok and YouTube, as well as digital marketing, has proven effective in promoting travel packages as it can expand market reach, increase brand awareness, engagement and leads at a relatively low cost. However, conventional strategies remain necessary to build consumer trust. The results of the analysis using the AHP method indicate that a combined strategy of digital and conventional approaches is the most ideal option, as it can reach a wider audience through social media, influencers, tourism exhibitions and brochures.

Implementing this strategy requires coordination, budget management, analysis of consumer behavior, and regular evaluation of campaigns to ensure they remain aligned with market dynamics. This research contributes to the fields of marketing and tourism by demonstrating that AHP can assist companies in determining marketing strategies based on relevant criteria, such as destination, facilities, costs and insurance.

For tour and travel companies, a combination of digital and conventional marketing can serve as a strategy to increase market reach and sales. However, this study has limitations as it employs a qualitative approach and focuses primarily on social media. Further research is recommended to explore additional marketing variables and methods, as well as to adopt a more diverse range of approaches in order to obtain more comprehensive results.

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