

RINGKASAN EKSEKUTIF

Tujuan pengembangan usaha WEBSITE BACKPACKIDEA (BACKPACKIDEA.COM) TRAVELING INSPIRING FREE E-MAGAZINE ini yaitu: menjadi referensi informasi destinasi bagi wisatawan/ pejalan nasional, memperkenalkan destinasi wisata Indonesia kepada wisatawan/pejalan manca negara dan memperoleh laba.

Implementasi program pengembangan usaha terdiri dari empat aspek yaitu: aspek pemasaran, operasional, sumber daya manusia dan keuangan. Terbagi menjadi beberapa program sebagai berikut: menaruh tautan alamat web ke blog dan web lainnya, promosi di media sosial, promosi pada calon pengiklan potensial, penambahan jumlah artikel, pembuatan jadwal kerja, mendapat anggota tim untuk mengisi pos yang kosong, pemenuhan kebutuhan dana dan alokasi dana.

Hasil implementasi program menunjukkan hasil yang positif walaupun belum semua berjalan dengan baik. Pengembangan aspek operasional dan sumber daya manusia sudah berjalan sesuai perencanaan. Dari sisi pemasaran, jumlah pembaca backpackidea menembus angka 1000 kali diunduh setiap edisi, namun target pengiklan tidak tercapai. Yang terakhir, dari aspek keuangan usaha ini tidak berjalan sesuai rencana karena banyak kendala yang diluar perkiraan.

EXECUTIVE SUMMARY

The purposes of business development WEBSITE BACKPACKIDEA (BACKPACKIDEA.COM) TRAVELING INSPIRING FREE E-MAGAZINE are : to be a destination reference for tourists/local traveler, introduce Indonesia tourism destination to tourist/foreigner traveler and get profit.

This development business program implementation consists of four aspects: aspect of marketing, operational, human resources and finance, in which, they are divided into several programs as follow: inserting the website address to blog and other websites, promotion in social media, promotion to the potential prospective advertiser, increasing articles, making work-schedule, acquiring team member to fill the blank pos, fulfilling cost-needed and cost allocation.

The result of program implementation indicated a positive result though not all things done well. The operational aspect development and human resources development were fine. In terms of marketing, the number of Backpackidea's readers had reached 1000 times downloaded in every edition but had not reached the advertiser target. In the side of business finance aspect, it did not going as it was planned because there were many obstacles.