
Study of Value Co-Creation, In *Pergiramerame* Tour & Travel Service Development Strategy Using the Dart Model

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Abstract

One of the most effective digital marketing strategies today is co-creation marketing. Co-creation places consumers as parties who actively share to create value or products. This study aims to determine the form of value co-creation in Pergiramame Tour & Travel with the DART model (Dialogue, Access, Risk Assessment, Transparency) as a strategy in innovation and product development while evaluating value co-creation in Pergiramame Tour & Travel with the DART model. . The results of the study show that Pergiramame Tour & Travel has been very good at applying the DART concept to create corporate image and value. Although some things can be maximized again, each model makes a positive contribution and is believed to be able to contribute sustainably in strengthening the company, especially in the current era of society 5.0. Pergiramame Tour & Travel has been very good at implementing the DART concept to create a corporate image and value. Although some things can be maximized again, each model makes a positive contribution and is believed to be able to contribute sustainably in strengthening the company, especially in the current era of society 5.0

Keywords: Value Co-Creation, Strategy, DART

INTRODUCTION

Indonesia has now entered the era of society 5.0, and along with this, of course, there will be many challenges as well as opportunities that will occur. Various lines of life and business sector sectors will race more vigorously with these increasing challenges. This includes the micro, small and medium enterprise (MSMEs) sector, which in general has not been supported by optimal infrastructure and human resources. The worst impact of this situation is that MSMEs are unable to take advantage of the benefits of this era of society 5.0. However, on the other hand, MSMEs that are resilient and competitive will see this era of society as a great opportunity to expand their network and have unlimited access. Thus, digitalization is an absolute thing for MSMEs in the current era of society 5.0.

One of the products of digitization is social media. All information, activities, and interactions around the world can be traced with only one medium through various platforms. In addition, the media is also used as a business-driving medium for entrepreneurs, especially as a marketing medium. Through marketing communication media, potential customers can find out about product descriptions, product benefits, how to get them, and other relevant information, more effectively and efficiently. This marketing method is better known as digital marketing. An effective digital marketing communication strategy is needed so that it can answer every challenge, and change and maintain products or services in competition in the world of digital marketing which prioritizes communication between producers and consumers (Ardiyanto Wiguna et al., 2021). In this context, development is needed so that the company can run supported by digital technology and involve collaboration with all elements of society and stakeholders.

One of the most effective digital marketing strategies today is co-creation marketing. Co-creation places consumers as parties who actively share to create value or products (Ardiyanto Wiguna et al., 2021). Ginting (2018) stated, companies must become continuous learning organizations, which must build closer relationships with consumers and communicate more intensely in the form of dialogue. The service-dominant logic perspective holds that consumers who have been passive so far can now become active players who, together with the company, can create shared value (Co-creation value) (Ginting, 2018).

Smith & Zook in Ardiyanto Wiguna et al. (2021) describes co-creation as a ladder, where the higher the level of co-creation, the more valuable the co-creation results that are created together. The first ladder is described as customer involvement in rating products and/or services, reviewing products and/or services, and discussing activities regarding company products and/or services. Then, a higher level includes the creation of ideas, products, brands, and advertisements. The highest level of co-creation is the creation of joint products. With this strategy, it is expected to increase customer loyalty and establish active cooperation with customers so that it has a positive impact on business continuity.

Prahalad in Anwar (2015) states that value co-creation is a form of collaborative creativity, initiated by companies and customers to enable innovation, not just to satisfy their customers (Anwar, 2015). The co-creation value can be created through a process of prioritizing co-creation. This study aims to determine the form of value co-creation in Pergiramame Tour & Travel with the DART model (Dialogue, Access, Risk Assessment, Transparency) as a strategy in product innovation and development as well as evaluating value co-creation at Pergiramame Tour & Travel with the DART model.

RESEARCH METHODS

To achieve the research objectives, a qualitative approach through in-depth interviews was conducted with the owner of the Pergiramame Tour & Travel who has a role as a strategy maker and decision maker. To determine the right sources, a purposive method was used where the researcher deliberately selected key informants who had experienced the phenomenon under study. In this research, the researcher has a role in becoming a research tool (key instrument), collecting data purposively, analyzing, and describing. In addition, data was also collected through documentation studies on the Pergiramame Tour & Travel website and social media.

Data is analyzed using inductive techniques, in which the researcher allows problems to emerge from the data or is left open to interpretation. Data was collected by careful observation, including detailed in-context descriptions with in-depth interview records, as well as the results of descriptive analysis (Rizal et al., 2018). Data analysis was carried out using a qualitative descriptive method with the DART model (Dialogue, Access, Risk Assessment, and Transparency) to explore in more detail the strategy of Pergiramame. id in creating co-creation for its customers.

Value Co-Creation

Research Galvagno & Dalli (2014) discover “co-creation is an important paradigm in which a common body of theoretical statements has been developed and applied to a diverse set of empirical contexts.” (Galvagno & Dalli, 2014). According to the innovation and technology management perspective, interactions between customers and enterprises, which are often mediated by technology platforms, lead to innovation, customer participation, and better customer service. From a marketing and consumer research perspective, this occurs when consumers are considered adequately and their expectations are met in terms of their engagement, involvement, and empowerment. This perspective is rarely concerned with co-

creation but is taken for granted and considered an important element that helps companies produce better results in terms of innovation and customer satisfaction.

DART (Dialogue, Access, Risk Assessment, Transparency)

According to Prahalad and Ramaswamy in Anwar (2015) the indicators used to measure value co-creation are called the concept of The DART, which is as follows:

1. Dialogue

Dialogue means interactive and in-depth involvement and a tendency to act on both sides, in this case between employers and customers.

2. Access

Access begins with the presence of information and devices that can be the internet. Today, the goal of consumers is access to the experiences they want, not necessarily product ownership.

3. Risk Assessment

Freedom to exchange information, both for estimating and sharing risks. When consumers and companies become Value Co-creators, the demand for information about potential risks will increase, and they can also better predict future risks.

4. Transparency

Transparency was created to build consumer and corporate trust. So that information about products or services and business systems is more easily accessible and increases customer confidence.

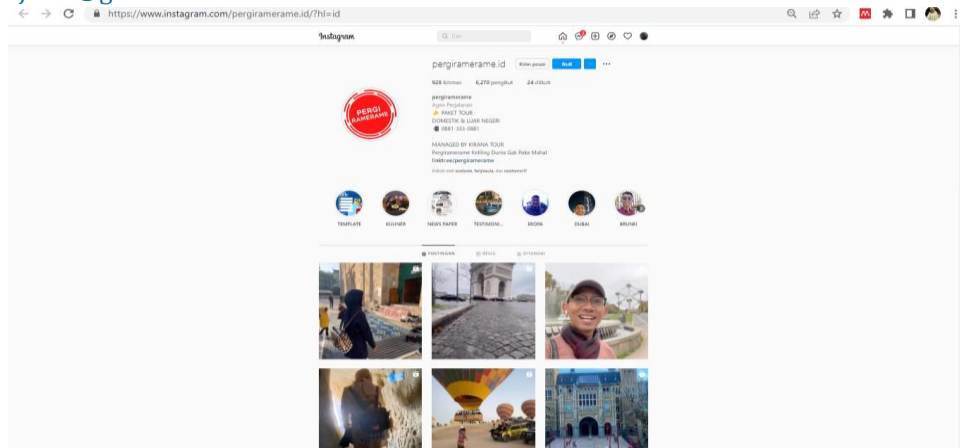
Not many researchers have implemented and evaluated the DART model. An extended search revealed four studies related to the use and evaluation of the DART model. Anwar (2015) used the DART model in reviewing product development co-creation with Zocha Garut and found that KUB Zocha had deficiencies in providing access using information technology to the general public to introduce products from KUB Zocha (Anwar, 2015).

Solakris, Vences, and Bonilla (2017) used the DART model to measure the customer perspective of the hospitality industry in Greece. Their findings suggest that using the DART model can reveal the strengths and weaknesses of the methods used for active interaction with their clients, especially since this model is focused on the customer perspective. (Solakris et al., 2017).

RESULT AND DISCUSSION

The development carried out by researchers began by looking at the condition of value co-creation at the Pergiramerame Tour & Travel. The concept of co-creation is to develop unique ideas with consumers directly involved in producing certain products and services using dialogue, access, risk assessment, and transparency indicators. Each DART model reflects the marketing effectiveness of Pergiramerame Tour & Travel in establishing value co-creation, especially with customers. In general, it can be assessed if Pergiramerame Tour & Travel builds an image towards customers by prioritizing customer service and satisfaction. In terms of communication, all service communication methods have been maximized to attract potential customers. However, a forum is needed in the form of activities to establish better communication with customers and business partners.

Furthermore, Pergiramerame Tour & Travel uses various social media facilities to increase its presence and expand its marketing reach. The social media users are Instagram and Facebook.



Picture 1. Instagram @pergiramerame.id

Source: <https://www.instagram.com/Pergiramerame Tour & Travel/?hl=id>

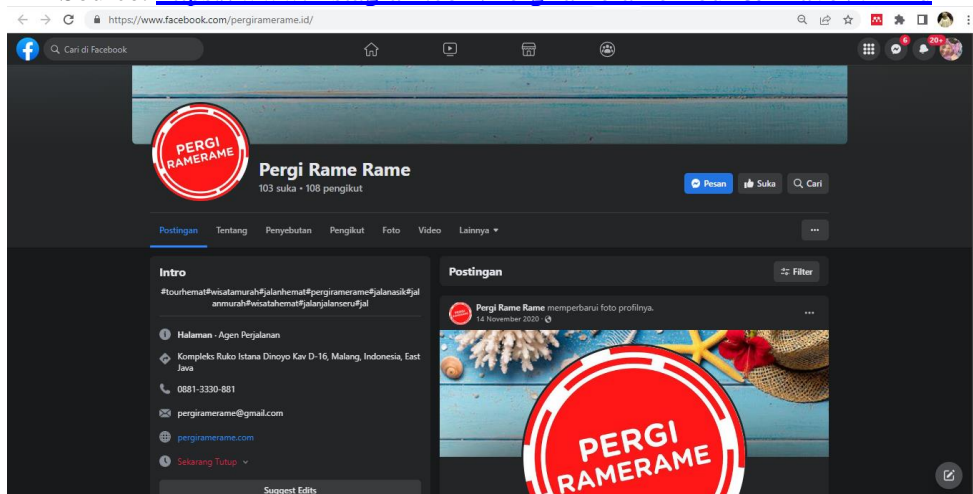


Figure 2. Facebook @Pergi Rame Rame

Source: <https://www.facebook.com/Pergiramerame Tour & Travel/>

In addition, Pergiramerame Tour & Travel collaborates with various platforms and is supported by sound media coverage in publishing information regarding services that will be or have been provided.

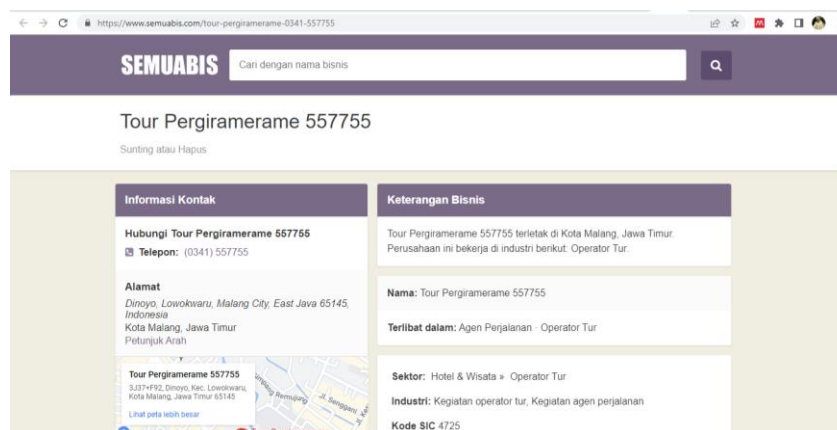


Figure 3. Information on the website Semuabis

Source: <https://www.semubis.com/tour-pergiramerame-0341-557755>

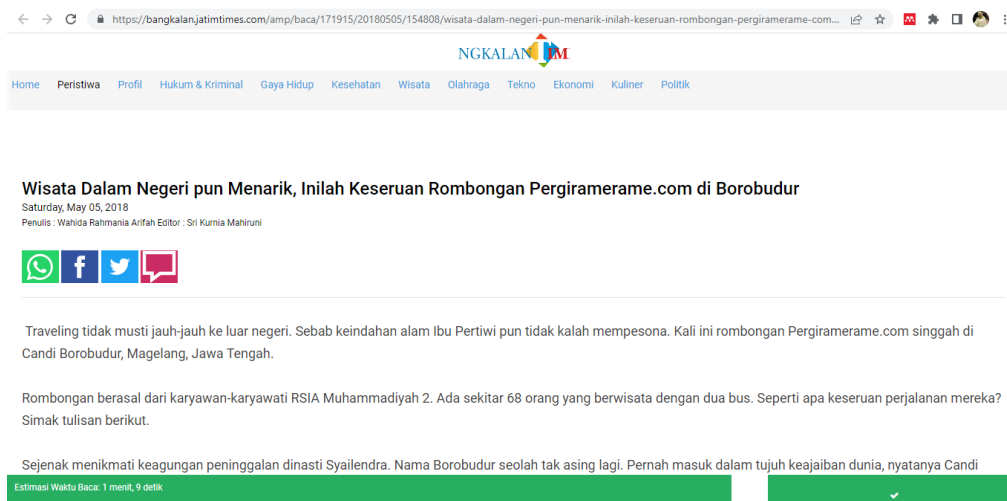


Figure 4. Publication of news on online sound media

Source : <https://bangkalan.jatimtimes.com/amp/baca/171915/20180505/154808/wisata-dalam-negeri-pun-menarik-inilah-keseruan-rombongan-pergiramerame-com-di-borobudur>

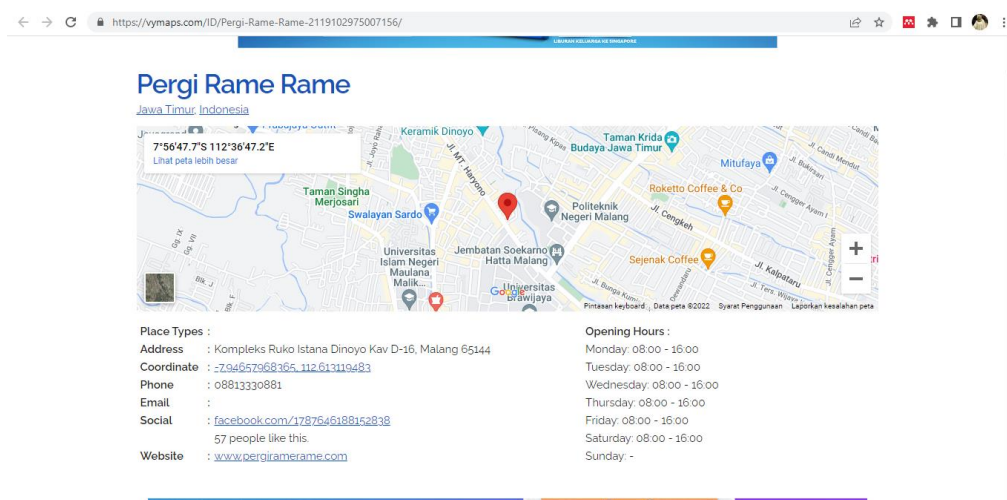


Figure 5. Office information on vymaps

Source : <https://vymaps.com/ID/Pergi-Rame-Rame-2119102975007156/>

Furthermore, Pergiramerame Tour & Travel has internally developed a risk management policy in realizing maximum service with minimum risk. Pergiramerame Tour & Travel always ensure customer satisfaction and customer convenience by always evaluating the services provided continuously and sustainably. Pergiramerame Tour & Travel management evaluates the services provided as well as assesses every impact and possible positive and negative risks every two months. Apart from that, Pergiramerame Tour & Travel is active in associations that are government partners, one of which is to find out information more quickly so that possible risks can be minimized.

Pergiramerame Tour & Travel makes good use of social media, one of which is to be open to customers and potential customers. All company services and activities are informed on social media. In addition, the company also cooperates with various government and private

agencies with the same service information disclosure without discriminating against customers, unless there is a specific contract.

In the description above, the researcher explores the creation of existing value co-creation and then develops the new development value co-creation concept. Where the development results are presented in the following table,

Table 1. Development of the DART Value Co-Creation Model in Pergiramerame Tour & Travel.

Variable	Existing Value Co-Creation	New Development Value Co-creation
Dialogue	Pergiramerame Tour & Travel has focused on communicating with customers and business partners. There is an entrepreneur forum as a forum for communication between partners and building networks. There are SOPs and procedures for communicating with customers Pergiramerame Tour & Travel has established ongoing partnerships with potential customers, including government agencies and private corporations Pergiramerame Tour & Travel is active in associations that are government partners	Building public hearings with customers and business partners Provide a forum for communication in terms of aspirations, suggestions, and criticisms between Pergiramerame Tour & Travel and customers
Access	Pergiramerame Tour & Travel already has various social media including Instagram @pergiramerame.id Facebook @Pergi Rame Rame Apart from social media, Pergiramerame Tour & Travel is quite active in being published by various audio media Office location information, service descriptions, and contact persons can be accessed easily on Google Maps	Open access for customer service to convey aspirations, suggestions, and criticisms for services that will be or have been provided
Risk Assessment	Pergiramerame Tour & Travel always ensure customer satisfaction and customer convenience by always evaluating the services provided continuously and sustainably Pergiramerame Tour & Travel is active in associations that are partners of the government, one of which is to find out information more quickly so that possible risks can be minimized Every trip risk due to internal or external negligence will be handled by	Management meetings or discussions in assessing each risk should be held once a month in the form of a management review meeting.

Variable	Existing Value Co-Creation	New Development Value Co-creation
	<p>Pergiramerame Tour & Travel by providing material and non-material compensation</p> <p>Pergiramame Tour & Travel has a risk management policy</p> <p>Pergiramerame Tour & Travel Management evaluates the services provided as well as assesses every impact and possibility of positive and negative risks every two months.</p>	
Transparency	<p>All information related to the services provided is conveyed through social media</p> <p>Establish cooperation with various government and private agencies with the same service information disclosure without discriminating against customers, unless there is a specific contract</p>	<p>Pricelist information for each tour service should be conveyed on social media so that potential customers can easily access and receive information efficiently</p>

CONCLUSION

Pergiramame Tour & Travel has been very good at implementing the DART concept to create a corporate image and value. Although some things can be maximized again, each model makes a positive contribution and is believed to be able to contribute sustainably in strengthening the company, especially in the current era of society 5.0.

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