

EMAIL NEWSLETTER CAMPAIGN DESIGN FOR CV. SUKA TRIP ASIA

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ABSTRACT

This research aims to design and address the communication gap between CV. Suka Trip Asia and its potential and existing customers through a structured campaign strategy using email newsletters. The background of the study lies in the increasing need for tourism companies to adapt digital communication tools in order to deliver promotional content and travel information more effectively to a digitally literate audience. The research adopts a Research and Development (R&D) methodology by applying the 4D model introduced by Thiagarajan, Define, Design/Ideate, Develop, and Disseminate. Data were collected through qualitative methods, including interviews and questionnaires, involving respondents ranging from university students to working adults in Makassar who had previously used the company's services. The findings reveal that the designed email newsletter campaign successfully meets the company's needs in delivering appealing offers and addressing communication challenges, as indicated by a positive click rate achieved at the dissemination stage, reflecting both the effectiveness of message delivery and its ability to stimulate customer engagement. In conclusion, the study highlights that the email newsletter campaign serves not only as a practical solution for strengthening customer relationships but also as a contribution to academic discourse by demonstrating the applicability of the 4D model in strategic communication design within the tourism industry, thereby offering theoretical enrichment and practical guidelines for optimizing digital campaigns.

Keywords: Click Rate, Digital Marketing, Email Newsletter, Promotional Campaign, Tourism

INTRODUCTION

In business environments, utilizing communication strategies to reinforce a company's image and message to potential customers is imperative. Through strategic elements such as compelling layout structures, consistent use of brand colors, and informative visuals, companies can establish a communication experience that is not only aesthetically appealing but also functionally effective. This approach can be implemented across various communication channels including email newsletters, social media platforms, and company websites to ensure that messages regarding service quality and unique travel experiences are conveyed clearly and attractively to a broad audience. According to Kingsley (2023), the integration of visual identity elements such as typography, color harmony, and layout consistency is essential for establishing a brand's credibility and recognizability. These visual components not only support clear communication but also evoke emotional responses that strengthen customer attachment to the brand, making the communication strategy more impactful and enduring in competitive markets.

Suka Trip Asia is a travel service provider that operates within the tourism industry, offering a range of travel-related services. These include domestic and international tour reservations, booking services for all domestic and international airlines, train tickets, car rentals, hotels, and catering. As a tour organizer, Suka Trip Asia caters to a wide market segment, ranging from corporate clients and business travelers to group tours and individual customers seeking local or international travel packages. The company also serves as an event organizer, offering wedding and honeymoon destination packages, as well as organizing various public or private events. Backed by a team of professionals with years of experience and relevant licenses in the travel industry, Suka Trip Asia has successfully delivered memorable travel experiences to many satisfied customers.

Despite its success in providing diverse tourism services and receiving highly positive feedback, the company recognizes a gap in information flow to prospective customers. There is a growing need to consolidate and disseminate customer experiences and positive testimonials in a structured and accessible manner. By addressing this issue, Suka Trip Asia aims to enhance its ability to provide better offerings and more informative communication to prospective clients, ensuring they have a clear understanding of the quality of services and destinations provided.

To address this communication challenge, the author has developed a strategic promotional campaign in collaboration with Suka Trip Asia, centered on the implementation of email newsletters. This campaign is designed as an effective medium to summarize and share customer experiences and testimonials in a systematic and consistent manner. Through email newsletters, the company will be able to present success stories, positive feedback, and compelling reviews from existing customers. This initiative is expected to offer valuable insights to potential travelers who are considering booking their trips with Suka Trip Asia while also allowing the company to deliver attractive offers in a more targeted and engaging way.

Digitalization has significantly improved the effectiveness of communication strategies by expanding reach, increasing interactivity through feedback mechanisms, and diversifying the channels available for disseminating information (Setioko & Krismayani, 2019). Although digital media represent a marked shift from traditional media, the convenience and user satisfaction they provide also present new challenges for organizations, both public and private. The rise of new media, including corporate websites and social networking platforms such as Facebook, X (formerly Twitter), and TikTok, has had a profound impact on how institutions design and implement communication programs (Setioko & Krismayani, 2019). Companies increasingly rely on one-way or two-way communication strategies via these platforms, tailored to their organizational policies.

In this context, the implementation of an email newsletter campaign becomes a highly relevant strategy. Through this medium, Suka Trip Asia can offer informative and customized promotions directly to their prospective clients. The company plans to integrate customer testimonials, travel experiences, and relevant content directly into its email communications. This initiative will provide potential customers with a clearer picture of the service quality they can expect, thus enhancing the credibility and appeal of Suka Trip Asia as a trusted and experienced travel provider.

Moreover, the email newsletter campaign will serve as a valuable tool for direct interaction with potential clients. By responding to inquiries, offering updated information on travel destinations, announcing special offers, and highlighting exclusive events, Suka Trip Asia can strengthen customer relationships and build loyalty. This two-way communication approach enables the company to gain deeper insights into the preferences of its customer base, thereby allowing the development of travel experiences tailored to individual needs.

This research enriches the literature by demonstrating the applicability of the 4D model in designing digital communication strategies. The findings serve as a guideline for tourism businesses to optimize email newsletter campaigns as an effective tool for strengthening customer relationships, increasing engagement, and enhancing service delivery in a competitive digital environment. In conclusion, the email newsletter campaign is projected to become a powerful tool in Suka Trip Asia's communication strategy. It integrates customer feedback, promotional content, and essential travel information, thereby creating a holistic and engaging narrative for potential travelers. By leveraging the advantages of digital communication, Suka Trip Asia will be better positioned to ensure that each prospective client receives a comprehensive and positive impression of the travel services offered, ultimately enhancing brand loyalty and increasing customer acquisition.

RESEARCH METHODS

This study used a Research and Development (R&D) methodology by applying the 4D Model introduced by Thiagarajan: Define, Design/Ideate, Develop, and Disseminate. Data collection involved qualitative methods including interviews and questionnaires directed at individuals who had previously used CV. Suka Trip Asia's services, especially around Makassar. The individuals referred to in this study consist of university students to working adults, representing a demographic group that is both active in seeking travel experiences and familiar with digital communication channels. Their perspectives are considered valuable, as they reflect diverse needs ranging from academic related travel to professional and leisure purposes, thereby providing comprehensive insights into the effectiveness of the proposed communication strategy.

The communication strategy was analyzed to align visual and textual content with the preferences of the target audience. The research steps were as follows:

1. Define: Understanding the needs and challenges CV. Suka Trip Asia faced in implementing a promotional campaign through email newsletters.
2. Design/Ideate: Developing campaign ideas including visual design, key messaging, and communication strategy.
3. Develop: Translating concepts into concrete outputs such as email newsletter layouts, visual content, and distribution strategies.
4. Disseminate: Launching the email newsletter campaign using Klaviyo and observing user response.

RESULTS AND DISCUSSION

User Research

Interviews with CV. Suka Trip Asia customers focused on their preferences in receiving travel-related promotional content. Respondents expressed interest in visually engaging materials (e.g., images and videos), attractive offers, and transparency in trip pricing and facilities.

*"Kalau promo-promo menarik ji biasanya. Terus kalau ada info paket murah sama destinasi yang lagi tren sekarang, pasti menarik ki." Narasumber.
(Wawancara dengan Lia, 2024).*

*"Saya lebih suka gambar ki sama video. Soalnya lebih gampang kita bayangkan tempatnya kalau lihat gambar atau video daripada cuma baca ki teks."
(Wawancara dengan Haikal, 2024).*

Based on the interview transcripts above, it can be concluded that the main appeal in tourism marketing communication strategies lies in two key aspects: relevant promotional information and the use of strong visual elements.

Lia's statement indicates that consumer preferences are significantly influenced by content that offers immediate value, such as attractive promotions, affordable travel packages, and trending destinations. This reinforces the notion that prospective customers are not merely seeking general information, but rather contextual and timely offers that align with their interests. In the context of strategic communication, this highlights the importance of content segmentation based on pricing trends and market relevance, in order to deliver messages that are actionable and resonate with the target audience.

Meanwhile, Haikal's perspective underscores the significance of visual elements in conveying tourism messages. He expressed a preference for images and videos, as these media make it easier to imagine the travel experience compared to reading text alone. This implies that textual content alone is often insufficient to generate emotional engagement or create vivid expectations. Visual components, such as destination photos and short videos, play a critical role in shaping perception and influencing consumer decision-making particularly in an industry driven by imagination and experiential appeal, such as tourism.

In conclusion, these interviews suggest that an effective communication strategy in travel promotion should integrate both high-quality visual content and engaging promotional offers, in order to more effectively reach and influence the audience on both emotional and rational levels.

The interviews conducted were unstructured interviews that focused on the context of the problems that had been compiled in the interview guidelines. This interview aims to explore more in-depth information related to the experiences and preferences of interviewees in planning and receiving travel promotions.

These responses emphasize the importance of visual elements in capturing interest and the need for clarity and relevance in promotional messaging.

Questionnaire Results

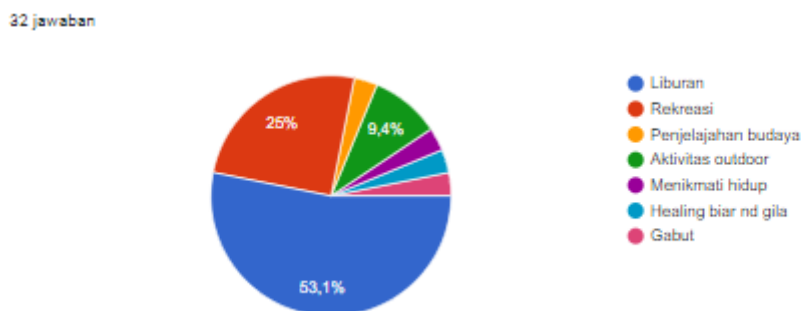


Figure 1. Diagram of questionnaire results on the main reason for traveling
Source: Authors, Captured on Google Forms, October 2024

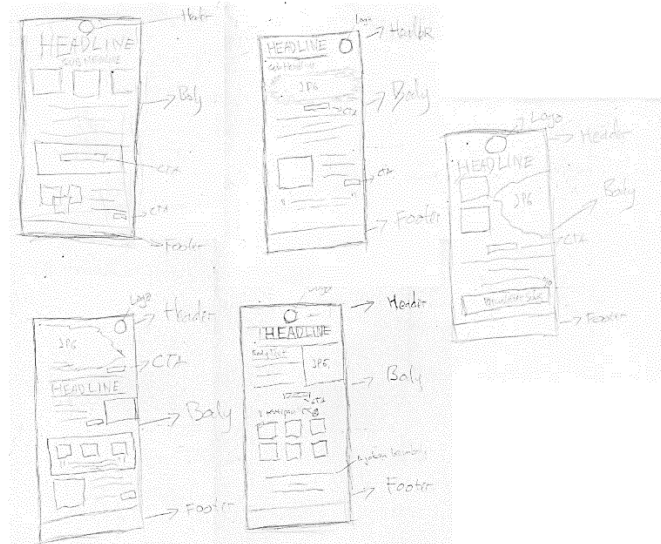


Figure 4 Sketch Layout

Source: Authors, Captured 24 November 2024

An e-newsletter must maintain a consistent structure so that recipients know what to expect in terms of content sections. Its design should strike a balance between minimal yet relevant text and compelling visuals or photography. Tracking how recipients interact with the newsletter provides valuable insights into optimal placement of key information.

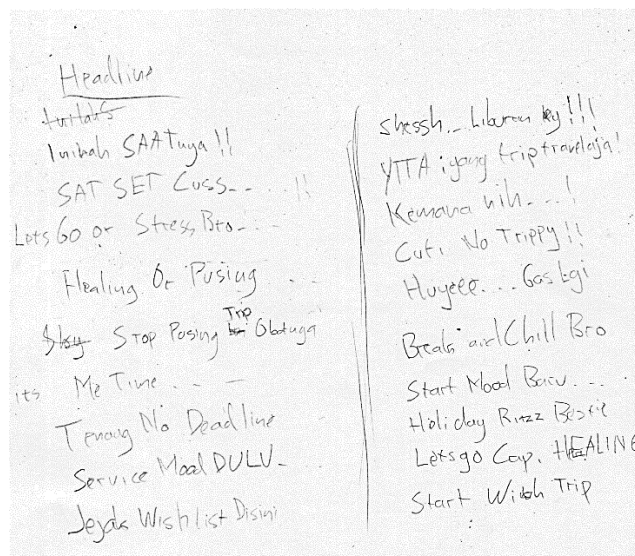


Figure 5 Exploration of headlines

Source: Authors, Captured 28 November 2024

Key elements in crafting engaging copy include the headline and slogan, which serve as the most critical components in a copywriting unit. These elements are essential for capturing audience attention, emphasizing content, defining the theme, and delivering key messages reinforced by accompanying visuals. A relaxed and youthful tone is employed to resonate with younger audiences and enhance engagement.

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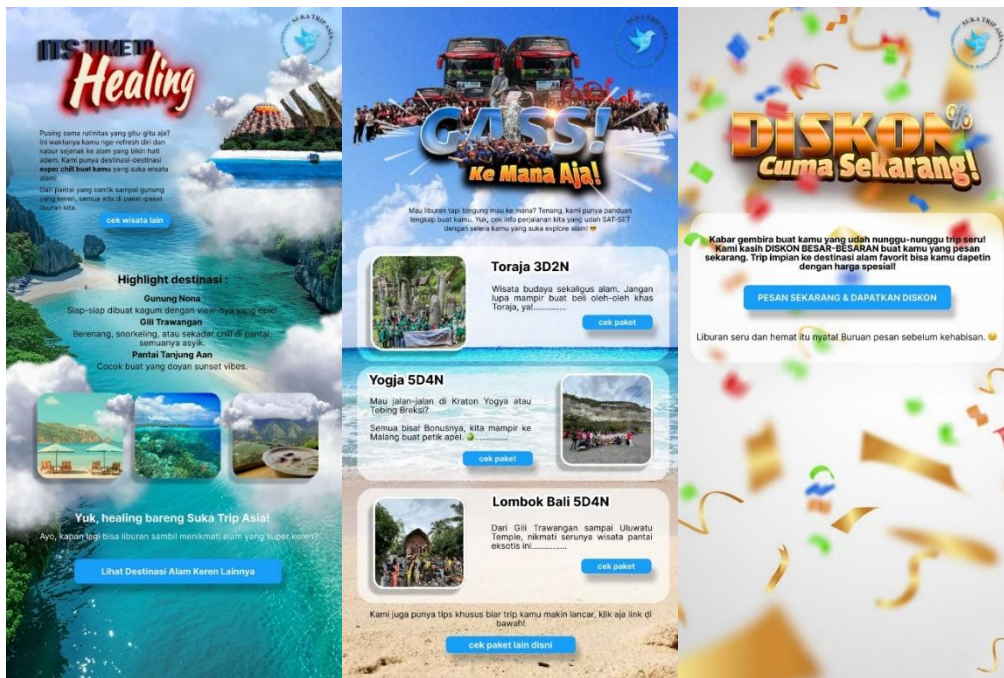


Figure 6 HI-FI Emails
Source: Authors, Exported From Figma, 2024

Design principles such as minimal text, strong imagery, and clean layout were applied. Figma was used for visual layout development, while Photoshop created 3D headline elements to increase visual appeal and reduce spam filtering. White space was intentionally used for better readability (Tondreau, 2018).



Figure 7 Brochure Mock-up Supporting Media
Source: Authors, Exported From Photoshop

The physical brochure serves as a medium to reach audiences who may not be consistently active on digital platforms or email, thereby expanding the promotional campaign's overall reach.

Validation and Deployment

Designs were validated by copywriting experts and visual design lecturers, who provided feedback to refine the clarity, relevance, and appeal of the campaign content. Klaviyo was used for email distribution and performance tracking. The trial run sent emails to 10 users: - **Deliverability:** 88.9% - **Open Rate:** 50% - **Click Rate:** 37.5%

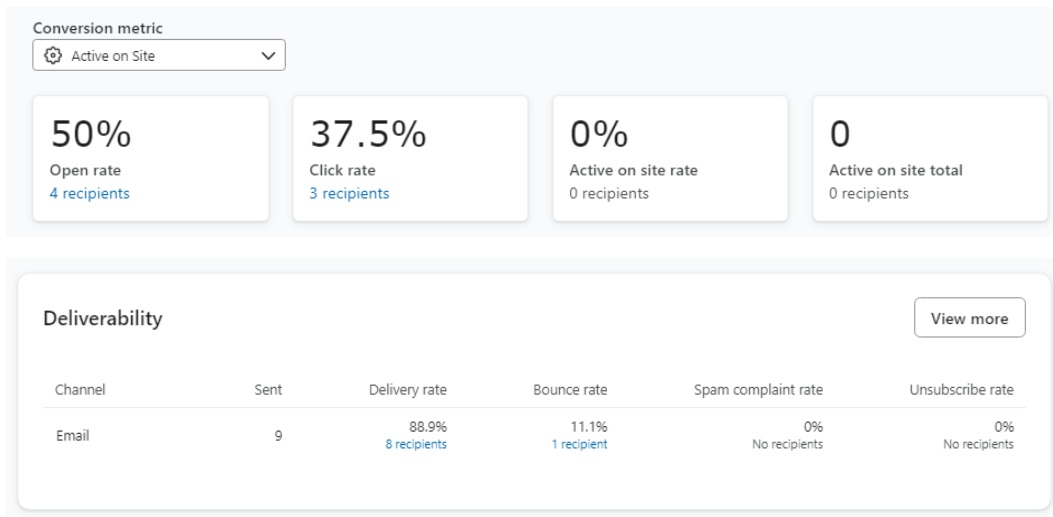


Figure 8 Campaign Dissemination Summary
Source: Authors, Captured on Klaviyo November 2024

The results indicate high initial engagement, although further optimization is needed to increase deep user interaction. Integrating WhatsApp links provided a direct communication path, enhancing responsiveness and solving fragmentation issues in earlier communication models.

CONCLUSION

The email newsletter campaign successfully addressed communication challenges at CV. Suka Trip Asia by increasing user engagement and conveying promotional messages more effectively. Initial trials showed promising engagement rates, especially with open and click-through metrics. The campaign's structure based on audience preferences, visual design strategies, and direct response mechanisms demonstrated potential for long-term communication improvement. Future improvements should focus on refining content relevance and exploring integration with other digital platforms.

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