

Tugas Akhir

**Enhancing the Online Presence of Indonesia Visa Services
through Innovative Website Strategies in a Competitive Market
for PT. Aqmar Expat Services**



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2024

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And I have stated all sources both quoted and referred to correctly.**

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I realize that despite my best efforts, there may still be shortcomings and limitations in this plan. Therefore, I welcome any constructive criticism and suggestions for improvement in the future.

I hope this plan will benefit PT AQMAR Expat Services and all those who read it.

JAKARTA 05 September 2024

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Enhancing the Online Presence of Indonesia Visa Services through Innovative Website Strategies in a Competitive Market for PT. Aqmar Expat Services

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ABSTRACT

PT. Aqmar Expat Services is a visa service provider operating in Indonesia, specializing in assisting expatriates with various immigration and documentation needs. This study examines strategies to enhance PT. Aqmar Expat Services' online presence in a competitive market by improving website functionality and user experience. Using a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and innovative website techniques, the research evaluates current digital marketing efforts, highlighting weaknesses such as the lack of cryptocurrency and QR code payment methods, while comparing competitor practices. Data were gathered from industry observations and interviews with key stakeholders. The findings show that PT. Aqmar Expat Services is rocking a strong reputation and dependable services, but they're tripping over outdated payment systems and a lack of online pizzazz. On the bright side, there's a booming demand for visa services and shiny new payment tech on the horizon! But watch out—competition in the visa game is heating up!

The scoop shows that PT. Aqmar Expat Services is rocking a shiny reputation and dependable services, but they've got some hiccups with their ancient payment systems and a bit of a ghost town online. On the bright side, the rising craving for visa services and snazzy payment tech opens up new doors! But watch out—competition in the visa game is heating up!

Keywords: Indonesia visa services, website strategy, PT. Aqmar Expat Services, payment solutions, SEO optimization, cryptocurrency payments, SWOT Analysis, competitive analysis.

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