

ABSTRACT

Transportation is one of the drivers to improve the welfare and progress of a country, which can help each individual or group to carry out activities of daily life. Baraya Travel is a company engaged in inter-city transportation services and several other services. To face competition and increase popularity among companies operating in the same field, Baraya Travel needs to make improvements to the quality of services and digital marketing activities carried out.

With the ongoing digital evolution, companies or businesses can maximize revenue by using the digital world as a platform to spread the services offered by service providers provided by intercity transportation. By using the data collected, to improve aspects related to passenger considerations in choosing city transportation services, Baraya Travel can maximize its knowledge to achieve that goal.

From the SOP business processes and marketing activities that have been made, it is hoped that Baraya Travel can increase its popularity because it has improved aspects related to important considerations that have been sorted in making improvements.

By using knowledge management and proposed improvements, Baraya Travel can improve the quality of services that can be provided to increase the popularity of Baraya Travel among companies operating in the same field.

*Keywords — **Transportation, Business Process, Marketing, SECI.***