

ABSTRAK

HELVI SIJABAT (01045170069)

STRATEGI BATIK AIR MEMBANGUN CITRA *FULL SERVICE CARRIER* DI BAWAH LION GROUP

(xiii + 83 halaman; 22 gambar; 8 tabel; 4 lampiran)

Era yang sangat kompetitif menuntut maskapai untuk bisa menjalankan bisnis dengan cermat. Maskapai harus menyusun strategi yang bukan hanya bagus di dalam perencanaannya, tetapi strategi tersebut juga bisa dilakukan dengan konkret. Beberapa diantara strategi yang penting dalam pengelolaan yaitu strategi pemasaran dan strategi komunikasi pemasarannya. Batik Air sebagai maskapai swasta pertama di Indonesia yang mengambil target *full service airline*, mempunyai tantangan tersendiri di awal berdirinya dan di perkembangannya. Selain dari kuatnya citra merek induk perusahaannya yaitu Lion Group yang lebih dulu dikenal sebagai *low cost carrier*, Batik Air juga menghadapi tantangan daya beli masyarakat yang secara data lebih banyak memilih maskapai berbiaya rendah. Peneliti melakukan penelitian kualitatif dengan hasil analisis strategi pemasaran dan analisis strategi komunikasi pemasaran Batik Air. Batik Air melakukan strategi yang menonjol berupa promo harga dan *service excellence* sebagai bentuk *communication by doing*. Peneliti juga menemukan bahwa Batik Air mengalami pertumbuhan sejak awal pendiriannya hingga sekarang dengan tetap konsisten dalam layanan *full service*.

Kata Kunci: Batik Air, *Full service*, *on time performance*, *marketing mix*, *marketing communication mix*

Referensi: 25 (1992 - 2019)

ABSTRAK

HELVI SIJABAT (01045170069)

STRATEGI BATIK AIR MEMBANGUN CITRA *FULL SERVICE CARRIER* DI BAWAH LION GROUP

(xiii + 83 pages; 22 pictures; 8 tables; 4 attachments)

The very competitive era requires airlines to be able to conduct business carefully. Airlines must develop a strategy that is not only good in its planning, but that strategy can also be done in concrete terms. Some of the strategies that are important in management are marketing strategies and marketing communication strategies. Batik Air as the first private airline in Indonesia to take the full service airline target, had its own challenges in its inception and development. Apart from the strong image of its parent company brand, namely the Lion Group, which was previously known as low cost carrier, Batik Air also faces challenges in the purchasing power of the public, who, according to data, prefer low-cost airlines. Researchers conducted qualitative research with the results of analysis of marketing strategies and analysis of marketing communication strategies of Batik Air. Batik Air executes major strategy with price promo and service excellence as a form of communication by doing. Researchers also found that Batik Air has experienced growth since its inception until now by remaining consistent in full service positioning.

Key words: Batik Air, *Full service, on time performance, marketing mix, marketing communication mix*

References: 25 (1992-2019)