

ABSTRAK

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AKTIVITAS DIVISI *MARKETING COMMUNICATION* CITILINK DALAM MENINGKATKAN *BRANDING* PERUSAHAAN PADA MASA PANDEMI COVID-19

(xiii + 94 Halaman: 27 Gambar; 19 Lampiran)

Kata Kunci: *Branding*, COVID-19, Citilink, *marketing communication*

Pada akhir tahun 2019 muncul sebuah pandemi global yang menyerang seluruh negara yaitu pandemi COVID-19. Salah satu industri yang paling terdampak dari pandemi COVID-19 adalah industri penerbangan. Memasuki era normal baru industri penerbangan menerapkan berbagai protokol dan standart baru agar masyarakat bisa menggunakan jasa industri ini kembali. Citilink sebagai salah satu perusahaan di industri penerbangan perlu berkomunikasi kepada publik agar dapat membangun kepercayaan publik dalam memilih Citilink. Untuk itulah peran divisi *Marketing Communication* Citilink sangat penting di tengah pandemi COVID-19 ini. Sehingga tujuan dari laporan magang ini adalah untuk mempelajari aktivitas divisi *marketing communication* Citilink dalam meningkatkan *branding* perusahaan pada masa pandemi COVID-19.

Selama masa *new normal* Pandemi COVID-19, Citilink menjalankan berbagai kegiatan *branding* seperti peluncuran iklan video “Perjalanan Baru #BarengCitilink”, pembuatan *podcast*, dan juga pembukaan rute baru. Aktivitas divisi *marketing and branding communication* dalam membuat suatu kegiatan *branding* telah melalui lima tahapan utama dalam perencanaan komunikasi pemasaran menurut Shimp dan Andrews (2018) yaitu *review marketing plan, assess marketing communication situation, determine IMC Plan Objective, Develop IMC Programs, Implement and Control IMC Plan*.

Referensi: 17 (2008 - 2021)

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THE ACTIVITIES OF CITILINK MARKETING COMMUNICATION DIVISION IN INCREASE COMPANY BRANDING ON COVID-19 PANDEMIC

(xiii + 94 Pages: 27 Pictures; 19 Attachments)

Kata Kunci: *Branding, COVID-19, Citilink, marketing communication*

At the end of 2019, a global pandemic emerged that attacked all countries, namely the COVID-19 pandemic. One of the most affected industries by the COVID-19 pandemic is the aviation industry. Entering the new normal era, the aviation industry implements various new protocols and standards so that people can use the services of this industry again. Citilink as a company in the aviation industry needs to communicate to the public in order to build public trust in choosing Citilink. For this reason, the role of Citilink's Marketing Communication division is very important in the midst of this COVID-19 pandemic. So the purpose of this internship report is to study the activities of Citilink's marketing communications division in improving company branding during the COVID-19 pandemic.

During the new normal period of the COVID-19 pandemic, Citilink carried out various branding activities such as the launch of advertising video “Perjalanan Baru #BarengCitilink”, the creation of a podcast, as well as the opening of new routes. The activities of the marketing and branding communication division in making a branding activity have gone through five main stages in marketing communication planning according to Shimp and Andrews (2018) that consist of: review marketing plan, assess marketing communication situation, determine IMC Plan Objective, Develop IMC Programs, Implement and Control IMC Plan.

Reference: 17 (2008 - 2021)