

Garuda Indonesia New Digital Experience Concept: Airline's Challenge in Communication Marketing in the Digital Era

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Abstract: The purpose of this study is to obtain an overview of Garuda Indonesia's e-marketing communication process through the "Garuda Indonesia New Digital Experience" digital service program that was launched in 2015. This study discusses specifically about strategies analyzed based on 7 stages of e-marketing strategy planning by Judy Strauss & Raymond Frost. The research method used is descriptive qualitative. Data collection in this study is divided into two categories of data, namely primary data and secondary data. Primary data is carried out through in-depth interviews with 3 resource persons who are internal parties of Garuda Indonesia and directly related to the implementation of e-marketing communication. Furthermore, data collection was also carried out through direct observation by observing responses in the form of audience comments on social. The main results of this study indicate that Garuda Indonesia implements e-marketing by focusing on the "Garuda Indonesia New Digital Experience" program where social media channels have the highest contribution in increasing online ticket sales and high engagement with consumers compared to other digital services.

Index Terms: Electronic Marketing Communication, E-commerce, Digital Communication, New Media, Relationship

I. INTRODUCTION

Garuda Indonesia Airlines is a state-owned airline company and Flag Carrier, which have long had international routes to Asia, the United States (stop 2000) and Europe. Garuda Indonesia uses e-marketing communication where Garuda Indonesia does this so that it can target consumers directly with a wider range, and also provide alternatives and convenience for consumers to be able to make ticket purchase transactions and information and interactions anytime and anywhere, one of them is through e-commerce website. Of course, the use of this e-commerce website is not only used by Garuda Indonesia, because many other international airlines also target European routes and use the website as their distribution channel for online ticket sales. From the facts it is known, a number of foreign airlines also make flights from Jakarta to European cities both direct and indirect flights. Several other airlines that also have direct flight schedules to Europe on a regular basis include KLM which is a Dutch state-owned

airline, Lufthansa (Germany), Cathay Pacific (Hongkong), Malaysia Airlines (Malaysia), Singapore Airlines (Singapore), Emirates (United Arab Emirates) and Qatar Air (Qatar). This is interesting to study because competition between airlines in Indonesia is getting tighter, especially in long-haul (long-distance) flights with major European destinations, where Garuda Indonesia as a national airline and has many international routes has repeatedly received international awards. Even recently Garuda Indonesia also became a member of SkyTeam, which is an international airline group with the best reputation in the world.

Garuda Indonesia Airlines is Indonesia's national airline and is also the first and largest airline in Indonesia. As a national flag carrier, Garuda Indonesia must face very high competition, both domestically and internationally. Domestically, Garuda must compete with various low cost carriers. While internationally with the merger of Garuda Indonesia to be one of the Skyteam Alliance makes Garuda Indonesia has to deal with airline from other countries that also have scheduled direct flights to Europe.

In the midst of very competitive market share competition, Garuda Indonesia still dominates the international market share in Indonesia by 39%, Indonesia Air Asia by 26%. Then it was occupied by Lion Air, Indonesia Air Asia Extra, Sriwijaya Air and Citilink. However, for domestic market share, Lion Air is in the first position with a percentage of 34% and Garuda Indonesia in second place with a percentage of 20% (Association, 2018). These challenges forced Garuda Indonesia to create a program that could achieve its sales targets as well as a creative approach to running promotions and sales activities in accordance with the theme of marketing communications that wanted to be built on the end customer. (Kartajaya, Hermawan., Edwin, Hardi, 2015).

Electronic marketing (e-marketing) is a strategy, system, and marketing process by utilizing internet-based information and communication technology (Priansa, 2017). This is in line with the goal from this study to obtain an overview of Garuda Indonesia's e-marketing communication process implemented in the digital service program "Garuda Indonesia New Digital Experience" which was launched in 2015.

The program This is an effort of Garuda Indonesia to

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increase its digital market potential, especially the younger generation, through various digital platform developments, namely Garuda SocialMiles, Garuda Indonesia Youtube Brand Channel, social media channels, and the website www.garuda-indonesia.com as a means of communication and ticket sales online.

The purpose of this study is to obtain an overview of Garuda Indonesia's e-marketing communication process through the digital service program "Garuda Indonesia New Digital Experience" which has been launched since 2015. This program is an effort of Garuda Indonesia to increase its market potential through e-commerce and digital markets, especially the younger generation, through various digital platform developments that are now owned by the company, as well as an effort to improve services to service users.

To achieve these objectives, theoretical studies and previous studies were formulated based on theories within the realm of Communication Science, especially the marketing communication theory that developed because of the emergence of the internet so as to create special marketing techniques through online and internet media called e-marketing. This study specifically discusses the strategies analyzed based on 7 stages of e-marketing strategy planning by Judy Strauss & Raymond Frost.

Academically, the significance of the research conducted by the author is to support the development of literature in the field of marketing communication, especially e-marketing in the largest airline in Indonesia, namely Garuda Indonesia Airlines as a distribution channel and increase ticket sales. Where currently online media has developed very rapidly. Therefore the internet as an effective link between companies and consumers is important to be studied for the development of communication science in line with the development of information technology today.

Practically, this research is useful for Garuda Indonesia Airlines, especially in the Corporate Communication division, which designs and runs marketing strategies, especially e-marketing, and as a reference and reference for the comparison and development of e-marketing that has been and is currently being done, as well as planning and implementing e-marketing in the future for other airlines in Indonesia.

II. LITERATURE REVIEW

A. Marketing Communication in The Digital Area

Marketing in events depends heavily on communication whether this directly informs prospective customers of product offerings, in creating a brand image on the market, or through customer feedback and market research. Marketing communication represents a collection of all elements in a brand marketing mix that facilitates exchange by building meaning together with brand stakeholders. Brands can refer to individual products (one event), a group of products (program) or a broader brand of organization (event organizers, locations, sponsors). Stakeholders will consist of various groups such as existing customers and prospective customers, employees,

sponsors and the local community (Masterman, Guy., Wood, H, 2005).

If the general slogan in the practice of successful marketing is exchange, then mutual understanding between buyers and sellers must be achieved. This can not be realized without an effective marketing communication but to be effective communication must be managed properly (Copley, 2004).

The world of marketing is increasingly aware that marketing communication carried out in one direction and aimed at everyone is no longer sufficient because of the higher expectations of consumers over time. Consumers want to be recognized as unique individuals. Consumers also want to be served personally. Even direct marketing that has tried to make one-to-one communication cannot fully meet customer expectations.

In addition to the technology side, companies and marketers are also competing to modify their marketing strategies. They increasingly understand that the customer is the life or life of the company. Customers, especially loyal customers, must be kept from turning to other companies. With the support of digital technology, marketing strategies can be created that can provide a touch of personal service, which treats customers truly like a king. All products offered, the bidding process arrived at how to transact, tailored to the wishes of each individual customer (Chan, 2003).

Many benefits associated with e-marketing, various organizations and industries vary in adopting it. More specifically, one organization might have a sophisticated website that allows online transactions with distributors, while other organizations in the same sector (such as pharmaceuticals) might run static websites that provide basic information about their products. (Shaltoni, 2017).

B. Marketing Communication Tools That Create Interactive Digital Content

Facebook is a social networking site that allows companies to communicate with consumers and share information, photos, videos about their brands. Users like the company's Facebook page and comment on the content displayed and can share this page with their friends.

Twitter is a micro-blog service where it is possible to send 140 character messages called tweets and to read messages from other people. Twitter is a simple tracking mechanism in the increasingly complex world of the Internet every day. For this reason, it has become one of the marketing communication tools that helps companies reach their target groups to create brand awareness.

Instagram is a platform mainly based on sharing photos and videos. Housing companies can share photos and visuals about their projects with consumers using this platform. Followers can post their comments under a photo and share these photos with their followers (Firmalar, Fark, Amac, Pazarlama, & De, 2015).



C. 7 Stages of E-Marketing Strategy Planning

According to Judy Strauss and Raymond Frost (2005) in the e-marketing planning process strategy covering the 7 major steps as follows:

Situation Analysis. It is the first step to start planning where in this step the analysis of both the internal and external aspects of the company, especially in terms of e-marketing, is reviewing the condition and climate of the company by conducting a SWOT analysis (Strength - Weakness - Opportunity - Threat). Reviewing existing marketing plans and information other things that can be obtained about the company and brand. Review the company's e-business goals, strategies, and performance metrics.

E-Marketing Strategic Planning. The most important step is to determine the suitability of the organization and planning the strategy so that it can be responsive to changes in market opportunities and analyze market opportunities, namely analysis of demand and supply and segment analysis. In this case make a Segmentation analysis, Targeting, Positioning, Differentiation.

Objectives. That is identifying the general goals of e-business strategy where these general objectives include several aspects such as the goals to be achieved, the size of the quantity and duration of the company's goals online depending on the position of the company and what it wants to achieve, whether the company is still in a position to strengthen brand awareness or more to sales. Many online and e-marketing goals can use several online strategies at once.

E-Marketing Strategy. That is identifying income that arises from the e-business model run by the company. In this case the e-marketing strategy consists of 4P (Product, Price, Place, Promotion) + CRM (Customer Relationship Management).

Implementation Plan. That is designing a combination of e-marketing tactics such as offering products / services, prices, distribution / supply chain and integration communication mix, relationship management tactics and designing tactics from a combination of information, organizational structure to be able to implement the plans that have been made.

Budget. That is determining and setting a budget for e-marketing strategy, in this case also analyzing revenue estimates and evaluating the costs needed to achieve the goal.

Evaluation Plan. That is identifying the appropriate work metrics in accordance with the company's general level.

(Strauss, Judy., Frost, 2009)

D. Garuda Indonesia New Digital Experience Concept

In 2000, Garuda Indonesia intensified its promotion through on line services where the peak was Garuda Indonesia officially launching "Garuda Indonesia New Digital Experience". Through this service, Garuda Indonesia not only do ticket sales counters yet done online sales. With the theme of the "Garuda Indonesia New Digital Experience" program, Garuda Indonesia provides a number

of corporate digital services consisting of: Garuda SocialMiles, Garuda Indonesia Youtube Brand Channel, social media channels, and a new display of the website www.garuda-indonesia.com.

The launch of "Garuda Indonesia New Digital Experience" is an effort so that Garuda Indonesia can increase its market potential through e-commerce and digital markets, especially among the younger generation, with various development of digital platforms owned by the company, as well as efforts to improve services to service users. Through program 'Garuda Indonesia New Digital Experience' this addition, Garuda Indonesia seeks in order to become one of the potential and means to well based digital technology to bring the service companies while also providing added value to Garuda Indonesia is targeting growth in ticket sales "online" or online to 20% with the launch of "Garuda Indonesia New Digital Experience".

Previously, the growth of online transactions was only 8% to 10% of all ticket sales. If previously through 'e-commerce web transactions' were not too aggressive, the existence of this program was expected to be better and better, and expected to contribute good and optimal, minimum from before because the speed of transactions is important for Garuda. To achieve this target, Garuda Indonesia carried out two strategies, namely by introducing brands or "brand awareness" through expanding networks connected with social media. Second, by introducing new features in the Garuda site that support travelers, such as new destinations, speed, access and so on. Garuda Indonesia has many 'partnerships' that give 'value added'. As for the strategy for "low season", Garuda Indonesia offers a number of promos, such as offering tickets for flights early in the morning.

III. METHODOLOGY/MATERIALS

The research method used is descriptive qualitative. In this study, the phenomenon of marketing communication especially in e-marketing at research, then the phenomenon is combined with developing theories about marketing communication and also the theory of new media. More specific understanding is built on the development of theory, which is a collaboration of specific theories.

Data collection in this study is divided into two categories of data, namely primary and secondary data. Primary data is done through in-depth interviews with 3 resource persons who are internal parties of Garuda Indonesia and two Garuda Indonesia consumers who are active in interactions and online transactions, both on social media, Youtube and websites. For secondary data.

The second data collection technique will be carried out by direct observation and participant observation. Specifically the implementation of direct observation and participants in this study was carried out by:

(1) Direct observation, namely by observing the interactions of members on social



media, Youtube brand and website of Garuda Indonesia; (2) Observation of participants, namely the incorporation of researchers in the social media members Garuda Indonesia (Facebook, Twitter and Instagram) and interact with other members.

Furthermore, secondary data collection in the form of documents in this study was carried out by documentation techniques, specifically carried out by tracking documents through capture, documents considered important to support research data recorded.

on Garuda Social Miles, Garuda Indonesia Youtube Brand Channel, social media channel, as well as the website www.garuda-indonesia.com.

IV. RESULTS AND FINDINGS

This study discusses specifically about strategies based on the 7 stages of e-marketing strategy planning by Judy Strauss & Raymond Frost implemented in the Garuda Indonesia New Digital Experience program at Garuda Indonesia, according to Judy Strauss & Raymond Frost in the e-strategy planning process marketing which includes 7 main steps, as follows: situation analysis, e-marketing strategic planning, objectives, strategic e-marketing, implementation plan, budget, evaluation plan (Strauss, Judy., Frost, 2009).

A. Situation Analysis

In terms of situation analysis, it can be seen that Garuda Indonesia faces intense competition and competition in the world of aviation, both domestic and international. So it is important for Garuda Indonesia to use digital services as an effort to increase the growth of the digital market to reach 8.30% with the achievement of target transactions reaching USD 242.4 million (Association, 2018). As part of the digital marketing strategy, Garuda Indonesia conducted a SWOT analysis that identified internal and external factors of the company so that the potential that Garuda could develop in the future and overcome the shortcomings.

From the internal side, the strengths or weaknesses of the company PT. Garuda Indonesia (Persero). Tbk itself. While from the external side, opportunities and threats will be seen from outside the company. After identifying these factors, a strategy is formulated using the SWOT diagram.

The most important area to research is the organizational stakeholders who will communicate with them. In-depth understanding of the attitudes, opinions, and beliefs of each group about the organization, brand, and program is needed. Knowledge of buying behavior and the views of each group about competing products will also be needed. Specific information is needed in their reactions to past and future communication campaigns, their media preferences, etc. (Masterman, Guy., Wood, H, 2005)

B. E-Marketing Strategic Planning

The second stage is carried out after analyzing the situation by making e-marketing planning strategies. Here the most important step is to determine the suitability between the organization and planning strategy and determine segmentation, targeting, positioning and

differentiation. Garuda Indonesia starting from the consumer side, disrupt their needs and wants with a wide range of surveys as well as to classify consumers into multiple segments and then define the positioning that fits for that segment intargeting. Viewed from the side of online segmentation, geographically, Jakarta and its surrounding areas are the main segment followed by other big cities such as Surabaya, Denpasar and Medan. Segmentation also targets social status, namely segment A and is over 25 years old, which shows that the consumer segment of Garuda Indonesia is professional and established. Whereas for the psychographic segment it leads to the traveler in particular.

In the event that the target for the main target market targeted by Garuda Indonesia online is the corporation and industry for business travel purposes as well as individuals or families who want to vacation.

Positioning of Garuda Indonesia can be said online is good enough for a lot of e-marketing activities performed and d apat accessed by multiple platforms, (24 hours for 7 days) thereby increasing the potential for ticket sales Garuda Indonesia, borderless. Garuda Indonesia currently has a variety of e-commerce-based digital transactional services for service users, which consist of Garuda Online Sales (GOS), Online sales Partnership (OSP) with online travel agency, Corporate Online System (COS) based on business to business (B2B), to car apps for reservation and booking services ,

Since 2000, Garuda Indonesia has been intensively promoting through online services, the peak of which is Garuda Indonesia officially launching the "Garuda Indonesia New Digital Experience". Where through this service, Garuda Indonesia does not only sell tickets at sales counters but is done online. M hrough program 'Garuda Indonesia New Digital Experience, Garuda Indonesia expects to become one of the potential and means good tar-based digital technology to bring services company once gus be added value for Garuda Indonesia.

Garuda Indonesia's online differentiation compared to other airlines is the presence of the Garuda Indonesia service program New Digital Experience is a digital technology-based service program, to bring corporate services closer together as an added value for service users ". This program provides a number of the company's latest digital services consisting of: Garuda SocialMiles, Garuda Indonesia Youtube Brand Channel, social media channels, and a new display of the website www.garuda-indonesia.com.

The "Garuda SocialMiles" platform is equipped with the "Travel Assistant" feature, where users can design their travel itinerary. Another feature is "Travel Lounge" which is content in the form of tips and video tutorials about traveling such as travel photography tutorials, packing, and hotel references. The security of service users who want to join the "Garuda SocialMiles" can register on the

page www.garudasocialmiles.com . This platform is more limited to loyalty program users, GarudaMiles

Garuda Indonesia Youtube Brand Channel, as an information channel through youtube, displays various videos about the Garuda Indonesia Experience service concept, marketing campaign, to cabin crew profiles. With various video shows displayed, Garuda Indonesia managed to create an impression, a sensation of excellent experience and an excellent service from a number one airline

service in Indonesia. This can be seen from the extraordinary enthusiasm through various comments given by the audience. This is important because relationships to be developed by consumers with a particular brand clearly a result of the satisfaction they have from their experience of the brand and the level of confidence in the brand (Veloutsou, 2015). In addition, Garuda Indonesia also relaunched social media channels, such as Instagram (@garuda.indonesia) with 74.7k followers , Facebook (official Garuda Indonesia) with 3,3M followers and Twitter (@IndonesiaGaruda) with 874k followers and other accounts namely @Garuda_Promo with 470k followers and @Garuda_Cares to support company information services. With a very large number of followers on every social media account, it can show a strong bond with their customers. This aside from the very high number of social media users in Indonesia, it is also inseparable from the content strategy created. Content strategies have the ability to make or break the success of social media strategies. Without compelling content, the existence of media social not be useful anymore for the institution (Fenway, 2018)

Garuda Indonesia also introduced a new look at the website www.garuda-indonesia.com. The appearance of this website is expected to provide a different experience with various facilities for service users starting from the destination selection process, purchasing tickets until their trip at the destination. Although there are many consumers who use this web facility, but it is still far greater to choose social media, especially Twitter and Facebook.

C. Objectives

The objectives of this program are the efforts of Garuda Indonesia to increase its market potential through e-commerce and digital markets. This can be seen from the focus of the campaign carried out by Garuda Indonesia which was focused on focus ononline media, especially in direct online selling through e-commerce websites and social media. In addition, the level of revenue / sales from online sales is the main goal of the e-marketing strategy run by Garuda Indonesia. Another thing that becomes the goal is the existence of a database so that customer data can be stored and can be used. Garuda Indonesia realizes that the market is always growing and up to 40 percent of them are gen Y who are familiar with mobile apps. Geographically they live in big city cities, grow from capable families or with better social classes and make e-commerce or digital as a lifestyle (psychographics) and want convenience in every transaction. Their demographic

distribution is of course still in the city of big cities. Garuda Indonesia makes them the target consumers, given their very good potential and high purchasing power . Until now they are loyal Garuda Indonesia consumers who enjoy Garuda Indonesia services both pre-flight, in-flight and post-flight. To increase their loyalty, Garuda Indonesia continues to improve its service facilities, not only in Inflight and Postflight, but of course - especially - in pre-flight involving transactions and interactions before making a flight .

D. E-Marketing Strategy

This stage is focused on designing e-marketing strategies based on situation analysis and strategic e-marketing planning that has been carried out where e-marketing strategies will be established in 4P (Product, Price, Place, Promotion) and CRM / PRM (Customer Relationship Management / Partner Relationship Management) .

1) Product

A is a flight service. As part of the company's efforts to continue to improve services to service users, Garuda Indonesia introduced a unique service "Garuda Indonesia Experience", which presents hospitality, culture, and all the best things from Indonesia through the five senses, namely sight, sound, taste, scent, and touch, to be implemented in pre-journey, pre-flight, in-flight, post-flight, and post-journey services.

2) Pricing

At any time, Garuda Indonesia also launches various promos which usually apply for a certain time, for example, one week, with offers starting from the lowest prices. In addition, Garuda Indonesia also often holds purchase promos using credit and debit cards from banking circles who are Garuda's partners. The special price provided for purchases using credit cards and debit cards, usually around 12 percent to 15 percent applies to ticket purchases for domestic and international destinations. Garuda Indonesia also provides facilities that can be enjoyed and used by service users. Among other cities check in, that is, passengers can check this in the Garuda office at least one day before departure. Boarding pass true value, which is giving discounts from boarding passes that are valid for seven days, by exchanging these boarding passes in hotels and restaurants in collaboration with Garuda Indonesia.

As for special passengers who have been registered as Garuda members, they can redeem millage to get a free ticket, which is free entry to the executive lounge especially for gold and platinum members and get extra extra baggage.

3) Place

Since 2000, Garuda Indonesia has been intensively promoting through online services, the peak of which is Garuda Indonesia officially launching the "Garuda Indonesia New Digital Experience". Where through this service, Garuda Indonesia does not only sell tickets at sales counters but is done online. Themed "Garuda Indonesia New Digital Experience" program, PT Garuda Indonesia Tbk introduces a



number of the company's latest digital services consisting of: Garuda SocialMiles, Garuda Indonesia Youtube Brand Channel, social media channel, and a new display of the website www.garuda-indonesia.com. The launch of "Garuda Indonesia New Digital Experience" is an effort of Garuda Indonesia to increase its market potential through e-commerce and digital markets, especially the younger generation, through various digital platform developments now owned by the company, as well as an effort to improve services to service users.

4) Promotion

Technological developments also contribute to information technology. This development can be seen from the emergence of many existing social networks. In addition, various digital media such as youtube, website and social media can be used for promotion and marketing facilities, coupled with the presence of gadgets that make it easy to access digital media content. This digital media also takes part in corporate communication activities. With so many digital media users that this media is considered very strategic to expand the reach of promotions.

5) Customer Relationship Management

It is a strategy for managing relationships with customers and partners to be able and maintain customer loyalty to Garuda Indonesia, as well as consistent communication advice. At present Garuda Indonesia has two categories of customers, namely GarudaMiles and non GarudaMiles. GarudaMiles is a category of passengers who have frequent flyers and are included in the Garuda Indonesia loyalty program. Consumers in this category will earn miles every time they fly with Garuda Indonesia and partner airlines. In addition members can also enjoy many exclusive benefits and privileges, such as: special check-in counters at the airport, additional baggage quotas, priority baggage handling, priority wait-list for ticket reservations, access to Garuda Indonesia airport lounges, and attractive offers from Garuda Indonesia partners around the world. While non-GarudaMiles passengers are consumers who transact on Garuda Indonesia who are not members of GarudaMiles

E. Implementation plan

The implementation of the plan is carried out by the Garuda Indonesia marketing team by replying one by one to customer requests. Where what is communicated in digital media is to build and get closer between the company and its customers. So in an effort to build and get closer to consumers, it will not be separated from form and presentation through various new ways to publish content on social networking marketing sites. The Marketing Team must plan step by step online marketing strategies with creative ideas. For content there are several types of content. The first type of content is promo content that contains various promotions carried out by Garuda Indonesia, both by the head office and branch office. This promo content usually aims to increase sales. The second type of content is general content (non-promo).

Usually the team talks about

everything related to Indonesian destinations (events, attractions, food, etc.). So that this content is expected to increase engagement with fans / followers. The next type of content is the corporate announcement that needs to be conveyed to Indonesian consumers, for example news, force majeure information, policy changes, and so on.

From research in the field it is known, complaining through social media is one solution if the call center is too busy taking calls. Another way is to come directly to the airport. Through Facebook and Twitter social media, they will make sure all ticket problems are fixed before the plane departs. There are 2 message strategies on social media, namely pull & push. For the push strategy, Garuda Indonesia posts various information that is usually scheduled every month. This is handled by a digital unit. For the pull strategy, Garuda Indonesia responds to various comments or questions that appear on social media and is handled by the contact center team.

F. Budget

The budget for this program provides a greater portion of this digital-based service program. This is in accordance with the aim of this program, namely to increase its market potential through e-commerce and digital.

G. Evaluation plan

Evaluation plan is done by setting evaluation standards through a complete and structured matrix. Therefore, in the GA evaluation plan, it has a clear picture of the conditions for achieving e-marketing strategies that have been carried out and will be carried out in the future. The benefits of planning that are often overlooked are the nature of the cycle. Each new planning cycle is useful from the lessons learned in the previous plan, which is learning from previous mistakes and successes. This again requires a systematic and objective evaluation of the results and processes of the previous communication plan. Using past experience in a more formal way can help ensure an increase in the level of efficiency and effectiveness in future communication plans (Masterman, Guy., Wood, H, 2005).

V. CONCLUSION

As a result of this research, it can be concluded that the "Garuda Indonesia New Digital Experience" program has succeeded in increasing the number of ticket sales online or in other words an increase in the digital market growth of up to 8.30% with a target transaction reaching USD 242.4 million. This has created optimism with the high rate of digital transactions in online ticket purchases which continues to increase year by year (Association, 2018). Previously, the growth of online transactions was only 8% to 10% of all ticket sales.

The "Garuda Indonesia New Digital Experience" promotion program consisting of Garuda SocialMiles, Garuda Indonesia Youtube Brand Channel, social media



channels, and the website www.garuda-indonesia.com. It has given results that meet the target of online flight ticket sales and also increase the services provided by Garuda Indonesia to its customers. Another important thing is that digital marketing communications on tools that create proactive content, such as Facebook and Twitter will become more important in the future. This is in line with the new consumer-oriented marketing

paradigm so it is important to always maintain interaction and communication to improve consumer engagement and loyalty. In this research, it shows that social media is used and successful in communicating Indonesian Garuda Gar products to customers through 2 types of content, namely promotional content and corporate announcement content

Also through Facebook and Twitter, the Garuda Indonesia marketing team can directly handle passengers who make purchases online. Even the marketing team can solve the problem if there are consumers complaining via Twitter and Facebook.

Facebook and twitter is very strategic media to capture customers. The Garuda Indonesia facebook account and the Garuda Indonesia twitter account are designed by combining interesting content to avoid monotonous content and can also facilitate customers in accessing more in the products and services provided by the company.

The increase in ticket sales via the internet is closely related to Garuda Indonesia's efforts to increase sales via online. Ticket sales through internets provide many benefits and convenience for consumers. One of the consumers does not have to go to one place to look for Garuda Indonesia tickets, but consumers can make purchases through computers or Gadgets / Smartphones either in the office, at home or on the trip. From the cost structure, online tickets are cheaper because airlines no longer pay sales commissions to agents, no longer need many officers to serve purchases, reduce ticket printing costs, and reduce other costs.

The communication programs and strategies carried out in digital media refer to efforts to expand the reach of acquiring new consumers and maintaining long-term relationships to consumers.

By looking at the results of studies in which social media contributed to the highest in attracting consumers and increasing engagement it can be said that the media social has evolved into a space where a huge information can and disseminated. Consumers today are looking at these sites to gather product-related information because they can be more confident by having feedback from their peer groups (Khajuria, 2017)

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