PT. Merpati Nusantara Airlines (Merpati Airlines) as one of Indonesian National Airlines Company has been in the Industry for 52 years, and also has managed to pass the National Economic crisis in 1997. While the industry was growing, it has also invited new players with a vast and slim organization structure which later on leads to price wars among the players, and only the fittest survive.

Responding to this situation, Merpati Airlines has conducted a Marketing Research that later shown that they’re not achieving the expected results of their Marketing Communication efforts, which supposed expected to helps them compete in the industry. In finding the crucial point from the problem, surveys, field observation, and interviews are held in Merpati’s Headquarter, Merpati’s Boarding gate, on-air, Regional offices, and Travel Agents. Objective of these Researches is to find the effective way of broadcasting Marketing Communication to the targeted audiences.

After completely collected, these results analyzed, correlated to applicable theory, and finally bundled as a complete recommendation, to be applied as the Marketing Strategy of Merpati in year 2005.

Keywords: Airline, Communication, Marketing, Strategy,
# TABLE OF CONTENTS

Front Page .................................................................i
Statement of Purpose ......................................................ii
Supervisor Approval ..........................................................iii
ACKNOWLEDGEMENT .......................................................iv
ABSTRACT ................................................................. v
LIST OF CONTENTS ........................................................ vi
LIST OF TABLES ........................................................... x
LIST OF FIGURE ............................................................ xi

CHAPTER 1 INTRODUCTION .....................................................1
  1.1 Overview .............................................................1
  1.2 Problem Statement ..................................................10
  1.3 Research Significance ...............................................11
  1.4 Objective of Group Field Project (GFP) ..........................11
  1.5 Scope of Study ......................................................12
  1.6 Schedule ...........................................................13

CHAPTER 2 LITERATURE REVIEW .........................................14
  2.1 Marketing – General Review .......................................14
  2.1.1 Marketing Defined .............................................14
  2.1.2 Marketing Mix ..................................................14
  2.1.3 Marketing Environment .......................................15
2.2 Communication Process

2.2.1 Definition

2.2.2 Interactive Communication Model

2.2.3 Developing Effective Communication

2.3 Consumer Behavior

2.3.1 Buying Decision Process

2.3.2 Advertising Effect

2.4 Vision, Mission, and Objective

2.4.1 Definition

2.4.2 The Role in Marketing

2.5 Integrated Marketing Communication (IMC)

2.5.1 Background and Definition

2.5.2 Promotional Mix in IMC

2.5.3 IMC Planning Process

CHAPTER 3 RESEARCH METHODOLOGY

3.1 Research Objectives

3.2 Research Approach

3.3 Sampling Procedures

3.4 Data Collection Method

3.5 Questionnaire Design

CHAPTER 4 INTEGRATED MARKETING COMMUNICATION PROGRAM DEVELOPMENT

4.1 Marketing Plan Review
APPENDIX A................................................................. A1
APPENDIX B................................................................. B1
APPENDIX C................................................................. C1

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