

ABSTRACT

The development of the world of technology and information can't be separated from the presence of the internet in daily life. To make it easier to attract customers and to expand the market reach of a business, the company can take advantage of this to support marketing communications. The nation's flag carrier, Garuda Indonesia, has penetrated the digital world as a medium used to communicate marketing through the "Garuda New Digital Experience" program. This research focuses on Garuda Indonesia's integrated marketing communication tools (Integrated Marketing Communication) through its website. The research method used is qualitative approach. The results of research on the application of IMC tools on the Garuda Indonesia website shows that: 1. Advertising as a reminder to consumers with content containing services and experience gained by consumers, tourism destinations of Indonesia. 2. Sales promotion is done to increase sales during low season. 3. Direct marketing in the form of email and sms blast to consumers coming from Garuda's consumer database. 4. Public relations is applied by providing a column 'news' on the website. 5. Event "Garuda Indonesia Online Travel Fair" to get special price during the event. 6. Personal selling that has not been able to be applied to the website because the website is one-way.

Keywords: Integrated Marketing Communication Tools, Garuda Indonesia, Website.