

ABSTRACT

PT. Citilink Indonesia is a company engaged in air transportation service. Citilink is a low cost carrier or cheap airline. In addition, Citilink is an airline that cares of and prioritizes the passengers safety, so that it is no wonder that Citilink becomes one of preferred airlines in Indonesia. On 28 December 2016, Citilink was subject to an unpleasant news. One of their pilots was caught drunk before flying the plane from Surabaya to Jakarta. Such news put Citilink in the public spotlight for it was the first time that Citilink was subject to a negative issue. This matter might bring an adverse impact on the corporate image that Citilink has built.

This research uses a quantitative method, by distributing questionnaires to respondents. The respondents of this research are passengers at Husen Sastranegara international airport. The purpose of this research is to analyze the impact of the news regarding the Citilink Pilot Caught Drunk on the Citilink Airline Image.

The findings indicate that the t-value is -3.704. Since the t-value (-3,704) is less than the t-table (-1,980), then H_0 is rejected. This means that the News regarding the Citilink Pilot Caught Drunk has an impact on the Citilink Airline Image. The impact calculation shows a correlation (r) value of -0,350, which can be interpreted that the correlation is not significant. The findings indicate a determination coefficient of 12.3%.

Keywords: Citilink, News Impact, Corporate Image