

ABSTRACT

In this study will analyze marketing communication of the aviation industry, where the aviation industry is very influential for humans, especially the people of Indonesia. The only aviation industry in Indonesia is PT. Dirgantara Indonesia where the company developed the N219 aircraft which became the country's characteristic solution for the Indonesian state in the form of islands. Development of the N219 aircraft together with where the equivalent aircraft must be replaced. Therefore based on this phenomenon that becomes the urgency of this research. The formulation of the problem in this research is how the planning, implementation and control of PT. Indonesian Aerospace in marketing aircraft N219 with the aim of knowing how the marketing communication implementation of PT. Dirgantara Indonesia in marketing the N219 aircraft. Theoretical review in this study refers to the marketing communication of Kennedy and Soemanagara. This study uses a qualitative method with a descriptive approach and is seen from the post-positivism paradigm. There were four informants in this study which were divided into two types, namely one main informant as management manager N219, two supplementary informants who were staff of the business and marketing development division of PT. Indonesian Aerospace. Based on the results of this study, it was found that the planning implementation of PT. Dirgantara Indonesia in marketing aircraft N219 is a form of management of messages delivered to the target audience through the media in achieving goals, namely LOI. Implementation of PT. Dirgantara Indonesia in marketing the aircraft N219 through the marketing mix was related to each other. Implementation of evaluation of PT. Dirgantara Indonesia in marketing the N219 aircraft to date is quite attractive. Marketing activity N219 can be measured through the level of interest of customers who have contracted and will contract.

Keywords: Marketing communication, Strategic Planning, Marketing planning, Marketing implementation, Control and evaluation.