

ABSTRACT

Citilink Indonesia is an airline that is still relatively young but already has many achievements in flight, especially low-cost segments, in this success Citilink Indonesia introduced a concept called Low Cost Carrier Premium or LCC Premium. Providing services that are almost equivalent to ordinary business class but with prices in the Low Cost Carrier segment, with this concept Citilink managed to get the title of 4-Stars Low Cost Airlines and became the first four-star low-cost airline in Southeast Asia. In the implementation of the strategy there are three stages that become the pillars of Citilink Indonesia, namely the strategic planning stage, strategy implementation and strategy evaluation. The research on Citilink Indonesia's integrated marketing communication strategy as a 4-Stars Low Cost Carrier uses the constructivism paradigm using descriptive qualitative methods and descriptive study approaches. From the results of the study it was found that the planning and implementation of strategies to communicate focused on digital media, outdoor media and alternative media Local newspapers and radios that worked together and then withheld evaluation found that consumers were still unaware of Citilink Indonesia's 4-Stars concept and title requires Citilink to remain focused on the current concept and develop it back so that it can be easily remembered by consumers and achieve the Top Of Mind in the community

Keywords: Integrated Marketing Communication, Strategy, Low Cost Carrier Premium