

ABSTRACT

The objective of the present research was to analyze the marketing strategy that PT. Dirgantara Indonesia applied in marketing N219 aircrafts. The significance of the research was related to the intense competition in catching local, regional, and global markets in aircraft marketing between the company and those foreign companies that also produced N219 aircrafts.

In catching the highly competitive markets, it needs to analyze market and competition as well as determine targeted markets as a very important input in setting a marketing communication strategy to apply in marketing N219 aircrafts. The marketing strategy used in keeping the marketing of N219 was by a marketing communication strategy of product, price, distribution, promotion, and market and a mixed marketing strategy (IMC).

The method used in the present research was a descriptive-qualitative method. The reason for choosing the method was because it makes possible to obtain more data in the field that could not be quantified. The data needed in the research was primary and secondary data. The secondary data was obtained by analyzing different references, journals, and library books. It was obtained by using observation and interview guidance and doing an in-depth interview with some research informants. The research informants consisted of 3 key informants and 2 base informants. The whole informants were the main data source or primary data used in the research.

The results of this study indicate that the marketing communication strategy used by PT. Indonesian Aerospace to improve the ideal N219 aircraft marketing is a combination of integrated marketing communication strategy (IMC) with the marketing communication mix, but in reality that the marketing communication strategy used at PT. Indonesian Aerospace does not fully implement elements of the mix communication strategy. The effectiveness of the marketing communication strategy used by PT. Indonesian Aerospace has not been fully able to increase consumer confidence in the N219 aircraft brand, although it is recognized that there is still an increase in marketing and turnover of N219 aircraft sales every year in local and global markets.

Keywords: Strategy, communication, marketing, N219 aircraft