

ABSRTACT

The phenomenon of shipping goods/cargo in Indonesia nowadays is experiencing rapid development. Garuda Indonesia Cargo is a subsidiary that is managed independently by PT. Garuda Indonesia is an Indonesian national carrier (BUMN) engaged in the air transportation sector since 1949. The decrease in Garuda Indonesia Cargo BO DPS revenue data in January-September 2018 and also encourages the development of new campaigns to create Garuda Indonesia vessels so that awareness can be distributed precisely to target audience.

Data collection by direct interview, observation, analysis of collection and SWOT analysis is done to determine the promotion strategy. Garuda Indonesia Cargo competitors promote with low profits, so ask for the promotion of Garuda Indonesia Cargo using rational considerations with an emotional touch that emphasizes the quality of its services in terms of safety, trust, and timeliness. Garuda Indonesia Cargo throughout Indonesia, not only on the island of Bali.

Keywords: Product Promotion, Marketing, Advertising, Garuda Indonesia Cargo