

**YOUTUBE SEBAGAI MEDIA PEMASARAN DI MASKAPAI  
PENERBANGAN PADA MASA PANDEMI COVID-19**

**SKRIPSI**

Diajukan sebagai salah satu persyaratan memperoleh gelar Sarjana Pariwisata pada  
Program Studi Manajemen Pemasaran Pariwisata



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PENERBANGAN PADA MASA PANDEMI COVID-19**

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**PENERBANGAN PADA MASA PANDEMI COVID-19**

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## ABSTRAK

**Anisah Mora 1808181 “Youtube Sebagai Media Pemasaran di Maskapai Penerbangan Pada Masa Pandemi COVID-19”** di bawah bimbingan Dr. Gitasiswhara, SE.Par., M.M dan Shandra Rama Panji Wulung, S.Par., MP.Par.

Penelitian ini bertujuan mengetahui efektivitas dan implementasi pemasaran maskapai penerbangan yang dilakukan melalui Youtube pada masa pandemi COVID-19. Metode penelitian yang digunakan yaitu fenomenologi dengan jenis penelitian analisis konten, yaitu menganalisis Youtube 6 maskapai penerbangan *Full Service Carrier* yaitu Garuda Indonesia, Batik Air dan Sriwijaya Air dan *Low Cost Carrier* yaitu Lion Air, AirAsia, dan Citilink video yang dianalisis sebanyak 172 video yang diunggah selama masa pandemi COVID-19. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah studi dokumentasi dan studi literatur. Teknik analisis data yang digunakan yaitu analisis konten atau isi dan analisis deskriptif kualitatif. Hasil penelitian menunjukkan bahwa maskapai penerbangan tidak interaktif menanggapi komentar pada Youtube nya dan kurang aktif dalam mengunggah video pada Youtube nya hanya dua dari keenam maskapai yang aktif mengunggah pada Youtube nya selama masa pandemi, untuk *Full Service Carrier* kategori video “Kualitas Layanan” dan “Manfaat Bagi Pelanggan”, sedangkan untuk *Low Cost Carrier* kategori video “Kegiatan di Destinasi” merupakan yang paling banyak di unggah oleh Youtube maskapai. Penelitian juga menunjukkan jika kategori “Keamanan” dan “Tanggung Jawab Sosial Maskapai” dan “Pengalaman Penumpang Menggunakan Maskapai” merupakan video yang paling menarik pemirsa Youtube berdasarkan jumlah penayangan dan suka terbanyak maskapai penerbangan tiga dari keenam maskapai yang diteliti memilih fokus untuk mengunggah video mengenai protokol kesehatan, aturan selama menggunakan pesawat pada masa pandemi COVID-19, serta persyaratan yang dibutuhkan saat menggunakan pesawat.

Kata Kunci: Youtube, Pemasaran, Maskapai Penerbangan, COVID-19

## **ABSTRACT**

**Anisah Mora 1808181 “Youtube as a Marketing Media for Airlines During the COVID-19”** under the guidance of Dr. Gitasiswhara, SE.Par., M.M and Shandra Rama Panji Wulung, S.Par., MP.Par.

*This study aims to determine the effectiveness and implementation of airlines marketing carried out through Youtube during the COVID-19 pandemic. The research method used is phenomenology with the type of content analysis research, namely analyzing Youtube 6 airlines Full Service Carrier namely Garuda Indonesia, Batik Air and Sriwijaya Air and Low Cost Carrier namely Lion Air, AirAsia and Citilink videos which are analyzed as many as 172 videos uploaded during the COVID-19 pandemic. Data collection techniques used in this research are documentation studies and literature study. The data analysis techniques is content analysis and qualitative descriptive analysis. The result showed that airlines in uploading videos on their Youtube only two of the six airlines were actively uploading on their Youtube during the pandemic, for Full Service Carrier video categoris is about “Quality of Service” and “Benefits For Customers”, while Low Cost Carrier the video category is about “Activities at Destinations” is the most uploaded by the airline”s Youtube, The research also shows that the categoris “Security” and “Airline Social Responsibility” and “Passanger Experience Using Airline” are that videos that attract the most viewers on Youtube based on the most views and likes, Three of the six airlines studied choose to focus on uploading video about health protocols, rules for using airplanes during the COVID-19 pandemic and, as well as the requirements needed when using the plane.*

**Keywords : Youtube, Marketing, Airlines, COVID-19**

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