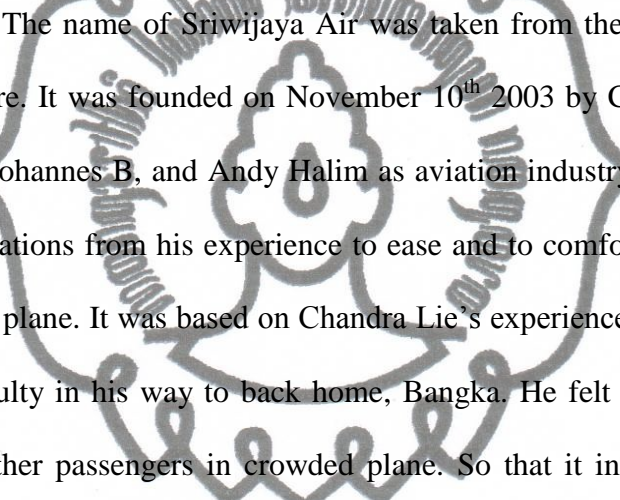


CHAPTER III

DISCUSSION

A. Sriwijaya Air

1. History



The name of Sriwijaya Air was taken from the name of Sriwijaya Empire. It was founded on November 10th 2003 by Chandra Lie, Hendri Lie, Johannes B, and Andy Halim as aviation industry. Chandra Lie had inspirations from his experience to ease and to comfort the passengers in using plane. It was based on Chandra Lie's experience when he found the difficulty in his way to back home, Bangka. He felt uncomfortable with the other passengers in crowded plane. So that it inspired him to build aviation industry by himself that is Sriwijaya Air.

As a young aviation industry, Sriwijaya Air makes the routes of its first flight from Jakarta-Pangkal Pinang, Jakarta-Pontianak, and Jakarta-Jambi. All of them are return flight. In 2009 Sriwijaya Air had 23 planes with more than 33 domestic routes and two regional.

To expand the service, Sriwijaya Air opened the route from Jakarta to Solo on 15th April 2005. There are two offices of Sriwijaya Air in Solo : ATO (Airport Ticketing Office) which is located in Adi Sumarmo Airport and TTO (Ticketing Town Office) which is located in Center

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Point Building Block A-10 SlametRiyadi street, Purwosari, Solo. At that time, the General Manager of Sriwijaya Air Solo was Harnoko. He was assisted by Reservation and Ticketing Supervisor, Account Supervisor, and Station Manager.

2. Symbol

Sriwijaya Air has a symbol. The symbol has a good meaning. The symbol of Sriwijaya Air comes from Chinese word “Ru-Yi”, it means we have to believe that our want will come true. Sriwijaya Air has three colors on “Sriwijaya Air” symbol, its color has its own meaning, that is:

- a. The white symbolities the purity that means the all Sriwijaya Air employees must be kind and honest as the color of plane.
- b. The blue symbol represents Sriwijaya Air which wants to explore the air of our country.
- c. The red symbol represents that the leaders and employees of Sriwijaya Air must be brief and wise in solving problem and taking decision.
- d. Sriwijaya Air letters represent that Sriwijaya Air hope to be big and well known company as well as the Sriwijaya Kingdom that is written in national and regional history.
- e. Hearted-indentation on the roof of the plane represent that the leaders and employees have to possess well dedication to company.

B. The Process of Service in Sriwijaya Air (TTO)

Service is an intangible product to persuade the customer. That is the important element to make the customer feel comfort and make the trusting of customers. Sriwijaya Air has 3 times season to give good service based on the customer needs. The times are morning shift, evening shift, and night sift. In this moment, all of the employees of Sriwijaya Air must be kind and smart when they are handling the passengers, especially the job of reservation and ticketing staffs. This job has several duties, they are:

1. Morning Shift

Before the office started, the ticketing and reservation staff in morning shift must prepare the stationary tools on desk and turn the computer, printer and telephone. The staff also prepare the documents of reservation and ticketing section, such as receipt form, paper ticket, boarding pass, city check-in list.

Boarding pass is a kind of coupons used by the passenger before boarding on the plane.

City check-in list is a data to list containing the passenger when they are check-in.

City check-in in Town Ticketing Office can be done by the passenger directly with the provisions as follows the departure date is one day

before the day, the route just Solo-Jakarta or Jakarta-Solo, the passenger must bring the identity card which the same name of the name in ticket and has to be noticed, the ticket is not including infant. Infant is a very young child or child passenger.

Then, the staff must handle the reservation directly by phone, email or fax. Beside that, the staff must handle the passenger by issue of ticket, cancellation, change of ticket schedule, and refund ticket.

Refund ticket is pay back money after the passenger issued the ticket but they cancel the ticket. Refund ticket will be done by 1 moth and the passenger get the refund not same with the price of ticket but just get it 75% from the price of ticket.

2. Evening Shift

This work is continuing the work of staffs in morning shift such as handling reservation directly, by phone, email or fax. The staffs also continue handling the issue of ticket, cancellation, change schedule of ticket, and refund ticket. This work started at 2 PM and will be end at 10 PM. In evening shift, the passenger can be done the check-in of flight the last time at 8 PM.

3. Night Shift

In this shift, the office of Sriwijaya Air Solo is close and just handles reservation by phone, email or fax. In night shift, if the passenger will be

buy the ticket just by transfer or in the office at tomorrow morning. This job is only done by the male staff.

C. The Process of Handling Reservation and Ticketing in Sriwijaya

Air Solo

1. The process of handling reservation

a. Sign In

The first step of handling reservation in Sriwijaya Air Solo needs Sign in code. The Sign in code keys is to operate the system reservation in computer. Every staff has different Sign in code, so if the staff makes mistakes in reservation or ticketing process, it can detect who did.

This is example of Sigh in code: SI 264/264C/31

SI : Sign in reservation staff

264 : Agent number

/ : Splash

264C: Account number

31 : Office number

And the other codes of reservation are:

DA : Display all of the screen monitor

PN : To see the next page

PB : To see the previous page

SO : Sign Out

b. Available Display

Available display is kind of program in computer reservation system to know the available of seat number in accordance with time and date request. In this program, the class of seat number can be changed every time because the program using automatic system and the available seat uses three letter code and alphabet.

Example:

>AYSOCCKG13 MAR

The response:

1 SJ 211 / WA SA YA WED13MAR SOCCGK 0700 0800 737

0S

BA HA KA LA MA NA QA TA VS GS EL XC UC OC

2+SJ 213 / WA SA YA WED13MAR SOCCGK 1100 1200 734

0S

BA HA KA LA MA NA QA TA VA GA EA XA US OC

1 or 2 : Number or flight season

+ : Additional flight season

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SJ : Sriwijaya code

211 and 213 : Flight number

W, S, Y,B... : Class

Wed : Day of flight

MAR : Month of flight

0700 : Departure time

0800 : Arrival time

737 and 734 : Boeing of plane

1 SJ 211 / WA SA YA WED13MAR SOCCGK 0700 0800 737

OS

BA HA KA LA MA NA QA TA VS GS EL XC UC OC

A : Available Seat

S : Waiting list

L : Full Seat

C : Closed

c. Passenger Name Record (PNR)

PNR is a record the name of passenger in Computer Reservation System when we make booking seat. Computer Reservation system has some element mandatory. Mandatory is obligate element to use in reservation process, beside that in this program

needs the concentrates of employee when the complete of identity the customer step by steps.

Kind of element in Mandatory, they are:

SD : Booking seat element

NM1 : Name element

CTHP : Contact element

TL : Time limit element

EOT : End of transaction

This is process of reservation:

1) **Booking Seat**

This actionsis used to choose the flight season, class and number of passengers. The staff of Sriwijaya Air just to sell seat number based on the program. Booking seat can be canceled automatics if the passenger didn't buy the booking seat after time limit.

Example:

1 SJ 211 / WA SA YA WED13MAR SOCCGK 0700 0800 737

0S

BA HA KA LA MA NA QA TA VS GS EL XC UC OC

2+SJ 213 / WA SA YA WED13MAR SOCCGK 1100 1200 734

OS

BA HA KA LA MA NA QA TA VA GA EA XA UA OC

Then, input the element of mandatory.

>SD2U1

SD : Selling display

2 : Flight seasons

U : Class

1 : Number of passenger

Response:

SJ213 U WED13MAR SOCCGK HK1 1100 1200 S0

HK : Holding confirmation

1 : The number of passenger

2) Name element

In this element must be followed by status of passenger name such as: MR, MRS, MS, CHD (2-12), or INF (infant less than 2 years). The passenger name must be same as passenger identity card (KTP, SIM, PASSPORT, etc).

Example:

>NM1HARNANTO/BUDI MR

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3) End of transaction (EOT)

This is end of element in reservation process. Every staff of Sriwijaya Air has a different initial. The initial is using to detect kind of job every staff everyday. If they make mistakes, can detect who did.

>*R/JM (Initial)

The display of PNR:

SOC 001 156 0617 12 MAR/ID/PID 35691

1. 1HARNANTO/BUDI MR JKWCB
2. SJ 213 U WED13MAR HK1 1100 1200

*ELECTRONIC TKTG AVAILABLE ON THIS
FLIGHT*

3. HP/085643214878 CO PAX

4. TL/X/1230/12MAR

5. TK/X/TL/1200/12MAR

6. SOC 001

JKWCB: Code booking

Computer Reservation System also has many additional actions, it used to add some additional inform, like child, wheelchair, remarks, etc. This program is to use the special passenger, it is very important to give the special service of passenger in plane. They are some additional actions:

1. Infant

Infant is the passenger who is the baby. This baby is not to need the seat number, but the baby sitting with her or his parent. A plane just need max 12 infants. One infant just need one person, or one person do not allow bringing two infants.

SSR: 2 INFT SJ NN1.KEYSHA/INF 06MAR08/P1

2. Request wheelchair

This action is to use who is using wheelchair. The wheelchair will give the special facilities in the plane.

SSR:2/3 WCHR SJ NN1/P1

3. Child

Child is the passenger who is the children have more than 23 month and need a seat number not sitting with her or his parent.

SSR:CLHD SJ HK1/05AUG05/P2

4. Remark check-in

This action is to use after the passenger check in the flight. This remark must be done by staff. It is important to remark the seat of every passenger.

RMK:ALDY CITY CEK-IN SEAT 9E/P1

5. Remark Rebook

Remark will be done if the passenger wants to change the schedule of flight. If the passenger will be done after 2x24 ours, they must to be paid the tax about 75% from the price of the ticket.

RMK: PAX REBOOK N UP GRD FRM 3MAR G/CLS TO 5MAR
T/CLS GET CF 75PCN---INFO RBK---BY PAX

6. PNR Cancelling

This action is to cancel the reservation or booking seat. The cancel will be free if the passenger can do it before time limit. If the passenger bought the ticket and want to cancel of reservation the passenger will be giving the refund with the tax based on the regulation.

XEPNR/CXL/*

7. Cancelling Segment

This action is to delete or cancel some of part the reservation.

XE4

This is cancel just in segment 4.

2. The Process of Issuing Ticket

The issued ticket is final from reservation. Issued ticket has two procedures. There are Manual procedure and Computerize procedure. All of columns in this procedure must be completed by staffs. Before making ticket with computerizing system, the staff must know many actions in issuing ticket in manual procedure. They are many actions in process of issuing ticket:

A. Manual procedure

1) From/To

This column, the staffs of Sriwijaya Air must complete with origin/destination city by using three letter codes. Example: SOC for Solo to CGK for Jakarta

2) Carrier

This column must be completed with airline codes. This codes use two capital letters. This code must be complete when issuing the ticket to explain the identity of plane.

Example: SJ to Sriwijaya

3) Booking Reference

The column is contains of booking code. Every passenger has a different code booking. If the reservation by group, just has one code

booking. Every code booking is different from another passanger.

Example: H3VFC

4) Name of Passenger

The column consists of the name passenger with his or her status (MR,MRS,MISS,INF,CHD). And all of words are written in capital letters. The name based the card identity of the passenger like passport, KTP, driving license, etc.

Example: HARNANTO/BUDI MR, RARAS/MS

5) Flight and Class

This column describes about season of flight and the class. It is written based on the route, date and time of flight. Example: 211,213 (flight) and O,U,X (class).

6) Date and Time of Flight

The column shows date and month. The month is written by three letters in English and in capital alphabet. Time of flight is based on hour the intended route. Example: January to JAN and example for time of flight: 0700, 1100 that is not included the time of arrival.

7) Status

The column shows the status of passenger. The status of adult should be OK, and for infant should be NS (No Seat).

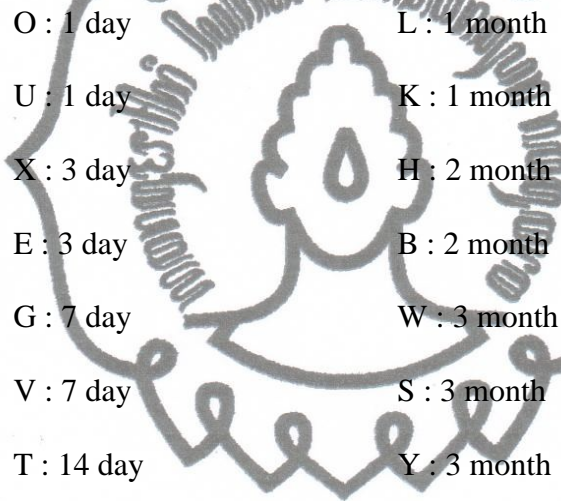
8) Fare Basis and Tour Code

The column of Fare basis contains of the class code and validity period of ticket. Example: YU1

And Tour code shows code of class. It is same with fare basis.

Example: YU1

Validity of Fare Basis based on class:



O : 1 day	L : 1 month
U : 1 day	K : 1 month
X : 3 day	H : 2 month
E : 3 day	B : 2 month
G : 7 day	W : 3 month
V : 7 day	S : 3 month
T : 14 day	Y : 3 month
Q : 14 day	I : 3 month
N : 21 day	D : 3 month
M : 21 day	C : 3 month

9) Allow

The column must be completed about free baggage by passenger. For adult passenger, it is about 20kg and infant the status baggage is not filled. The passenger have more than 20kg, it must to be paid.

10) Fare

Fare or fare basis is with the column explaining basic price based on route and class. Basic price is price of ticket not include tax and IWJR.

11) Tax

The column of tax shows about tax to be paid by the passenger. This tax, Sriwijaya Air sets 10% to each ticket.

12) IWJR

Iuran Wajib Jasa Raharja means the insurance of safety to passenger by Jasa Raharja. The passenger must be paid of IDR.5000 per sector or one way per passenger. But it is not allowed in route trough fare.

13) Form of Payment

The column shows the way to pay the ticket. Example: CASH or CREDIT CARD. Every tool of paid is different code.

14) Date and Issue Place

This column shows the information of date and place issued the ticket. That includes the name of ticketing staff, signature of staff who issued the ticket and the stamp of Sriwijaya Air Solo.

15) Total price

The column contains of total price to be paid by passengers. The total price consists of basic fare, tax and IWJR.

16) Endorsement Restriction

The column shows about some special rules, they are: non-endorse, non-reroute and non-refundable.

B. Computerize procedure

This is process issued ticket by computerized system, such as:

- 1) Open the PNR using code booking or name
- 2) Enter>TKT:
- 3) ETK:XX/ALL
- 4) ENTER>Column (Y)
- 5) Complete the blank of column, such as:

- PASSWD: X5Kqm

This password is different by each staff.

- Fare Basis (AXB): YU1 (class code and the period of validity ticket)
- Fare Amount (AXT): 323000 IDR/ID32300 IDR/IW 5000 IDR

Complete the column with fare basic, tax and IWJR.

- FOP: CA

This column is form of payment, they are types of payment

CA : Cash CCCA : Master

CCVI : Visa DCMD : Mandiri

DCBN: BNI DCBR : BRI

- **AXC: SOC SJ CGK 323000IDR END**

This column complete with route and price.

- **AXV: 1NVA 22FEB** (Complete with expirations ticket)

- **AXF: 20** (the provision of free baggage).

- **AXE: NON ENDORSE/NON REROUTE**

This form to complete based on class, Class A until V is non endorse/non reroute and class T until Y is non endorse

- **AXG: KWT 314487**

This is completed with invoice number of receipt.

- If paid bay card must be complete in column **AXA: 1606814/06**
13

This column is completed with approve card and the expired of card.

C. Marketing Strategy of Sriwijaya Air Solo

Many people have a variety of misconceptions about marketing. They think that marketing is only selling and advertising the product and services. But in fact, marketing needs the strategy to increase the attracted of customer. In the other word, the people or company must keep the trust of customer because marketing is also about customer. It is about how to find them, how to satisfy and how to keep them.

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From that, Sriwijaya Air has marketing strategy to increase and keeping the trust the passenger. They are some activities of marketing Sriwijaya Air:

1) Expanding Partnership

- Permata Bank

Sriwijaya Air has joint with other institutions to hold and increase the passenger. For example, Sriwijaya joint with Permata Bank. The passengers who have the credit card of Permata Bank get the discount, it about 15% from basic fare. The passengers who get the discount must be the own of the credit card. It is allowed just one card one person. So, it is just to be valid for one person. Example of calculate the price with card of Permata Bank :

$$85\% \times 264.000 = 224.000 > \text{Basic fare}$$

$$252.000 - 5.000 : 1,1 = 224.545,45455 = 224.545$$

$$10\% \times 224.545 = 22.455 > \text{result of basic fare}$$

$$\text{Total } 224.000 + 22.455 + 5000 = 251.455 = 252.000$$

So, the passenger must be paid IDR252.000, it based on discount of basic fare + 10% from basic fare + IWJR.

- Travel Agent

To promote the product, Sriwijaya Air Solo also joint with another travel agent in Solo. It is because some of passenger did not come in the office of Sriwijaya Air Solo. Some of passenger more likes their journey by travel agent. It is more efficient to passenger. From that, Sriwijaya Air is selling the product with way of travel agent. It also gives benefit for Sriwijaya Air. They are some travels in Solo cooperate with Sriwijaya Air Solo :

- ❖ Nusantara Tour and travel
- ❖ Rosalia Indah Tour and Travel
- ❖ Equator Tour and Travel
- ❖ Miki Tour and Travel
- ❖ Mandira Tour and Travel
- ❖ Turindo Tour and Travel
- ❖ Mulia Tour and Travel
- ❖ Bumi Ketingan Tour and Travel

2) Promotion and Publishing

Promotion is very important to attract the customer to buy the product. Media is one of ways to promote the product to be interested using Sriwijaya Air in their journey. Besides that, media will make people easily to understand the product.

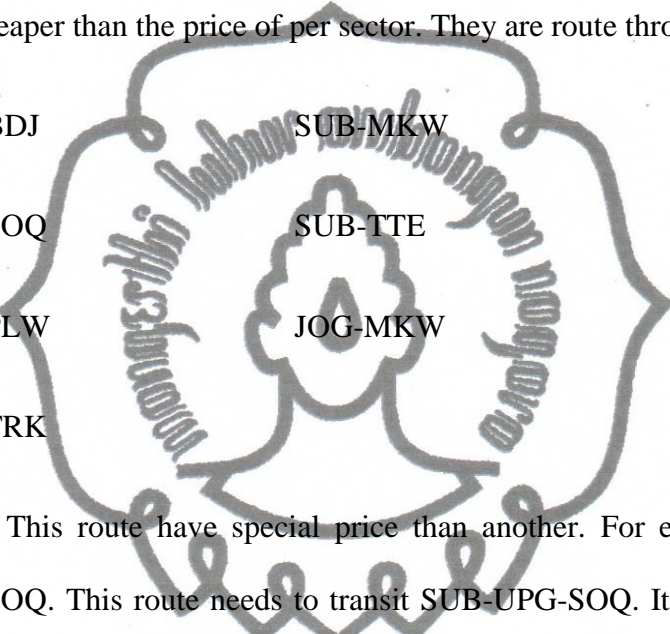
Not at all, the place of the office Sriwijaya Air Solo is easy to find it that is in Center Point Purwosari. With the strategic located, the customer will be attracted with Sriwijaya Air. Place is also important to sell and promote the product. Sriwijaya Air is using some media to promote, such as advertising and poster.

In advertising, Sriwijaya Air has a website. It is chosen by Sriwijaya Air because website is effective media to promote. Website will help the people to know more information about Sriwijaya Air. Website can communicate many things to the visitors about the attractiveness of Sriwijaya Air. People can look this in www.sriwijayaair.co.id. In this web people also buy the ticket by online. Besides that, if Sriwijaya Air has new product it will be published in advertisement in newspaper like Solo Pos or another newspaper. In this advertisement, it usually promotes discount or adding the route of flight, or season of flight. Sometimes, Sriwijaya Air Solo is promoted by message. The marketer will send message to the passenger about the new product. Messaging the passenger Sriwijaya Air is based on phone number in reservation data. Not at all, the most of travel agent offices that have cooperation with Sriwijaya Air using poster by neon box. It is to attract and persuade the people that Sriwijaya Air is big aviation industry.

Sriwijaya Air also has away to attract the passenger, it gives the discount. This discount program of Sriwijaya Air is called BUY 1 GET 1. But it is valid just in some of classes. The class is I or India. The class includes class business.

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This program is giving the benefit of the passenger if they get the expensive class. On the other hand, Sriwijaya Air has many discounts based on the route, it is called Route Through Fare. Route Trough Fare is route which is one destination have two routes because the plane must be transited. The price of this route is cheaper than the price of per sector. They are route through fare:



SUB-BDJ SUB-MKW
SUB-SOQ SUB-TTE
SUB-PLW JOG-MKW
SUB-TRK

This route have special price than another. For example: the route SUB-SOQ. This route needs to transit SUB-UPG-SOQ. It is 2 routes, SUB-UPG and UPG-SOQ the calculating of price from each sector, but Sriwijaya Air give the special price for that. Usually, the total of price is expensive than the price of route through fare.