

TRENDSPOTTING STUDY
Flying In: The Airlines Industry
Amid The Pandemic In Indonesia

Onboarding With The Latest Trends

This report aims to provide the airlines industry with an understanding of the consumers' behaviors focusing on the how the industry keep surviving and growing amid the COVID-19 pandemic based on people's conversation on different social media platforms with 23,174 total buzz.

In terms of media type, this report includes materials from:

Social

- Twitter
- Facebook
- Blogs
- Forums

The date range for this study is the month of April 2021.



What's Flying Around in Social Media?

Forging On And Flying High

The national aviation business is trying to rise from its downturn amid the Covid-19 pandemic that has not (yet) ended. Selling cheap tickets is an option to persuade people to want to fly again.

This has attracted the enthusiasm, excitement, and interest from the pockets of many netizens in social media.

@bnrdo · Apr 26
wow serius @IndonesiaGaruda nih? ada syarat dan ketentuan gak nih?

Berikut rute penerbangan domestik pulang-pergi atau return yang ditawarkan promo tiket tersebut :

1. Jakarta - Lombok (return) Rp940 ribuan
2. Jakarta - Yogyakarta (return) Rp640 ribuan

Media Indonesia @mediaindonesia · Apr 26
Garuda Diskon Tiket Hingga 86%, Berikut Sejumlah Rutenya. Selain tiket penerbangan, travel fair yang dilakukan melalui channel digital resmi Garuda Indonesia seperti aplikasi Fly Garuda maupun websitenya, juga menyediakan promo lain. mediaindonesia.com/read/detail/40...

Dicky Wijaya @Dicky_Wijaya_ · Apr 19
bahagia nya bs ajak keluarga ke bali , promo diskon di jam gledek @tiket emang paling top & paling mantap deh tiket.com/promo/campaign... #THRpolpolan

Tiket Hari Raya GJEDEH
Sewa mobil mulai dari 100,000
Ribuan paket tiket pesawat ekstra diskon 40%
Sambur THR-mu di 18.00-23.00 WIB



Buzzin' Like Bees

Peeping Through The Points of Discussions

Airlines alike are competing to offer attractive and interesting promos. Discounts, cashbacks, promo codes and bank promos are everywhere, but most are only available for a limited time, like on certain days or at certain hours.

Listening to online conversations is the best way to grab a travel deal and for airlines to capture consumers' interests and buying power.

Garuda Indonesia
@IndonesiaGaruda

Temukan promo GarudaMiles di Garuda Indonesia Online Fair di tanggal 27 April-2 Mei 2021! Unduh aplikasi Fly Garuda versi terbaru untuk mendapatkan bonus 75,000 miles dan upgrade GarudaMiles Platinum bagi top spender dan masih banyak lagi! Info lengkap: garuda-indonesia.com/id/id/special-...

Garuda Indonesia Online Fair
Berbagai Keuntungan GarudaMiles
Best Travel Deal
27 April - 2 Mei 2021

Top Spender
4x Miles
Bonus 3.000 Miles
Bonus 30% Miles
Welcome Bonus hingga 2.000 Miles

12:39 PM · Apr 29, 2021 · TweetDeck

Diskon & Promo Tweet Retweeted
PT. Bank Negara Indonesia (Persero) Tbk.
@BNI

Beli tiket pesawat di web maupun aplikasi Sriwijaya Air dgn Kartu Debit atau Kartu Kredit BNI dptkn diskon hingga Rp 150 ribu. Kuy, beli tiketmu sekarang karena penawaran ini hanya berlaku hingga 25 Juni 2021. Info: bit.ly/SriwijayaAirBNI

BNI Kartu Debit | Kartu Kredit
Pesan Tiket Liburan untuk Destinasi Incaran
Berlaku hingga 25 Juni 2021

Sriwijaya Air
NAM Air
Diskon Hingga 150Ribu

12:39 PM · Apr 29, 2021 · TweetDeck

airasia travels
10 April · 🌐

Tinggal beberapa jam lagi hingga kami mengunci brankas super! Fastikan kamu klik <https://air.asia/YdWd4> untuk mendapatkan promo airasia Super Sale!
Jangan sampai kelewatan sebelum menyesal!

airasia
THE airasia SUPER SALE
Buruan! airasia Super Sale akan segera berakhir!
Dapatkan penawarannya, SEKARANG!
Diskon hingga 60%

5 Komentar 4 Kali dibagikan

Citilink
26 April pukul 16:34 · 🌐

Festival Akhir Bulan #BarengCitilink! Dapatkan potongan harga hingga Rp400rb, Diskon Tiket hingga 20%, Diskon Hotel hingga Rp1Juta dan Gratis Swab Antigen.
Periode pembelian tiket: 26 April - 2 Mei 2021. Informasi lebih lanjut di bit.ly/FB_FABRamadhan
#BetterFlyCitilink

betterFly
Citilink
FESTIVAL AKHIR BULAN

Potongan harga hingga 400rb
Diskon Tiket 20%
Diskon Hotel 1J
Gratis swab Antigen 100rb

10 Komentar 2 Kali dibagikan

Indomaret
19 April · 🌐

Bayar tiket Citilink di Indomaret GRATIS 1 tpk NESCAFE Black Coffee/Coffee Cream/French Vanila 200 ml. Periode 1-30 April 2021.

#Indomaret #sobatindomaret #mudahdanhemat #PromosiIndomaret #Payment#ITiket

Lebih Untung Bayar Tiket Citilink di Indomaret
GRATIS HADIAH LANGSUNG

Dapatkan satu tpk Nescafe Black Coffee/ Coffee Cream / French Vanilla 200ml
Keajaiban Ramadan

123 1 Komentar

See You On The Screens!



Going Virtual Is The New Normal

Forget going to the mall to see travel fairs, now consumers can visit these events via their gadget's screens. Indonesia's national airline, Garuda Indonesia, offered its promos through 'Garuda Indonesia Online Travel Fair'. In fact, the virtual fair has attracted high enthusiasm from netizens. This is good practice other airlines can leverage on in future marketing initiatives.

Garuda Indonesia @IndonesiaGaruda

Dapatkan banyak penawaran menarik Garuda Indonesia Online Fair hanya di 27 April-2 Mei 2021! Unduh atau perbarui aplikasi Fly Garuda Anda untuk mendapatkan potongan tambahan hingga Rp2,5juta dari BNI, cicilan 0% hingga 12 bulan, dan masih banyak lagi!

Garuda Indonesia Online Fair
Best Travel Deal
27 April - 2 Mei 2021

5-STAR AIRLINE

Hemat hingga 86%
Wahana sewa hingga Rp 500.000 + Cashback hingga Rp 1 juta

Dikikan hotel hingga 65%
Hemat hingga Rp 300.000 untuk Garuda Simulasi Experience

Bonus Rp 100.000.000 di Fly Garuda App
Harga spesial paket tur di Fly Garuda App

Promo berakhir 10 Mei 2021 - 21 Maret 2022

BNI BNI BNI

3:32 PM · Apr 26, 2021 · TweetDeck

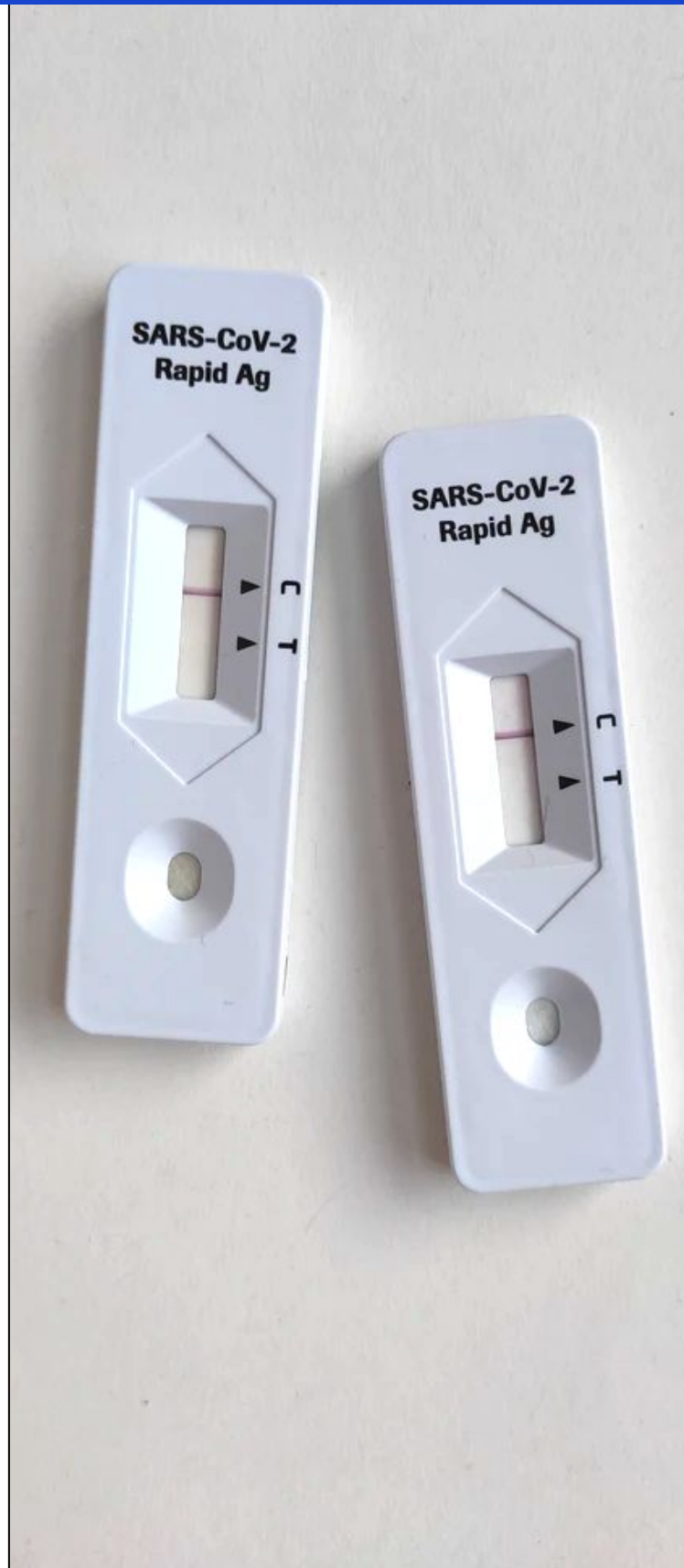
11 Retweets 4 Quote Tweets 22 Likes

“Negative” Is The New Positive

No Virus, More Fun

In the midst of the COVID-19 pandemic, undergoing a Rapid Test or PCR test and being declared free of the corona virus is a must for airplane passengers.

Several airlines levelled-up their game by offering hassle-free flying experience through the provision of free COVID-19 test for their passengers, which even travel agencies can use in marketing efforts.



Swab It Like It's Hot



How can you get your free Antigen Test Package while ordering your ticket?

Here are some tips:

1. Ensure your flight route provides Free Antigen Test service
2. Exchange your Antigen Test coupon at Valid / Specified Outlets
3. Pay attention to the Terms and Conditions that apply
4. Keep an eye on the latest updates on social media



Are You Really Listening?

The slogan *'Ingat Pesan Ibu'*, which began as a campaign in early October 2020, is one of the government's efforts to break the chain of spreading COVID-19 and invite people to adhere to health protocols.

In social media, the implementation of health protocols has become one of the concerns of netizens when traveling on an airplane.

In fact, there are still many people who ignore the protocols. Moving forward, airlines and travel agencies should ensure that health protocols are strictly adhered by passengers to encourage consumers to trust the safety of flights and overall travel experience.



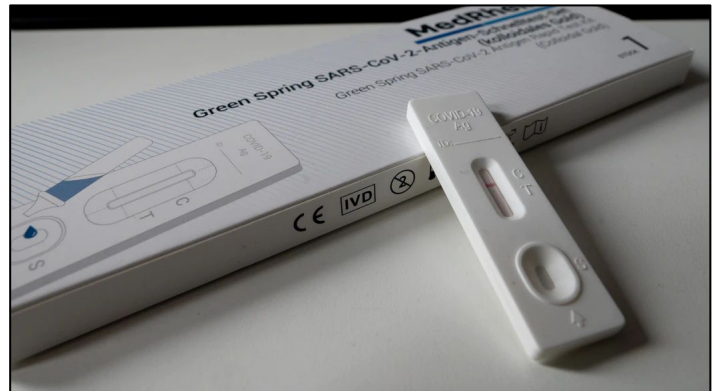
But First, Flying Prerequisites

Airline companies have the commitment to provide the best health and safety protocol implementation standards during the pandemic. Some positive response and appreciation from netizens on social media are addressed to some health protocols which were applied.

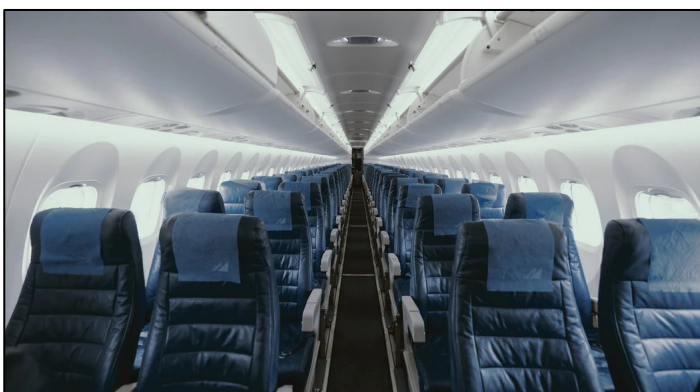
User generated content can be leveraged by airlines and banner the testimonials of passengers to encourage future travellers to both comply with protocols, and also trust the safety and convenience offered by aviation industry players.



Temperature Checks



Negative COVID-19 Certificate Requirement



Seating Arrangement



Wearing Face Masks

Missing Your Homecoming? Safety First!

Mixed Feelings : To Comply or Not To Comply

The government has decided to prohibit people from going to their hometowns for this year's Eid al-Fitr. This decision was followed by a policy to ban transportation modes including air transportation from operating in the period 6-17 May 2021.

In fact, 'Mudik' (returning to hometown) has become a routine activity every year for Indonesians during Eid al-Fitr. The prohibition policy raised negative sentiments dominantly against the government in conversations on social media platforms. But also received mixed reviews with netizens supporting the initiative to prioritize safety.



Albert Solo
@AlbertSolo2

Kementerian perhubungan menegaskan bahwa bandara tetap di buka pada masa pelarangan mudik,tapi hanya di khususkan untuk penerbangan pengangkutan logistik pangan dan pengiriman paket ekspedisi yang harus menggunakan pesawat terbang, sedangkan pesawat terbang komersial di larang

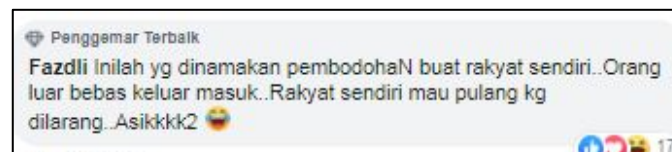
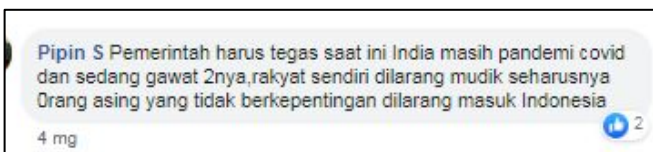
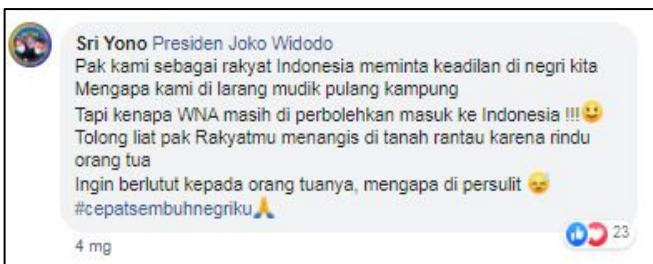
10:14 AM · Apr 30, 2021 · Twitter for Android



The Politics of Flight

Politicizing The Yardstick

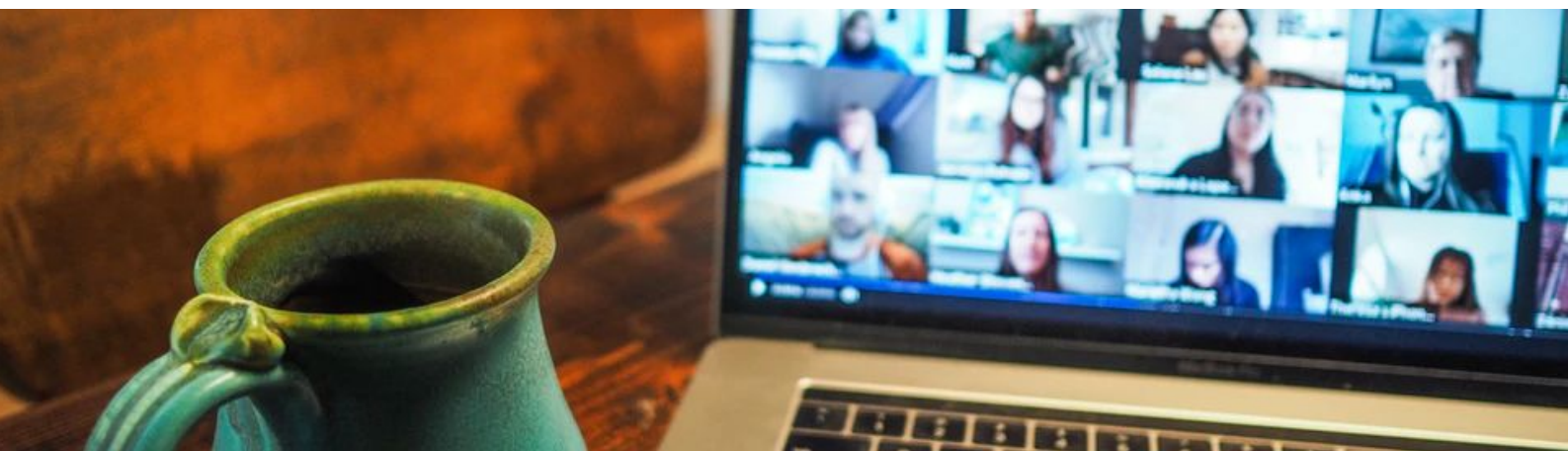
Negatively responding to the prohibition, many netizens viewed that it is “unfair” and an “unwise” policy as well tagging the prohibition of mass transportation to operate as a political issue. In addition, the government is considered to be “indecisive” and has no anticipatory steps, according to the digital public.



A Paused Departure, A Halted Arrival

Negative vs Positive: Support Comes In Different Directions

While there are strong negative sentiments against the policy as netizens respond based on emotional context (i.e. not seeing families), some were also quick to highlight their support to the government policy in order to break the spreading of COVID-19 virus, suggesting online celebrations instead. Airlines can use this opportunity to use content about bridging families to encourage them to fly once the pandemic declines.



Missing Your Homecoming? Safety First!

Buckle Up For Safety

Several airlines were also seen in social media openly stating their support to the government's prohibition policy. Their support was seen by netizens as a form of their commitment to stop the spread of the COVID-19 virus.

Okezone.com
30 April pukul 00.00

Buat okezoners yang sudah terlanjur beli tiket pesawat jangan sedih! Bisa direfund 100%

Direktur Jenderal Perhubungan Udara Kementerian Perhubungan Novie Riyanto mengatakan, masyarakat yang telah terlanjur membeli tiket bisa mengajukan pengembalian uang atau refund tiket pesawat. Bahkan pengembalian tiket oleh pihak maskapai dilakukan penuh dan tanpa dipungut biaya.

"Dengan adanya peniadaan mudik masyarakat yang mau melakukan rerouting refund reschedule tidak dikenakan biaya. Sementara ada kepentingan di selama larangan mudik silakan dilakukan. Refund juga tanpa pemotongan," ujarnya dalam acara Press Background Kementerian Perhubungan, Kamis (29/4/2021).

Novie menambahkan, maskapai penerbangan juga diminta untuk tidak mempersulit masyarakat dalam proses refund. Oleh karena itu, jika masyarakat merasa dipersulit maskapai untuk segera melapor kepada Kementerian Perhubungan

"Kalau ada yang tidak sesuai silakan lapor ke otoritas bandara dan kantor kami," jelas Novie.

Klik Link di Bio untuk tau jadwal imsakiyah dan informasi seputar ramadan lainnya.
#LengkapCepatBeritanya
#BacaOkezoneDiRumahAja
#Okezonecom



NEWS
Larangan Mudik, Maskapai Wajib Refund Tiket Pesawat 100% Tanpa Ada Potongan
Foto: Unsplash/ Lei Jiang

94 1 Komentar 2 Kali dibagikan

Katadata.co.id
@KATADATAcoid

Pada masa larangan mudik, maskapai Garuda Indonesia mewajibkan penumpangnya memiliki surat izin perjalanan dan surat keterangan hasil negatif tes Covid-19. Berikut syarat lainnya selama pengetatan perjalanan.



Syarat Terbang dengan Garuda Indonesia Selama Larangan Mudik - Nasional K...
Pada masa larangan mudik, maskapai Garuda Indonesia mewajibkan penumpangnya memiliki surat izin perjalanan dan surat keterangan hasil negati...
katadata.co.id

1:38 PM · Apr 23, 2021 · Hootsuite Inc.

CNN Indonesia
19 April

Sejumlah maskapai tak mengubah harga tiket pesawat untuk keberangkatan mulai hari ini hingga 5 Mei 2021 atau sebelum larangan mudik berlaku pada 8-17 Mei 2021.



Harga Tiket Pesawat Tak Berubah Jelang Larangan Mudik
Sejumlah maskapai tak mengubah harga tiket pesawat untuk keberangkat...

564 18 Komentar 9 Kali dibagikan

The Customer Experience is King

Curated and Customized For The Customer

The transformation of business to digital is one of the efforts airlines need to take a cue from to survive in the midst of the COVID-19 pandemic. Promotions, while these attract the eyes and ears of the general public, the extra precautions related to the pandemic has given birth to different needs and safety measure as people take the courage to go out, let alone take flights.

Airlines need to leverage on the evolving needs of the market and adapting to create personalized packages that includes COVID-19 tests, accommodations in quarantine facilities and safe hotels, COVID-19 essentials (i.e. masks, sanitizers), even health equipment, including the opportunity to purchase seats so they can socially distance themselves from other passengers.

Azura Travel
@azuratravelcom

Terbang dg Garuda Indonesia dan dapatkan GRATIS rapid test antigen! Promo berlaku di seluruh rute domestik hingga 30 April 2021.

Berlaku untuk semua channel pembelian. *S&K berlaku.
Info lengkap: garuda-indonesia.com/id/id/special-...
[@IndonesiaGaruda](https://IndonesiaGaruda)

082218877741 | azuratravel.com

Cara Klaim Free Rapid Test Antigen
We Understand You #BecauseYouMatter

Garuda Indonesia
The Airline of Indonesia

5-STAR AIRLINE

1:13 PM · Apr 16, 2021 · Twitter Web App

Garuda Indonesia
@IndonesiaGaruda

Dapatkan banyak penawaran menarik Garuda Indonesia Online Fair hanya di 27 April-2 Mei 2021! Unduh atau perbarui aplikasi Fly Garuda Anda untuk mendapatkan potongan tambahan hingga Rp2,5juta dari BNI, cicilan 0% hingga 12 bulan, dan masih banyak lagi!

Garuda Indonesia
The Airline of Indonesia

OnlineFair
Best Travel Deal
27 April - 2 Mei 2021

5-STAR AIRLINE

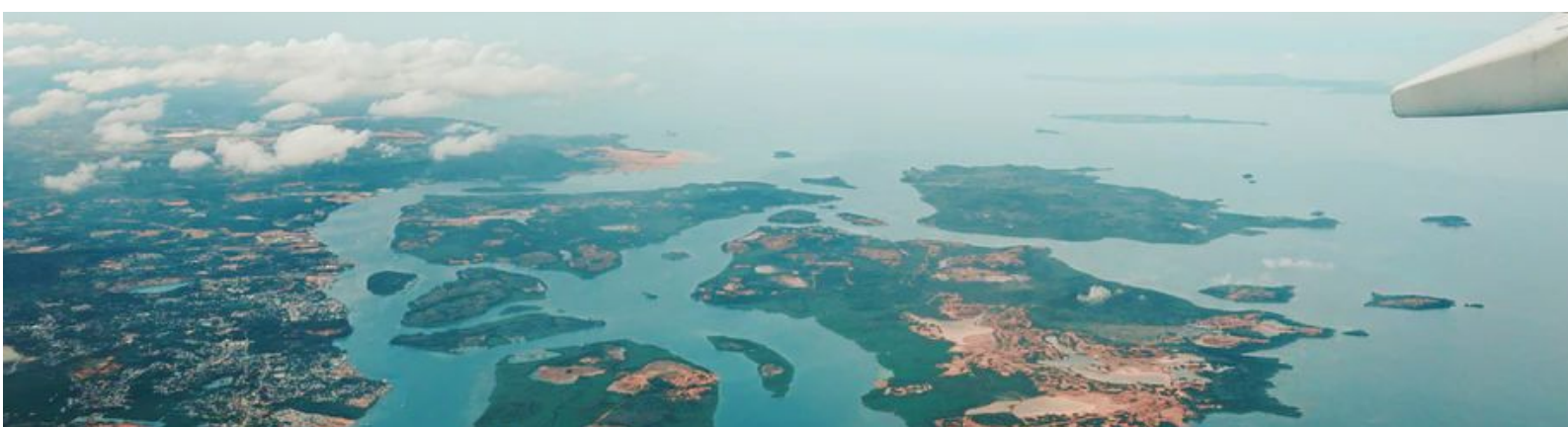
5-STAR AIRLINE

3:32 PM · Apr 26, 2021 · TweetDeck

11 Retweets 4 Quote Tweets 22 Likes

“Personalized Promotion” Is The Way To Go

A personalized promotion can entice netizens to take that step in travelling again, while making safety a priority. Airlines can also provide the convenience of rescheduling/rebooking these flights depending on restrictions and policies that may be implemented at a given time. This is to secure the trust of the buying public that the airlines prioritize compliance with the government’s initiatives.



Fam First, Flying Later

Focus On What Matters: Family Is Everything

Negative reactions against the prohibition policy on returning to one's hometown indicates the society's longing need to meet with their families. The momentum could be an incredible opportunity for brands, airlines, and travel agencies to create family-related campaigns and content, including making the most out of holidays that the family has been missing out on a face-to-face level.

Furthermore, any brand, airline, or travel agency **could offer promo packages for family reunions after the government lifts the prohibition policy**. This rides on the messaging that the **family is the top priority among Indonesians, and Indonesian companies**.



The Best Kind of Wealth Is Better Known As Health

Patronizing The Right Priorities

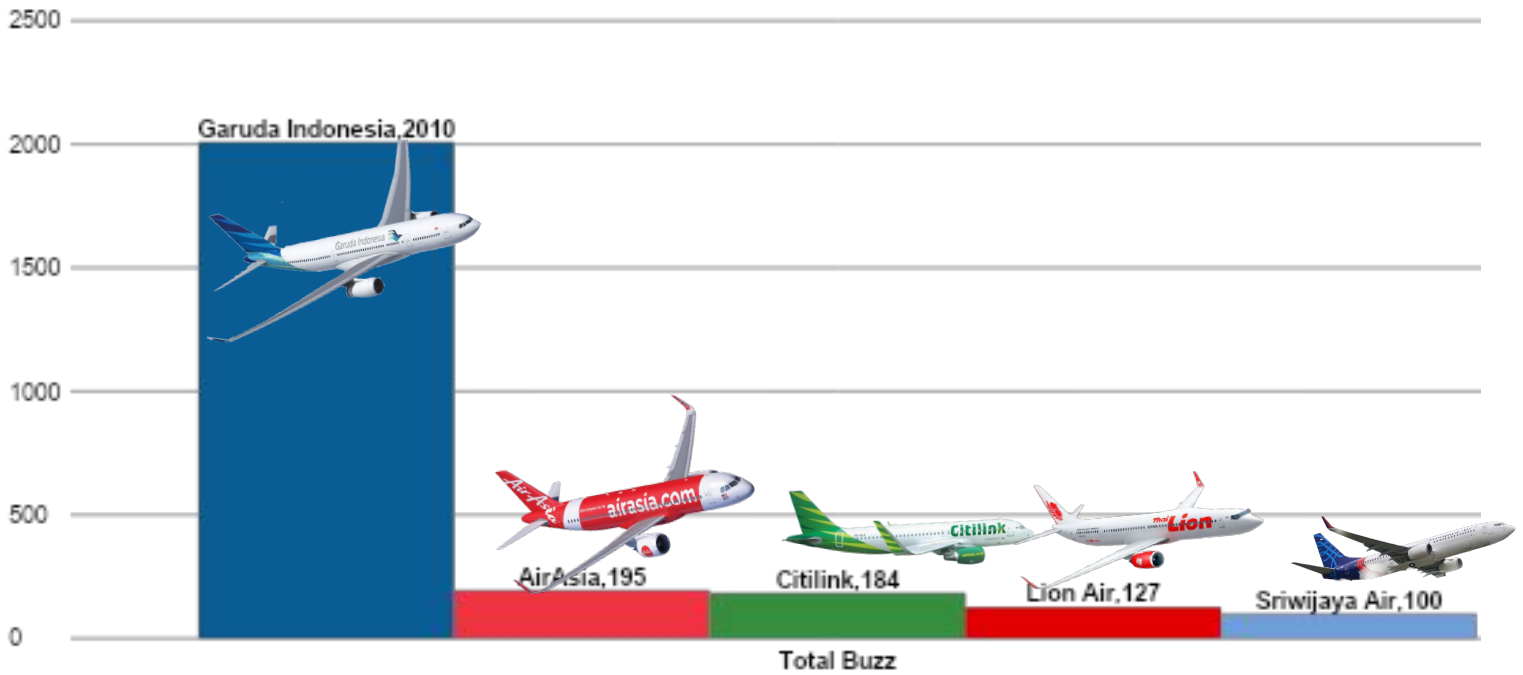
There is a rising concern on the implementation of health protocols in public transportation including air transportation among netizens, which airlines need to listen to on a regular basis. While it is already mandatory for airlines to apply strict health protocols, listening to the discussions of would-be travellers, and highly interested consumers will give Indonesian airline a better understanding of the demands of their target consumers.

Netizens' concerns are a good source of feedback for airlines to be able to make better business decisions and could be opportunities to offer and tweak the different premium services that add value to make customers feel more comfortable and safe on board. While the message is that first wealth is health, listening to specific concerns of the digital public can allow for better marketing, branding, and public relations to beef up the challenging times of the airline industry.



Airlines Flying the Highest on Social Media

Which airline carriers led the conversations on social media?



What Our Insights Leaders In Indonesia Say



Yudha Prawira, Insights Manager, Indonesia

"The aviation industry is still surviving in the midst of the COVID-19 pandemic by carrying out various strategies including consistency in implementing health protocols. Even so, it is necessary to have a long-term strategy that must be implemented for airline companies to be able to maintain their existence in the industry."

Rendy Ezra Mangara, Research Manager, Indonesia

"The implementation of health protocols is not an option, however it has been mandatory for airlines to keep maintaining their existence amid the pandemic and create the innovative ways to attract more passengers and make them feel comfort while flying."



Jessica Aditya, Senior Insights Analyst, Indonesia

"The aviation industry is facing great disruption caused by mobility restrictions during Covid-19 pandemic. To survive and recover, airlines have to quickly adapt to the changing needs of passengers. Keeping tabs on what people say or think through social media could provide insights for the industry to take the appropriate strategies."





Please do not hesitate to get in touch with us for more information on this whitepaper.

Contact Us

 : info.asia@isentia.com

 : isentia.com

in : [linkedin.com/company/isentia/](https://www.linkedin.com/company/isentia/)

f : [facebook.com/isentiacom](https://www.facebook.com/isentiacom)