THE “GARUDA FREQUENT FLYER” AS A NEW MARKETING STRATEGY OF PT GARUDA INDONESIA

FINAL PROJECT REPORT

Submitted as Partial Requirement in Obtaining Degree in the English Diploma Program, Faculty of Cultural Sciences Sebelas Maret University

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APPROVAL OF SUPERVISOR

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“Work until you no longer have to introduce yourself.”

(Anonymous)
DEDICATION

This final project is dedicated to:

- My parents
- My sister and brother
- My beloved nephew
- All of my friends
- Garuda Indonesia BO Solo
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First and foremost I would like to thank Allah SWT for His blessing and guidance that this report could make it to the end.

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Surakarta, 19 January 2016

Maryam Qonita
PREFACE

This final project report is written to fulfill the requirement in obtaining the English Diploma Program degree in Faculty of Cultural Science, Sebelas Maret University. This report was based on the job training conducted by the writer in Garuda Indonesia branch office Solo.

This report describes the information about the Garuda Frequent Flyer as a new marketing strategy of PT Garuda Indonesia. It also describes how the Garuda Frequent Flyer is applied in Garuda Indonesia branch office Solo and several problems in Garuda Frequent Flyer.

The writer would appreciate for those who want to give any responses, comments and suggestions to make this report become perfect. The writer hopes that this report will be beneficial for the readers.

Surakarta, 19 January 2016

Maryam Qonita
ABSTRACT


This final project report is written based on the job training in PT Garuda Indonesia branch office Solo. The objective of this final project report is to describe the “Garuda Frequent Flyer” applied by PT Garuda Indonesia branch office Solo.

The report shows that the “Garuda Frequent Flyer” is a new marketing strategy of PT Garuda Indonesia. The “Garuda Frequent Flyer” has been applied well in PT Garuda Indonesia branch office Solo. PT Garuda Indonesia branch office Solo has also been successful in increasing the number of new members every month and making the GFF members always use Garuda Indonesia as their flight partner.

The report also shows that the “Garuda Frequent Flyer” has several problems faced by the GFF members and how the Garuda Indonesia staffs handle the problems. The problems faced by GFF members are missing mileage, misspelled name, member identity that is not yet updated, GFF permanent card has not been received more than two weeks and missing the GFF member card.
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