

MANY NEW AIRLINES ESTABLISHED IN INDONESIA AFTER AVIATION LAW LAUNCH 2009?, SAFETY LEFT BEHIND?

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ABSTRACT: Public transportation safety assurance is an absolute requirement in the implementation of public sector transportation . There is no tolerance for safety guarantees, so Therefore the regulator (government) must ensure safety has a single standard so that it does not created spaces for negotiation or even bargaining related to safety. Still remember in our memory the air transportation accident in October 2018. Then, Lion Air's Boeing 737 Max 8 with registration number PK-LQP crashed in Tanjung Pakis, north Karawang, West Java, which the victim in the death of 189 passengers. The plane plunged into the waters of Karawang after a 13-minute flight from Jakarta. Then on the March 2019 a similar plane belonging to Ethiopian Airlines crashed just 6 minutes after takeoff from Addis Ababa which resulted in the death of 157 passengers. Those two incidents should be an important lesson for transportation stake holder so as never to underestimate safety. Again, in context In public transportation, passenger safety must always be number one. Maybe even must be considered as a sacred thing so that no one dares to ignore it. The principle of safety must always come first is actually not a monopoly on air transportation, land and sea transportation should apply the same principle. Safety passengers is an absolute guarantee that must be given.

Keywords :

There is no excuse for every single error in the space or we will fatal in safety.

1. INTRODUCTION

The Phenomenon of the Development of Low-Cost Airlines in Indonesia Today, from 2003 to 2009 and there have been a lot of complaints from airline passengers since 2003. However, I will limit the data on complaints from flight attendants from 2015 to 2019 where the condition of the number of airplane passengers is still zero, there has been no covid 19 pandemic. Starting in 2020 the pandemic hit and the number of passengers dropped drastically so that the number of complaints also

decreased but that did not describe the real situation.2001 has inspired the writing of this book. Moreover, functionally, our type of work must and must be actively digging for information directly to the market so that the experience in the field is an experience that is too dear to pass up, especially since the writer's presence in the sales department from 2001 to 2008 was a time of where the booming growth of LCC –Low cost carrier airlines in the country. The era of the emergence of economical flights in Indonesia In the era of economic

globalization, including the open sky policy in almost all countries today, it will directly affect developments in the world of air transportation, where the level of competition is in a hypercompetitive situation. To compensate for the acceleration of changes in the world and national trade systems, changes are also needed in the transportation system, especially air transportation, both changes in customer behavior in terms of time and speed and price choices. With the rapid flow of change, a breakthrough is needed to anticipate competition and the rise of foreign airline companies entering the arena of domestic competition. For this reason, it is necessary to develop a marketing strategy including the best service aspect to be able to retain customers because no business can survive without satisfied customers. Only competitive, high-quality products that meet consumer uses and needs can survive in the market. Companies as sellers of transportation service products must be able to offer quality services that can be accepted by consumers from time to time in a timely manner or in aviation business terms called on time performance. One of the factors that trigger the growth of domestic passenger traffic today is the impact of the post-bombing of the WTC in New York in 2001 on September 11, where after the explosion of the WTC there was an extraordinary phobia of people in the United States of America to travel by plane. As a result, the air transport industry in America in 2001 went bankrupt, many planes were grounded. Apparently this opportunity was seized by the air transportation industrialists in Indonesia, who were busy renting cheap MD 82 aircraft, which in 2001 began to be flown by several airlines such as Lion Air, Bouraq Airlines, Merpati. Because cheap airplane rentals have an impact on very cheap ticket prices, also because the aircraft rental component (leasing) can reach 50% of the cost structure of an air transport industry.

The booming air passenger traffic since 2001 until now has occurred, this is a threat to the market leader Garuda Indonesia. So only an airline that is managed with solid management, has superior products and excellent service quality will still exist.

2. REVIEW

In addition, economic growth, especially in Indonesia, which is quite high, has resulted in an increase in people's living standards, the consequences for all producers are required to be able to sell products and services that are in accordance with the lifestyle of the community or consumers as service users. In the air transportation service business today, the government has opened a deregulation of the civil aviation system (commercial) in Indonesia since 2001, meaning that all investors are given the same opportunity to do business or open an air transportation service business. Starting from 2001 until 2003, several new airlines were born in Indonesia, for example there are Lion Air, Awair, Citilink, Batavia Air, Seulawah Air, Celebes Airline, Xpress Air, Sriwijaya Air, Adam Air, Kartika Airline, Jatayu Air and many more. much more. The choice of the Indonesian people to travel using air transportation is increasingly wide open. It's just a matter of adjusting the budget you have, choosing which airline, it's up to the consumer to decide. In addition, statistical data on the number of domestic passengers from 1999 to 2003 had an average annual growth rate of 32.34%, an encouraging percentage so that the growth of air passengers is an opportunity for air transportation services business in Indonesia. The statistical data on the number of passengers is shown in the following table: Likewise, regional economic growth has grown quite convincingly, where intra-ASEAN trade for

its Import and Export growth figures since 1986 shows good development figures. As reviewed by Warren J Keegan, *Global Marketing Management*, 1989-153, Prentice Hall, Inc., it is said that the Intra Asean Indonesia Import Index is 19.7% and the Intra Asean. Export Index is 13.9%. So the regional economic growth rate and the conducive internal conditions of Indonesian Aviation regulations have also encouraged the birth of several new domestic airlines. This situation of high demand for seats has resulted in airlines competing to improve the quality of their services, considering that competition among airlines is getting fiercer. So here begins the concept of product oriented must be abandoned, a new concept that is more suitable today is market or customer oriented, the element of customer satisfaction must be prioritized.

3. DISCUSSION

Garuda Indonesia and Merpati Nusantara, 2 state-owned airlines work hand in hand to maintain their market share in the domestic market. Airline Business Full of Risk Observing the phenomenon of the aviation business lately, especially competition for the Surabaya - Jakarta sector route is getting fiercer and has fallen victim to throwing towels at Indonesian Airlines (IO). In fact, this phenomenon of airline throwing towels for the Sub-Jkt route is the third time that AWAIR (QZ) and Kartika Airline have already pulled out of the aviation world. But what is also strange is that there are actually several flights that can grow well for the Sub-Jkt route, for example, Pelta Air (6D), Lion Air (JT), Citilink (CL), Star Air (5H). Actually managing the airline business is full of risks, because managing aircraft assets is very capital intensive but with a high level of risk and relatively

minimal profit margin. But actually these risks can be managed by the operator as long as the operator manages the airline's business carefully and prudently. An interesting illustration is the IO example. Since IO was launched about a year ago, indeed at that time there was a policy that would later overhaul the structure of domestic fares competition, which is what we know as the limitation on the Upper Limit Tariff of the Minister of Transportation Decree of 2002 in May. The decision does not regulate the lower limit rate, only regulates the upper limit rate. In line with IO launching the inaugural flight of Sub-Jkt, IO at the same time declared its positioning as an airline that is one class below Garuda, even though IO's fleet only has two B-733s. Because IO as a direct entrant goes head to head with GA on the fat route Sub-Jkt. So, GA responded with the first promo (around May 2002) with a Sub-Jkt fare of Rp. 499 thousand. Meanwhile, IO Indonesia airlines initially launched the price in the range of Rp. 350 thousand, but until the last moment they continued to be corrected and depressed at the selling fare level of only Rp. 270 thousand. This is where IO's Indonesian airline business calculations start to lose money and finally throw the towel, besides IO's business expansion problems, they are working on ONH plus which actually has big problems. Then what about GA, which incidentally also likes to do fare promos up to Rp. 199 thousand (clearance sales price), that's how it is. The price is cheap, but passenger complaints also rise sharply because it is always delayed and so on. That's one of the airline's very low price strategy, but it's prone to complaints from customers because often not on time schedules, change time of

departure at that time. The distance from Yogyakarta to Jakarta, which reaches 527.4 km, can be reached in 1 hour 30 minutes, or even less. This is inseparable from the plane's path using the air route which can be said to be smoother without obstacles when compared to the land route. Another example is people who live outside the island and have to cross the ocean to get to another island that is far away, it is not impossible, the distance will take days to get to the destination. This can be shortened by air transportation. Air transportation has an advantage in terms of time, it can be seen from the travel time which is much shorter than other means of transportation. Judging from the price, the price of air tickets is too high when compared to other types of transportation. Moreover, for the lower class people, the price of expensive airline tickets can be said to be a luxury necessity. But when viewed with time efficiency, air transportation is indeed reliable. Gradually, when the mobility of society is getting higher. This has resulted in an increasing demand for this highly efficient air transport. Various airlines have sprung up, competing – 6 competitions offering their respective advantages to attract consumers. Currently, there are two types of airlines, namely Low Cost Carrier (LCC) and Full Service Airlines (FSA). LCC airlines are low-cost airlines or airlines that provide affordable airfare prices by reducing some general services, or in short, LCC airlines only sell seats. The ticket price only includes seats and does not include other services. For other services such as baggage, food and drink, toilets, reading materials on board, and other entertainment materials, passengers are required to pay an extra fee. Because in essence LCC airlines only sell seats. Examples of Indonesian

airlines that implement LCC are Indonesia Air Asia, Lion Air, Wings Air, Citilink and others. Unlike LCC airlines, FSA airlines are the opposite of LCC airlines. FSA airline is an airline that provides maximum service to consumer needs. FSA airline ticket prices include seats, extra baggage, eating or drinking during the flight, toilets, reading materials such as newspapers or magazines, entertainment facilities such as music, movies and others. FSA airline ticket prices are indeed much higher than LCC airlines. This is considered reasonable, considering that FSA airlines provide maximum service to consumers. The 7 Indonesian airlines that implement this are Garuda Indonesia, Batik Air, and Nam Air. Currently, the public or consumers are increasingly observant in choosing airlines. Many airlines in Indonesia are competing to find as many consumers as possible by offering various advantages of each. As time goes by, Indonesian consumers are getting smarter, consumers don't just rely on cheap prices. Currently, consumers are more concerned with safety, comfort, and safety, even though they have to pay more. Garuda Indonesia is one of the full service airlines in Indonesia. Garuda Indonesia always strives to prioritize the safety and security of passengers without leaving comfort during the flight. This is because, Garuda Indonesia is one of the Full Service Airlines in Indonesia with expensive ticket prices, but many consumers still choose Garuda Indonesia, comparing with choosing other airlines.

4. RESULT

Safety record problem starting raise after 2003.

There are 55 airlines from Indonesia that are banned from flying in the European Union. This is what aviation experts say. Every year, the European Union issues an Air Safety List. This list contains airlines that are prohibited from flying there. The main reason for this ban is of course security concerns. Seen by detikTravel from the official website of the European Union, Thursday (26/4/2018), in the latest update last November 2017, there were 178 airlines from various countries that were included in this list. 55 of them are from Indonesia. Of course, this is quite surprising, because compared to other countries, Indonesia is leading in terms of the highest number of airlines banned from flying in Europe. Below Indonesia, there is the Democratic Republic of the Congo (21 airlines) and Nepal (18 airlines). The ban on flying to the European Union is not because of the airline. The airline was banned, because the European Union felt that Indonesian Air Transportation had not monitored its operations and flights effectively.

However, every year Air Transportation is slowly improving the safety standards and capabilities of airlines. There are several airlines that have also received International Civil Aviation Organization (ICAO) licenses, Several major airlines such as Garuda and others are considered sufficient to meet the safety standards in the European Union. They have been removed from the no-fly list.. If we look at the list of 55 airlines, almost all of them are pioneer airlines and charter aircraft. that the ban on

55 airlines to fly to the European Union is not surprising. A number of airlines with big names such as Sriwijaya Air and Nam Air are also included in this ban list. Other names such as Kalstar, Aviastar, and Trigana Air are also on the list. The following is a complete list of 55 Indonesian airlines that are prohibited from flying in European skies. They were like as follows airlines :

- 1) INDONESIA AIR Asia
- 2) Pacific air
- 3) ALDA TRANS PAPUA
- 4) ALFA TRANS DIRGANTARA
- 5) AMA air missionariest Papua
- 6) PUDJIASTUTI susi air
- 7) AVIASTAR MANDIRI
- 8) DABI AIR NUSANTARA
- 9) DERAYA AIR TAXI
- 10) DERAZONA AIR SERVICE
- 11) EASTINDO
- 12) EAGLE CROSS INDONESIA
- 13) ELANG NUSANTARA AIR
- 14) ENGGANG AIR SERVICE
- 15) ERSO EASTERN AVIATION
- 16) GATARI AIR SERVICE
- 17) HEVILIFT AVIATION
- 18) INDONESIA AIR ASIA EXTRA
- 19) INDONESIA AIR TRANSPORT
- 20) INTAN ANGKASA AIR SERVICE
- 21) JAYAWIJAYA DIRGANTARA
- 22) JOHNLIN AIR TRANSPORT
- 23) KAL STAR AVIATION
- 24) KARTIKA AIRLINES
- 25) INDONESIA KOMALA
- 26) TURTLE AVIATION
- 27) MARTA BUANA ABADI
- 28) MATTHEW AIR NUSANTARA
- 29) Mimika Air
- 30) MY INDO AIRLINES
- 31) NAM WATER

- 32) NATIONAL UTILITY
HELICOPTER
- 33) NUSANTARA AIR CHARTER
- 34) PEGASUS AIR SERVICES
- 35) PELITA AIR SERVICE
- 36) UNIVERSE SPACEFLY
- 37) RIAU AIRLINES
- 38) WINGS air
- 39) SMAC
- 40) SPIRIT AVIATION SENTOSA
- 41) SRIWIJAYA AIR
- 42) Matahari air
- 43) TRANSNUSA AVIATION
MANDIRI
- 44) PRIMA AVIATION TOURISM
- 45) TRAVEL EXPRESS AVIATION
SERVICE
- 46) TRAVIRA air
- 47) TRI MG-INTRA ASIA AIRLINES
- 48) TRIGANA AIR SERVICE
- 49) UNINDO air
- 50) WESTSTAR AVIATION
INDONESIA
- 51) WING AIRLINES
- 52) Lion Air
- 53) Garuda Indonesia
- 54) Citilink air

5. CONCLUSION

If we see data below according accident of airplane commercial in Indonesia since 2013 till 2016 still increase majority in human error and technical problems. We may should know that the cause of airplane accident raise by 4 factors such are :

- Human error /pilot error also could be an ATC office missed guided the plane.
- Techniques problems or engine failures

c. Bad weather

d. Sabotage , like happened on Pan American blast bomb in Lockerbie UK

at this journal I may say some messages for all stake holder of aviation , we must keep tight to keep our 1.Safety standard of SOP of Safety manual to minimize the accident. 2.improve our personell on class room regularly to proficient their knowledge of safety 3.Keep the standard of airworthiness as well.

Anyhow bellows accident record at Indonesia , source : www.knkt.go.id

Tahun	Investigasi	Jenis Kecelakaan		Korban Jiwa		Rekomendasi
		Accident	Serious Incident	Meninggal	Luka-luka	
2010	18	8	10	5	46	45
2011	32	19	13	71	8	103
2012	29	13	16	58	9	62
2013	34	9	25	2	8	81
2014	30	7	23	169	6	44
2015	28	11	17	65	10	57
2016	41	15	26	5	57	12
Total	212	82	130	375	144	404

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APPENDIX

DAFTAR PERUSAHAAN PENERBANGAN
YANG MELAYANI PENERBANGAN INTERNASIONAL

No	PERUSAHAAN NASIONAL	NO	PERUSAHAAN ASING
1	GARUDA INDONESIA	1	AIR FRANCE
2	MERPATI NUSANTARA	2	KLM ROYAL DUTCH
3	BOURAO AIRLINES	3	LUFTHANSA
4	JATAYU AIRLINES	4	CONTINENTAL MICRONESIA AIRLINES
5	LION AIR	5	FEDEX
6	AIR PARADISES INTL	6	POLAR AIR CARGO
7	BATAVIA AIR	7	CHINA SOUTHERN
8	RIAU AIRLINES	8	AIR CHINA
9	ADAM AIR	9	CATHAY PACIFIC
10	STAR AIR	10	CHINA AIRLINES
		11	EVA AIR
		12	FAR EASTERN AIR TRANSPORT
		13	UNI AIR
		14	JAPAN AIRLINES
		15	KOREAN AIRLINES
		16	ASIANA AIRLINES
		17	AIR INDIA
		18	MALAYSIAN AIRLINES
		19	AIR ASIA
		20	BERJAYA AIR
		21	ROYAL BRUNEI AIRLINES
		22	SINGAPORE AIRLINES
		23	VALUAIR LIMITED
		24	SILK AIR
		25	THAI AIRWAYS INTERNATIONAL
		26	PHILIPPINES AIRLINES
		27	QANTAS
		28	AUSTRALIAN AIRLINES
		29	SAUDI ARABIAN AIRLINES
		30	EMIRATES
		31	GULF AIR
		32	KUWAIT AIRWAYS
		33	QATAR AIRWAYS
		34	YEMEN AIRWAYS

