

## Perkembangan rute air france dan kaitannya dengan masyarakat les trente glorieuses = Air france route accession and its correlation with french society during the glorious thirty / Cinta Betsy Helena

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### Abstrak

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Penelitian ini mengaitkan perkembangan rute Air France selama masa Les Trente Glorieuses dengan masyarakat di masa itu. Setelah Perang Dunia II berakhir, pemulihan penerbangan komersial pascaperang adalah salah satu prioritas Pemerintah Prancis. Air France sebagai maskapai nasional Prancis didorong untuk melakukan perkembangan pelayanan berupa peningkatan fasilitas di dalam dan di luar kabin pesawat, juga pembukaan rute-rute baru. Selama l'rga puluh tahun, Air France mewakili Prancis menjalin kerjasama dengan berbagai negara beserta maskapai nasionalnya untuk memperluas jaringan rute. Perkembangan rute dilakukan karena Air France sebagai maskapai nasional berlugas mengakomodir kebutuhan masyarakat Prancis untuk bepergian lebih cepat nyaman, dan dengan pilihan destinasi yang semakin banyak. Sehubungan dengan hal itu, penelitian ini secara deskriptif-analisis membahas keadaan sosial ekonomi masyarakat Prancis pada Masa Les Trente Glorieu.ses agar terlihat kebutuhan mereka sebagai konsumen penerbangan. Latar sosial ekonomi setiap kalangan dalam masyarakat akan menimbulkan motif-motif khusus untuk memanfaatkan rute baru Air France.

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This thesis specifies on Air France route accession during The Glorious Thirty and its correlation with French society in that period. At the end of World War II, commercial aviation has made it into one of French Government's priorities. Air France as a flag-carrier was assigned to improve its service through innovations on the inside and outside of the cabin, as well as route inaugurations. Throughout The Glorious Thirly, Air France on behalf of French Government affiliated with numerous countries along with their flag-carrier to expand its route network. This step was essential for Air France as it has full responsibility to accommodate French people's need to travel. Air France had to offer a faster and more pleasant flight with divers destination choices due to its status as flag-carier. Thus, the during The Glorious Thirty

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French people's need to travel. Air France had to offer a faster and more pleasant flight with diverse destination choices due to its status as flag-carrier. Thus, the socio-cultural background of French society at that time is descriptively analyzed in order to see their needs as commercial aviation consumer as it will interpret their motivation of travelling with Air France's new routes.