

ABSTRACT

Globalization is now inevitable, which causes airlines to face a major problem nowadays. Time becomes major influence in decision making. If the management takes a lot of time in decision making, then company will be stagnant or even decline.

There are needs to execute business decision with little time consuming, so that more opportunities can be captured with less cost. In addition to time consuming, accuracy is also a vital necessity for mature analysis and rational calculation.

Any information from the insignificant one, as long as it is relevance and accurate can be used as an opportunity for increasing revenue. The main principle is how to optimize aircraft load to its maximum capacity as often as possible. In the context of winning a competition, the combination of a flexible management style and utilization of Information Technology become a vital element.

Any business entity can survive depends on the existence of its customer. In order to gain more customer, business player has to execute strategy and innovation. This is necessary to influence people in choosing services provider. In this case, the context is airline service business. Any kind of Loyalty Program such as Garuda Frequent Flyer (GFF), has important role in targeting core customer, i.e. customer that give the highest revenue to the company.

GFF operational system that keeps information of customer profile and flight transaction, needs to be collected into a single form of data warehouse and updated periodically, so that reporting function can be executed without affecting operational performance. The extensive use of data with datamining technique could assist management in making the right decision based on historical data. Additionally, datamining has to be relevance and being part of business process in order to improve business performance. The focus of this research is to develop initial phase of datamining that can be scaled up in future, not a practical solution that can be directly used.

Keyword : Data Warehouse, Data Mining, Frequent Flyer, Garuda Frequent Flyer

xii+109 pages; 35 figures; 10 tables; 8 attachments; 0 technical documentation

Bibliography: 16 (2001- 2008)

ABSTRAK

Globalisasi memang arus yang tidak bisa ditangkal. *Airlines* menghadapi masalah besar pada saat ini dan hari-hari mendatang. Manajemen yang terbiasa lambat mengambil keputusan dipastikan hanya akan membawa perusahaannya *stall*. Diperlukan kecepatan dalam mengeksekusi bisnis, agar kesempatan dapat diraih lebih banyak. Selain kecepatan, diperlukan juga ketepatan pengambilan keputusan, berdasarkan analisa perhitungan yang rasional dan matang.

Persaingan mengkondisikan bisnis *airlines* dalam kondisi perang total. Informasi yang sekecil apapun tetapi relevan dimanfaatkan sebagai sebuah peluang untuk meningkatkan pendapatan. Prinsipnya adalah bagaimana memenuhi kapasitas angkut pesawat secara maksimal dan sesering mungkin. Dalam konteks memenangkan persaingan ini perpaduan antara gaya manajemen yang fleksibel dan peran teknologi informasi menjadi amat vital.

Setiap bisnis akan tetap eksis jika dia memiliki *customer*. Untuk mendapatkan *customer*, pelaku bisnis melakukan berbagai strategi dan inovasi yang akan mempengaruhi ketertarikan orang dan memutuskan menggunakan layanan yang ditawarkan oleh penyedia layanan jasa/barang, dalam hal ini layanan angkutan penerbangan. *Loyalty program* semacam *Garuda Frequent Flyer* (GFF), memegang peranan penting untuk membidik *core customer*, *customer* yang paling banyak memberikan *benefit* bagi perusahaan.

Sistem operasional GFF yang menyimpan data anggota dan transaksi penerbangan, perlu dikumpulkan dalam satu bentuk data *warehouse* dan secara periodik di-*update*, sehingga *reporting* dapat dieksekusi dari data *warehouse* tanpa mempengaruhi kinerja operasional. Penggunaan data yang ekstensif dengan menggunakan teknik data mining dapat membantu manajemen dalam mengambil kebijakan yang tepat berdasar data-data historical. Agar *data mining* dapat mempengaruhi bisnis, maka *data mining* sendiri harus relevan dan menjadi bagian dari bisnis proses.

Kata Kunci : *Data Warehouse, Data Mining, Frequent Flyer, Garuda Frequent Flyer*

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