

PT ASISTEN SEMESTA ANGKASA
Perusahaan Low Cost Ground Handling Dalam Penanganan Kebersihan Dan
Pergerakan Pesawat Di Sisi Udara

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ABSTRAK

Semakin berkembangnya industry penerbangan di Indonesia saat ini memberikan suatu kesempatan dan tantangan yang baru bagi perusahaan penerbangan. Kesempatan muncul sehubungan dengan meningkatnya permintaan akan jasa penerbangan. Sedangkan tantangannya adalah semakin tinggi tingkat persaingan antar perusahaan penerbangan.

Kehadiran LCC (Low Cost Carrier) menjawab kebutuhan konsumen di kelas menengah sebagai alternatif alat transportasi untuk bepergian. Salah satu ciri dari maskapai LCC adalah penerbangan berbiaya murah dan jumlah layanan penerbangan LCC ini cukup banyak. Sekalipun berbiaya murah namun layanan ground handling pesawat LCC mutlak selalu diperlukan.

PT. Asisten Semesta Angkasa mengambil peluang ini dengan memberikan layanan jasa ground handling murah dengan basis layanan menggunakan metode PERT dan CPM yang didukung dengan teknologi IT bernama G-system berupa gadget praktis dilapangan.

Kata kunci: ground handling, low cost carrier, kebersihan pesawat, metode PERT dan CPM, G-system,

PT ASISTEN SEMESTA ANGKASA

*Low Cost Ground Handling Companies In Handling Cleanliness And Aircraft
Movement
On The Air Side*

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ABSTRACT

The growing development of the aviation industry in Indonesia today provides new opportunities and challenges for airlines. Opportunities arise in connection with the increasing demand for aviation services. Meanwhile, the challenge is the higher the level of competition between airlines.

The presence of LCC (Low Cost Carrier) answers the needs of consumers in the middle class as an alternative means of transportation for traveling. One of the characteristics of LCC airlines is low cost flights and the number of LCC flight services is quite a lot. Even though it is cheap, the LCC aircraft ground handling service is absolutely necessary.

PT. Asisten Semesta Angkasa takes this opportunity by providing cheap ground handling services on a service basis using the PERT and CPM methods supported by IT technology called the G-system in the form of practical gadgets in the field.

Keywords: ground handling, low cost carrier, aircraft cleanliness, PERT and CPM methods, G-system,