



Handling of Passenger Arrivals by Sriwijaya Air Cassation Officers at Soetta Airport Tangerang

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Abstract. This study aims to determine the process of handling passengers who will transit or stop and the handling of passengers who require special handling. In this study, the authors used descriptive research methods with a qualitative approach. The results of this study explain that the services provided by Sriwijaya Air officers for arrival services, especially in handling transit or transfer passengers and passengers who require special handling at the destination airport, are by procedures. In handling transit passengers, there are two services: when transit passengers do not change planes and when transit passengers change planes. The Sriwijaya Air officer provides particular passenger handling for each passenger category, so there are no errors in passenger service. It can be concluded that the handling of transit or transfer and handling of special passengers is carried out by procedures that are carried out properly by Sriwijaya Air.

Keywords: Transit Passengers, Special Passengers, Airlines Officers, Sriwijaya Air

INTRODUCTION

Nowadays, there are more and more modes of transportation that the public can choose to facilitate long trips. Various types of transportation services are provided so that the mobility of migrants is more effortless to get to the destination area. Various land, sea, and air trips are the choices of migrants to reach their destination. Places of transportation services that have high flying hours in their movement, one of which is the Airport as a place where various commercial and non-commercial air travel activities are centered.

Inside the airport is not only an airline transit area (aircraft), but airport activities also have their respective roles in each service system. The world of aviation is one of the transportation choices of many people to help accelerate mobilization, especially over long distances. Indonesia is a country rich in tourist destinations. Natural and cultural wealth found in Indonesia is one of the supporting components of tourism development.

The territory of Indonesia consists of islands inhabited by groups with diverse tribes, religions, customs, and cultures. Local governments and private companies are developing tourist attractions in Indonesia to attract domestic and foreign tourists to visit Indonesia. One of

the benefits obtained from the tourism industry is that it can increase Indonesia's foreign exchange sources. The visit of foreign tourists to Indonesia is expected; tourists can spend their money while enjoying their visit.

Tourist travel activities involve various types of facilities, including transportation. Transportation facilities are critical because tourists can only travel with transportation. Visit the desired attractions. Transportation can move many people from one country to another, from one region to another, from one city to another, and from one city to hinterland and vice versa.

LITERATURE

The notion of communication has been defined by many people, as many as people who define it. According to Lasswell, communication is a process that explains who? says what. With what channel? To whom? What consequences or outcomes? (who? says what? In which channel? to whom? With what effect). Communication greatly touches aspects of all aspects of social life or vice versa. All aspects of social life touch communication.

People describe communication as ubiquitous. This means that communication is anywhere and anytime. Indeed, communication is all-in-one. *Communication* is the process that allows a person (communicator) to convey stimuli to change the behavior of others. Communication is transferring understanding in the form of ideas or information from one person to another.

Such translucence involves more than just the words used in conversation. However, facial expressions, intonations, and breaking points require data transmission and depend on specific skills to exchange information successfully. There are eight kinds of administrative elements, namely: organization, management, communication, information, personnel, financial, material, and public relations.

To achieve effective communication, it is necessary to consider the factors that influence it. The factors affecting communication are as follows:

1. Communication must be timely and accurate on target. Timeliness in delivering communication should be rightly observed because when the delivery of such communications is late, the possibility of what is delivered is no longer beneficial.
2. Communication must be complete. In addition to the communication conveyed, it must be easily understood by the recipient, and the communication must be complete not to cause doubts for the recipient. This needs to be emphasized because although communication is easy to understand if it needs to be completed, it raises doubts for the

recipient so that the implementation differs from what is desired.

3. Communication needs to pay attention to situations and conditions. In conveying a communication, primarily if the communication must be conveyed is an important thing that needs deep understanding, then the right situation and condition factors need to be considered. If the solution and conditions are inappropriate, if the communication to be delivered can be delayed, the delivery of the communication should be suspended.
4. Communication needs to avoid unpleasant words. For the communication conveyed to be easily understood and heeded, it is necessary to avoid bad words. Unpalatable words can offend the recipient of the information, although, in the dictionary, they are correct and quite noticeable.
5. The existence of persuasion in communication. Often, managers must change their people's attitudes, behaviors, and actions as desired, for the implementation of communication must be accompanied by persuasion.

In the context of air transportation, passengers are everyone who is transported or must be transported into an aircraft or body that organizes this type of transportation. In addition, the definition of passenger in the same context is also explained in Ministerial Regulation Number 49 of 2012 Chapter 1, paragraph 5 concerning Passenger Service Standards for Economy Class Scheduled Commercial Air Transportation, that a passenger is someone whose name is listed on the ticket as evidenced by a valid identity document and has a boarding pass.

Service is an action taken to meet the needs of others (consumers, customers, guests, clients, patients, passengers, etc.) whose level of satisfaction can only be felt by the person serving or being served. Service is an active verb, not passive, dynamic, not static, proactive, not reactive, responsive, caring for others, not ignorant of helping others, not silent or avoidant.

In the aviation industry, there are also standard operating procedures, which are service procedures that facilitate the stages and sequence of steps in determining service attitudes and behavior, as well as sanctions to avoid and minimize errors in the implementation of duties. Ability is specific knowledge and skills necessary to support excellent service programs, including the ability to work occupied, carry out effective communication, develop motivation, and use public relations to foster relationships within and outside the organization or company.

Knowledge is the ability to form mental models that describe objects correctly and represent them in actions performed on objects. Quality measurement through market research

can be used in various ways, such as meeting consumers, surveys, complaint systems, and consumer panels.

METHOD

This research uses a qualitative method approach to describe the natural condition of objects, where the researcher is the key instrument. The reason researchers choose descriptive research is to be able to describe systematically and accurately facts and characteristics about the population or a particular field. The researcher here intends to provide an overview of a particular social phenomenon that already exists. This method can make it easier for researchers to analyze and understand data one by one and conclude it.

Data collection techniques are triangulated, data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalization. (Sugiyono, 2011). Qualitative research is research used to examine the condition of natural objects, where researchers are vital instruments. The difference with quantitative research is that this research departs from data, utilizes existing theories as explanatory material, and ends with a theory.

DISCUSSION

Based on the results of the author's research, when carrying out Field Work Practice (PKL) activities at Sriwijaya Air Airlines located at Terminal 2D of Soekarno Hatta International Airport, especially when handling transit or transfer passengers, procedures in transit or transfer services start from officers who must be ready at the transfer desk 10 minutes before the estimated time of arrival, transit service officers must prepare a transfer/transit card.

Officers must provide fast, accurate, and empathetic service quality; work facilities and infrastructure must be in complete, maintained, and ready-to-use conditions; and the work environment must be neat and clean to maintain the appearance/performance of each officer given to passengers to the maximum. The results of the author's interview with one of the passing officers show that the activities that officers must carry out in serving transit passengers must be carried out as well as possible to create passenger security and safety.

This activity begins with the readiness of officers at the arrival gate or gate 20 minutes before the start time of arrival (STA). The security officer directs passengers to the transit counter. The transit officer welcomes passengers and asks for tickets and boarding passes. The transit officer checks the passenger seat number listed on the boarding pass, then members of the

transit card, and records the transit card number on the seat, editing for transit. Then, the passenger is delivered to the room and waits.

From the author's findings in the field, officers in the aircraft arrival section must know the arrival time of the aircraft so that they can prepare themselves to provide services to passengers who come. After knowing the types of passengers that require special handling, here are some things that need to be considered in handling passenger arrivals:

1. It is knowing when the plane will land. This information can be found in the *telex movement message* (MVT) arrival news.
2. Know some passengers who disembark/transit and *load message* (LMD).
3. Ensure passengers who need to transfer or change planes. This information can be seen in the *Passenger Transfer Message* (PTM).
4. Ensure that passengers who need to be "especially served" can be checked on *passenger service messages* (PSM), for example, whether they are VIP, UM, WCHC, etc.
5. Ensure passengers who need assistance when disembarking from the aircraft or meet and assist services (MAAS), such as elderly passengers, disabled passengers, and others.

All of that must be prepared well before the plane lands, so that when the plane lands the necessary equipment is available. This is indicated for special passengers, as for those included in the special passenger categories, which are as follows:

- Vert Important Persons
- Commercial Important Persons
- Infant & Children
- Unaccompanied Minor
- Wheel Chair
- Stretcher Case Passenger
- Pregnant Women
- Blind Passenger
- Obesitas passenger

For VIPs, the passenger will usually go directly through the VIP door. Passports and luggage will be taken care of as well. Simply waiting in the VIP room, ground officers take care of all check-in matters. In addition to *special passenger* handling, as regulated in *IATA Passenger Handling*, some typical things occur in a country that also requires special attention. For example, in Indonesia, there are flights for Hajj groups (there is separate management), group flights for tourists and official/official, and work abroad (TKI/TKW), and others.

In addition to ground handling carried out by ground staff, there is also passenger handling on board (*in flight*) carried out by the flight crew (cabin) consisting of *the cockpit* and *cabin crew*. In practice, it depends on how the airline treats passengers by its conditions and policies. With the standardization of passenger service, *airlines* must constantly improve optimal service to their passengers.

CONCLUSION

Services to passengers are provided by cassation officers both in departure and arrival service procedures. Cassation officers must ensure the smooth process of service to passengers so that no obstacles can hamper the flight implementation process. Flight services are provided by the cassation officer to passengers from departure until they board the plane.

While on the plane, cabin crew officers on duty will provide passengers with services. If there are passengers who transit or transfer at the departure airport, the passenger will get service again from the cassation officer before arriving at the destination airport. The cassation officer provides services at the transit or transfer airport to passengers when they get off the plane to the passengers boarding the plane, whether it is a change of aircraft or not.

Sriwijaya Air cassation officers must know the number of passengers who will transit and must know the arrival time at the transit airport. This is intended to help and direct every passenger who is in transit; this is done so that passengers stay within the boundaries of the transit waiting room too far to avoid limited information that can cause passengers to miss the plane.

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