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Coverage of the Use of Biofuel J2.4 on Garuda Indonesia's Brand Image and Brand Awareness

Maha Putri Indah Chandra Kirana[1*)], Deddy Irwandy[2)], Jodi Quanandi[3)]
[1,2)]Department of Communication, Faculty of Communication Science, LSPR Institute of Communication & Business, Jakarta, Indonesia
[3)]Department of Asymmetric Warfare, Faculty of Strategy and Defense, Indonesia Defense University

*Corresponding Author
Email: mahaputrikirana@gmail.com

Abstract

With the rise of digitalization, online mass media now plays a crucial role in communication and information dissemination, surpassing conventional media in building brand image and brand awareness. Garuda Indonesia leverages online mass media to enhance its brand image and brand awareness through the use of SAF Bioavtur J2.4 biofuel, a strategic move to address sustainability and environmental challenges. This study adopts a constructivism paradigm and is developed qualitatively through content analysis of news articles from six online media outlets (CNN Indonesia, Liputan6, Investor Daily, Kontan, Info Penerbangan, and Indo Aviation Plus) using Pan & Kosicki's framing devices model. The analysis is further supported by an interview with Ikhwan Hidayat, an aviation industry observer and passenger on Garuda Indonesia's inaugural commercial flight using SAF Bioavtur J2.4. The findings reveal that all articles in the six online media outlets have a positive tone, highlighting the success of the SAF Bioavtur J2.4 trial, the collaboration between Garuda Indonesia, Pertamina, and other stakeholders, and the contributions to decarbonization and green energy. Additionally, it was found that only CNN referred to this achievement as a "national accomplishment," while others regarded it merely as a company milestone; these helped strengthen Garuda Indonesia's brand image. Furthermore, Garuda Indonesia's brand awareness is positioned at the "priority" level.

Keywords: Garuda Indonesia, Bioavtur J2.4, Brand Image, Brand Awareness, Online Mass Media

INTRODUCTION

With the rapid advancement of digitalization, online mass media has increasingly displaced traditional media as a key tool for communication and information dissemination. Online mass media represents the latest development in internet-based technology, allowing people to communicate and share information globally with unprecedented speed and reach (Nur, 2021). This growing relevance has led various sectors, including businesses, to leverage online media for effective communication with the public and potential customers. Companies must wisely utilize online mass media to build a strong brand image and enhance brand awareness among consumers. Brand image reflects how a company wants to be perceived, while brand awareness pertains to the public's recognition of the brand and its products, both of which significantly influence purchasing decisions and customer loyalty.

In this study, online mass media is chosen due to its dominant role in today's communication ecosystem. Indonesia boasts approximately 43,300 online media outlets out of a total of 47,000, highlighting its importance in public information dissemination (Jurnal Dewan Pers Nasional, 2018). The rapid growth of online mass media in Indonesia, particularly over the past five years, indicates a shift in consumer behavior toward digital news consumption. This trend places a considerable responsibility on online media to not only disseminate information but also educate the public and maintain content quality. Consequently, online mass media plays

a crucial role in shaping public perceptions of companies like Garuda Indonesia, particularly concerning sustainable innovations such as the use of Bioavtur J2.4.

Garuda Indonesia, the largest airline in Indonesia, actively utilizes online mass media to build brand image and brand awareness. The airline has a long-standing history of quality service and innovation in the aviation industry. Recently, Garuda Indonesia launched Bioavtur J2.4, a sustainable fuel aimed at addressing global environmental challenges, as of October 27, 2023. Bioavtur J2.4 promotes the use of sustainable fuels in Garuda Indonesia's operations, marking a significant innovation in the industry. The commercial aviation sector in Indonesia has witnessed rapid growth in recent years, making it one of the most dynamic sectors in the economy.

Data from Statista (2023) shows a notable increase in the Gross Domestic Product (GDP) generated by the air transport sector in Indonesia, which reached 206.38 trillion rupiah in 2022, despite a decline in 2021 due to COVID-19. This sector contributed approximately 1.052% to Indonesia's overall GDP in 2022, demonstrating its economic significance. However, the aviation industry also faces serious challenges related to environmental impact, particularly carbon emissions from fossil fuel usage. Human activities, including air travel, are significant contributors to global carbon emissions, with the aviation sector accounting for about 10% of these emissions (Andrian & Kevin, 2021). In this context, Indonesia ranks sixth in terms of carbon emissions globally, producing around 15 to 20 million tons daily.

The Indonesian government has initiated efforts toward sustainable development to reduce carbon emissions, ratifying the Kyoto Protocol in 2004 and signing the Paris Agreement in 2015 (Hapsri et al., 2020). Under the Paris Agreement, Indonesia committed to reducing carbon emissions by 29% by 2030. This commitment emphasizes the importance of corporate responsibility in disclosing carbon emissions, although such disclosures remain voluntary in Indonesia (Hardiyansah & Agustini, 2021). Disclosing emissions is part of sustainability reporting and can enhance corporate accountability regarding climate change. Despite discussions surrounding carbon disclosure, many Indonesian companies remain reluctant to adopt it due to high costs and perceived lack of benefits (Trinks et al., 2020; Yu et al., 2022).

In light of the increasing public concern for environmental issues, companies like Garuda Indonesia are prompted to find eco-friendly solutions, including the adoption of Bioavtur J2.4. This renewable fuel, derived from palm kernel oil, is seen as a promising alternative to mitigate the environmental impact of commercial aviation. The use of Bioavtur J2.4 is projected to reduce carbon emissions by approximately 22,000 tons of CO2e annually (KompasTV, 2023). By adopting such initiatives, Garuda Indonesia aims to contribute to sustainability and build a positive brand image. Media coverage of the airline's efforts has been significant, with various online outlets highlighting the use of this sustainable fuel.

Garuda Indonesia's efforts to enhance brand image and awareness through the use of Bioavtur J2.4 are critical, especially given the growing competition in the aviation industry. The recent launch of this innovative fuel presents a vital opportunity for research, particularly as it has only been introduced as of October 27, 2023. Online media plays a significant role in shaping public perception, and the narrative surrounding Bioavtur J2.4 could substantially impact Garuda Indonesia's branding efforts. The purpose of this research is to understand how Garuda Indonesia's brand image and awareness are constructed by online mass media through news content related to the use of Bioavtur J2.4.

RESEARCH METHODS

This research utilizes a constructivist paradigm because, first, it emphasizes individuals' subjective understanding of the brand image and brand awareness of Garuda Indonesia, which are influenced by the social context and cultural values of the community. Second, this approach allows the researcher to analyze how news coverage regarding the use of bioavtur J2.4 shapes public perceptions of the airline. Third, the paradigm supports the development of theory and the identification of meaning patterns that emerge from the interaction between the company and consumers. Finally, this methodology enables an in-depth exploration of how media information impacts individual perspectives on the brand, providing richer insights. These four reasons are based on the characteristics of the constructivist paradigm as outlined by Creswell & Creswell (2018).

Furthermore, the research utilizes both primary and secondary data collection methods. Primary data includes online mass media news, which serves as original information obtained directly from six specific outlets: two national media (CNN Indonesia and Liputan 6), two business and economic media (Investor Daily and Kontan), and two aviation-specific media (Info Penerbangan and Indo Aviation Plus). This enables a comprehensive analysis of how the use of bioavtur J2.4 influences Garuda Indonesia's brand image and awareness. Additionally, structured interviews with aviation enthusiasts (AvGeeks) provide insights into their perceptions of the airline and the impact of bioavtur J2.4 on brand awareness. This dual approach enhances the understanding of the context and nuances surrounding the airline's efforts in sustainability. Overall, primary data collection focuses on real-time information and firsthand perspectives from a specific audience segment (Kabir, 2016).

Secondary data comprises previously published information, which is essential for providing background and context to the research. This includes official reports from Garuda Indonesia's website, which detail the company's performance and initiatives, thereby promoting transparency with stakeholders. Furthermore, scholarly articles and journals contribute to the foundational knowledge required for the study, as they explore relevant topics (Kabir, 2016); such as brand image, brand awareness, and the aviation industry. These sources undergo peer review, ensuring the credibility and reliability of the information. By leveraging both primary and secondary data, the research aims to deliver a holistic view of the impact of bioavtur J2.4 on Garuda Indonesia's branding efforts. This comprehensive approach allows for a thorough analysis of how media narratives shape public perceptions.

RESULT AND DISCUSSION

1. CNN Indonesia

Article Title	SAF Mengangkasa, Bioavtur Pertamina Bawa Garuda Indonesia Terbang
Published Date	Friday, October 27, 2023
Published Time	06:44 p.m. (GMT+7)
Author	RIR (initial)

a. Syntactical Structure

From a syntactical perspective, the CNN Indonesia article describes a historic event in Indonesia's commercial aviation sector, where Garuda Indonesia officially launched the use of eco-friendly fuel, Pertamina Sustainable Aviation Fuel (SAF) or Bioavtur, on October 27, 2023. The lead highlights Garuda's inaugural commercial flight using SAF

Bioavtur J2.4, coinciding with National Customer Day, and expresses pride and appreciation for this achievement. In a quoted statement, Alfian Nasution from Pertamina emphasizes the company's commitment to supporting the Net Zero Emission (NZE) target through a decarbonization roadmap, while Irfan Setia Putra from Garuda expresses hope that this initiative will enhance the company's image regarding environmental sustainability. The article concludes by noting that Pertamina SAF not only reduces aircraft emissions but also has the potential to drive domestic industry and economic growth.

b. Script Structure

Analyzing the script structure, the article effectively presents the 5W1H components. The "what" identifies the key event: the successful inaugural commercial flight using SAF or Bioavtur J2.4 by PT Pertamina and PT Garuda Indonesia Tbk. The "when" specifies the date of the event, October 27, 2023. The "where" details the flight's origin, from Soekarno Hatta Airport in Tangerang to Adi Soemarmo in Surakarta. The "who" outlines the involved parties: PT Pertamina, PT Garuda Indonesia Tbk, and other unspecified stakeholders. The "why" relates to Garuda Indonesia's support for Indonesia's NZE goals by 2060. Finally, the "how" explains that this success was achieved through collaboration between Garuda Indonesia, Pertamina, and various stakeholders.

c. Thematic Structure

The thematic structure of the article begins with an introduction to the new achievement in commercial aviation using eco-friendly fuel, SAF Bioavtur J2.4, resulting from the collaboration between Pertamina and Garuda Indonesia. It then discusses the background, development process, and success of the inaugural commercial flight. Following this, the article highlights the commitment of both companies to support decarbonization efforts and the NZE target for 2060. This structure effectively underscores the collaboration between Pertamina and Garuda Indonesia, detailing the steps taken and their impact on creating a more sustainable aviation industry.

d. Rhetorical Structure

The rhetorical structure of the article is designed to clearly showcase the successful collaboration between Pertamina and Garuda Indonesia in delivering sustainable innovation in the aviation industry. This is reflected in the language emphasizing both companies' collaborative contributions to reducing emissions and achieving the NZE target for 2060. Additionally, the choice of a prominent photo featuring Garuda Indonesia alongside a Pertamina fuel truck visually represents this partnership, reinforcing the article's narrative and leaving a stronger impression on readers about the significance of this achievement.

2. Liputan 6

Article Title	Pertama di Dunia, Garuda Indonesia dan Pertamina Berhasil Terbang Komersial dengan Energi Terbarukan
Published Date	Saturday, October 28, 2023
Published Time	08:54 a.m. (GMT+7)
Author	Arthur Gideon

a. Syntactical Structure

From a syntactical perspective, the Liputan 6 article records a historic moment in Indonesia's commercial aviation sector, where Garuda Indonesia inaugurated the operation of commercial flights using Pertamina SAF Bioavtur J2.4 on October 27, 2023. The lead states that this inaugural flight was conducted with a Boeing 737-800NG from

Jakarta to Solo and back, coinciding with National Aviation Day. A quote from Irfan Setia Putra, the CEO of Garuda Indonesia, emphasizes the importance of this step as a historic achievement for the industry. The article concludes by detailing the technical aspects of the inaugural flight, affirming the operational success of using bioavtur J2.4.

b. Script Structure

In terms of script structure, the Liputan 6 article fulfills all components of 5W1H. The "what" clarifies that Garuda Indonesia and Pertamina successfully executed the world's first flight using renewable energy, specifically SAF Bioavtur J2.4. The "when" indicates the inaugural flight took place on October 27, 2023. The "where" describes the flight's departure from Soekarno-Hatta Airport in Tangerang to Adi Soemarmo Airport in Surakarta. The "who" details the parties involved, including PT Garuda Indonesia Tbk, Pertamina Group, the Directorate General of New Renewable Energy and Energy Conservation, the Ministry of Energy and Mineral Resources, the Ministry of Transportation, and research teams from Bandung Institute of Technology (ITB), BPDPKS, and APROBI. The "why" explains that this innovation supports Indonesia's long-term mission to achieve Net Zero Emission (NZE) by 2060. Lastly, the "how" illustrates that this success resulted from collaboration between Garuda Indonesia, Pertamina, and various other stakeholders.

c. Thematic Structure

From a thematic structure standpoint, the paragraphs follow a clear narrative of the successful collaboration between Pertamina and Garuda Indonesia in creating renewable energy for commercial aviation. The main proposition is to inform readers about this achievement, supported by quotes and direct information from Garuda Indonesia, particularly from CEO Irfan Setia Putra. Although the information primarily comes from a single source, the direct quotes effectively convey the message. The relationship between sentences is designed to present information concisely, leading to the conclusion that the article consistently focuses on the successful partnership between the two companies.

d. Rhetorical Structure

The rhetorical structure of the article relies on direct quotes from key sources, notably Irfan Setia Putra, to highlight the successful collaboration between Pertamina and Garuda Indonesia. The news presentation is designed to evoke pride and clearly articulate their achievements. Additionally, the use of a prominent photo of Garuda Indonesia parked at the airport provides a strong visualization, reinforcing the narrative of this accomplishment.

3. Investor Daily

Article Title	Kabar Baru dari Garuda (GIAA): Siap Realisasikan Mimpi Besar
Published Date	Tuesday, October 10, 2023
Published Time	10:49 a.m. (GMT+7)
Author	Theresa Sandra Desfika

a. Syntactical Structure

From a syntactical perspective, the Investor Daily article reports that PT Garuda Indonesia Tbk has successfully completed a series of trials using Bioavtur J2.4 for commercial flights. The lead indicates that these trials involve SAF based on biofuel, specifically palm kernel oil. Irfan Setia Putra, President Director of Garuda Indonesia, states that the completion of these trials demonstrates the company’s commitment to ongoing efforts to reduce carbon emissions, including exploring the use of SAF in

Garuda's operations. The article concludes with a direct quote from Irfan Setia Putra, affirming the company's optimism in realizing its vision for green energy in Indonesia's aviation sector, aligning with the national goal of achieving net zero emissions by 2060.

b. Script Structure

Analyzing the script structure, the "what" section highlights the successful test flight of Garuda Indonesia using a Boeing B737-800NG PK-GFX equipped with CFM56-7B engines, powered by Bioavtur J2.4. The "when" specifies that this event occurred on October 4, 2023. The "where" describes that the commercial flight trial took place from Soekarno-Hatta Airport to the Pelabuhan Ratu Airspace. The "who" details the main participants: PT Garuda Indonesia Tbk and PT Pertamina, supported by the Directorate General of New Renewable Energy and Energy Conservation (EBTKE) of the Ministry of Energy and Mineral Resources, the Directorate of Aircraft Operations (DKPPU) of the Ministry of Transportation, and a research team from the Bandung Institute of Technology (ITB). The "why" explains that this initiative supports the government's ambition to achieve net zero emissions by 2060. Finally, the "how" outlines that the successful test was conducted with a Boeing B737-800NG, marking an important milestone for Garuda Indonesia's commercial aviation in the future.

c. Thematic Structure

The thematic structure of the article begins with an explanation of the Bioavtur testing process by PT Garuda Indonesia Tbk (GIAA), including the classification of SAF based on biofuel. It then presents comments from Irfan Setia Putra, expressing the company's commitment to supporting decarbonization efforts through the exploration of SAF. The article concludes by emphasizing the importance of the trial's success as a step towards green energy and achieving future net zero emissions targets. All sentences are logically interconnected, forming a cohesive narrative about Garuda Indonesia's commitment to decarbonization initiatives.

d. Rhetorical Structure

The rhetorical structure of the article includes the use of idioms and photo selection as rhetorical strategies. The phrase "*With this good result*..." emphasizes Garuda Indonesia's success, creating a positive impression of the steps taken. This language indicates the author's support for Garuda Indonesia and Pertamina, showcasing their positive collaboration. Additionally, the main photo displaying six parked Garuda Indonesia aircraft reinforces the narrative, enhancing the perception of Garuda's achievements and the use of SAF in aviation. Thus, the article's rhetorical structure employs idioms and visuals to strengthen the positive message about the collaboration and accomplishments of Garuda Indonesia and Pertamina.

4. Kontan

Article Title	Garuda Indonesia Layani Penerbangan Komersial Perdana dengan Bioavtur
Published Date	Saturday, October 28, 2023
Published Time	09:45 a.m. (GMT+7)
Author	Dimas Andi & Herlina Kartika Dewi

a. Syntactical Structure

The Kontan article reports on Garuda Indonesia's inauguration of its first commercial flight using SAF Bioavtur J2.4. The lead states that this flight, named #FromNatureToFuture, took place on the Jakarta-Solo route on October 27. Irfan Setia Putra, the CEO of Garuda Indonesia, expressed pride in the company's contribution to

carbon emission reduction through the use of Bioavtur J2.4. He also emphasized the company's commitment to utilizing digital technology and updating maintenance processes to ensure customer safety and comfort. The article concludes by reiterating Garuda Indonesia's commitment to ongoing sustainability initiatives, including renewable energy and energy efficiency.

b. Script Structure

In terms of script structure, the article's "what" highlights Garuda Indonesia's inaugural commercial flight using SAF Bioavtur J2.4. The "when" specifies October 27, 2023, coinciding with National Aviation Day. The "where" refers to the Jakarta-Solo round trip. The "who" includes Garuda Indonesia, in collaboration with Pertamina Group, the Ministry of Energy and Mineral Resources, the Ministry of Transportation, ITB researchers, BPDPKS, and APROBI. The "why" relates to Garuda Indonesia's ongoing efforts to support Indonesia's goal of achieving net zero emissions by 2060. Finally, the "how" details the successful collaboration with Pertamina and other stakeholders.

c. Thematic Structure

The thematic structure begins by detailing the inauguration of the first commercial flight using Bioavtur in Indonesia, including the route and flight number. It features a statement from CEO Irfan Setia Putra, reinforcing the company's commitment to developing SAF according to international standards. The paragraph also describes Garuda Indonesia's continuous efforts to support Indonesia's net zero emissions target through technology and energy efficiency initiatives. The sentences are logically connected, progressing from the concrete event of the flight's inauguration to the company's commitments and ongoing sustainability efforts.

d. Rhetorical Structure

The article's rhetorical structure relies on direct quotes from key source Irfan Setia Putra, conveying pride and highlighting the successful collaboration between Pertamina and Garuda Indonesia. A descriptive approach presents information about the event without personal opinions from the writer, maintaining objectivity. Additionally, the main image showing Garuda Indonesia's aircraft with Pertamina's logo reinforces the message of collaboration in operating the commercial flight using Bioavtur.

5. Info Penerbangan

Article Title	Garuda Indonesia Sukes Terbang Pakai Bioavtur
Published Date	Friday, October 13, 2023
Published Time	Not Mentioned
Author	Not Mentioned

a. Syntactical Structure

The syntax structure of the Info Penerbangan article begins with a lead reporting the success of PT Pertamina (Persero) and Garuda Indonesia in conducting a flight test using environmentally friendly SAF developed by both companies. Quotes from Irfan Setia Putra, President Director of Garuda Indonesia, and Nicke Widyawati, President Director of Pertamina, express their commitment to developing and using SAF as part of decarbonization efforts in the aviation industry. The article concludes by highlighting the importance of this step in advancing green energy in Indonesia, with hopes for SAF to soon be marketed for commercial flights and contribute to decarbonization programs.

b. Script Structure

Analyzing the script structure, the "what" section states that Garuda Indonesia successfully completed a commercial flight test using Bioavtur J2.4 fuel. The "when"

indicates that the activity took place on October 4, 2023. In the "where" section, the flight test was conducted with a Garuda Indonesia B737-800NG PK-GFX, flying from Soekarno Hatta Airport in Tangerang to the Pelabuhan Ratu Airspace. The "who" identifies Garuda Indonesia as the main actor, in collaboration with PT Pertamina, the Ministry of Energy and Mineral Resources, the Ministry of Transportation, ITB, APROBI, BPDPKS, LEMIGAS, and BRIN. The "why" emphasizes Garuda Indonesia's commitment to supporting the country's long-term mission to achieve Net Zero Emission (NZE) by 2060. Finally, the "how" explains that the flight test was successfully realized through collaboration with Pertamina and other stakeholders.

c. Thematic Structure

The article outlines Garuda Indonesia's success in completing a commercial flight test using SAF Bioavtur J2.4. Its thematic structure introduces the collaboration between Garuda Indonesia, Pertamina, and relevant stakeholders, followed by direct statements from the leaders of both companies. The paragraphs develop the proposition that this collaboration has led to success in operating commercial flights with eco-friendly fuel. The effectiveness of the information delivery is strengthened by the interrelated sentences, making the article a comprehensive explanation of this achievement.

d. Rhetorical Structure

The rhetorical structure of the article relies on direct quotes from key figures, Irfan Setia Putra and Nicke Widyawati, which convey a sense of pride and affirm the success of their collaboration. The article is descriptive, focusing on factual reporting without personal opinions from the author. The main photo featuring the executives of Garuda Indonesia and Pertamina in front of a Garuda aircraft with Pertamina's logo adds a visual dimension that reinforces the narrative of collaboration between the two companies.

6. Indo Aviation Plus

Article Title	Garuda Indonesia Jajaki Penggunaan Bahan Bakar Sustainable Aviation Fuel J2.4
Published Date	Wednesday, October 11, 2023
Published Time	Not Mentioned
Author	Not Mentioned

a. Syntactical Structure

The article reports that Garuda Indonesia is exploring the potential use of J2.4 biofuel after successfully completing trials with Pertamina and other stakeholders. The lead mentions that Garuda Indonesia and Pertamina finalized the use of J2.4 on the Boeing 737-800. Irfan Setia Putra, President Director of Garuda Indonesia, is quoted expressing that this achievement is a significant milestone that fosters optimism for using environmentally friendly energy in Indonesia's aviation sector. The conclusion emphasizes that this success will serve as a foundation for utilizing SAF Bioavtur J2.4 in future commercial flights.

b. Script Structure

Analyzing the script structure, the "what" section explains that Garuda Indonesia conducted a successful commercial flight trial using Bioavtur J2.4. The "when" indicates that this took place on October 4, 2023. In the "where" section, the test flight was conducted with a Garuda Indonesia B737-800NG PK-GFX from Soekarno Hatta Airport to the Pelabuhan Ratu Airspace. The "who" highlights Garuda Indonesia, in collaboration with Pertamina, the Directorate General of New Renewable Energy and Energy Conservation, the Directorate of Civil Aviation, and ITB researchers. The "why" clarifies

that the trial was completed successfully, showcasing the efficacy of SAF Bioavtur J2.4. Finally, the "how" describes the successful collaboration among Garuda Indonesia, Pertamina, and other stakeholders, establishing a basis for future commercial aviation use of SAF Bioavtur J2.4.

c. Thematic Structure

The thematic structure of the article presents information systematically, starting with Garuda Indonesia's successful trial of SAF Bioavtur J2.4. Subsequent paragraphs explain contributing factors to this success, including collaboration with Pertamina and a long-term commitment to renewable energy in aviation. This thematic organization helps readers understand the sequence of events, contributing factors, and the company's vision for environmental sustainability.

d. Rhetorical Structure

The article employs various rhetorical strategies to effectively convey its message. Firstly, direct quotes from Irfan Setia Putra instill a sense of pride and highlight the successful collaboration between Pertamina and Garuda Indonesia, adding credibility to the information. Secondly, the descriptive nature of the article focuses on facts without personal opinions from the author, allowing for objective information delivery. Additionally, a main photo depicting Garuda Indonesia's aircraft at a maintenance facility enhances the visual experience and contextualizes the aviation industry. Thus, the article effectively communicates the success of the collaboration and provides a clear picture of the aviation sector.

The Position of Online Media Toward the Brand Image of Garuda Indonesia in Relation to the Use of Bioavtur J2.4 Fuel

Based on the three elements identified by Kotler & Keller (as cited in Hasugian 2015), here is a concise analysis of Garuda Indonesia's brand image:

a. Strength of Brand Association: Online media consistently report on Garuda Indonesia's achievements, particularly its use of SAF Bioavtur J2.4. This extensive coverage enhances brand recognition and association.
b. Favorability of Brand Association: Media portrayals are largely positive, emphasizing the airline's innovations and commitment to environmentally friendly practices. This fosters a favorable image, making Garuda Indonesia memorable to consumers.
c. Uniqueness of Brand Association: Garuda Indonesia stands out through its green initiatives, such as adopting SAF Bioavtur J2.4. Supportive media coverage reinforces its unique position compared to other Indonesian airlines.

In summary, online media reporting strongly supports Garuda Indonesia's brand image, presenting it as positive and distinctive in the eyes of consumers.

The Position of Garuda Indonesia's Brand Awareness Following Online Media Coverage of Bioavtur J2.4 Usage

Based on the concept by Hsiao et al. (2014), Garuda Indonesia qualifies as a well-known trademark, recognized as a leading airline in Indonesia associated with quality service. This recognition stems from several factors:

a. Brand Recognition: Garuda Indonesia has been an icon in the Indonesian aviation industry for years, easily identifiable by most people.
b. Brand Depth: The airline is linked not only to air travel but also to national pride and superior service quality.
c. Widespread Use: Garuda is a preferred choice for both domestic and international flights, with a strong reputation in the market.

d. According to an interview with Ikhwan Hidayat from AvGeek, Garuda Indonesia is positioned at the "priority" level in Koniewski's (2012) five-tier brand awareness model.

Analysis:

a. Brand Recognition: Hidayat recognizes Garuda Indonesia and its involvement in developing eco-friendly fuel. However, specific knowledge about the Bioavtur J2.4 initiative was new to him, indicating a gap in awareness of recent innovations.
b. Positive Response to Sustainability Efforts: Ikhwan Hidayat praised Garuda's commitment to developing sustainable fuel and acknowledged its significance for the airline's brand image. He noted that the use of Bioavtur J2.4 could enhance brand awareness, stating, “Awareness of sustainability is increasingly positive, and Garuda's use of Bioavtur will benefit its image as a company committed to sustainable aviation.”

While Garuda Indonesia is at the "priority" level, there is potential for growth towards "loyalty" by strengthening communication and enhancing customer experiences related to its sustainability efforts.

CONCLUSION

The media coverage regarding the use of SAF Bioavtur J2.4 by Garuda Indonesia indicates that online mass media generally provides positive and consistent reporting on this innovation. Various articles highlight the successful trials of SAF Bioavtur J2.4 as a significant step toward supporting decarbonization and advancing the use of green energy in the aviation sector. This initiative is positioned as not only beneficial for the airline but also essential for the industry’s broader sustainability goals. The collaboration between Garuda Indonesia, Pertamina, and other related stakeholders is frequently emphasized, showcasing a united effort toward environmental responsibility. These are three key aspects that reflect a strong endorsement of Garuda Indonesia’s commitment to innovation and sustainability.

1. Influence of Coverage on Brand Image
   The media offers robust coverage of the advantages, capabilities, and uniqueness of Garuda Indonesia, which plays a crucial role in shaping the airline's brand image. Positive assessments regarding the airline's achievements and innovations in utilizing SAF Bioavtur J2.4 enhance public perception of its reliability and forward-thinking approach. Furthermore, the narrative around Garuda Indonesia emphasizes its leadership within the aviation industry, contributing to a favorable brand reputation. An analysis of online mass media content reveals that Garuda Indonesia is perceived as a strong, well-known, and unique brand, which differentiates it from competitors. This extensive and positive coverage ensures that potential customers and stakeholders are well-informed about Garuda Indonesia's initiatives and strengths.
2. Brand Awareness Position
   Based on an interview with Ikhwan Hidayat, Garuda Indonesia ranks at the "priority" level within the five levels of brand awareness proposed by Koniewski. This positioning suggests that while the airline is recognized among the public, specific information about the SAF Bioavtur J2.4 innovation is still relatively new to some individuals. The interview results indicate a general awareness of Garuda Indonesia's sustainability efforts, reflecting a positive response from respondents. Such awareness is crucial, as it lays the groundwork for building deeper customer relationships and brand loyalty in the future. Overall, this

indicates that Garuda Indonesia has strong potential for growth, transitioning from brand recognition to customer loyalty as awareness of its initiatives expands.

3. Findings from Online Mass Media
   Online mass media tends to focus more on Garuda Indonesia than on Pertamina regarding the SAF Bioavtur J2.4 coverage, emphasizing statements and achievements from Garuda Indonesia. This trend highlights the media's role in shaping public perception and can significantly influence consumer attitudes toward the brand. Notably, only one outlet, CNN Indonesia, framed this achievement as a "success for Indonesia," thereby positioning it as a national accomplishment rather than merely a corporate success. Such framing elevates the significance of the initiative and reinforces a sense of national pride. Thus, the research problem was effectively addressed through the analysis results, illustrating that positive media coverage not only enhances Garuda Indonesia's brand image but also underscores its contribution to broader environmental goals and national achievements.

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