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ANALYSIS OF THE IMPACT OF COVID 19 ON THE LION AIR AIRLINE INDUSTRY

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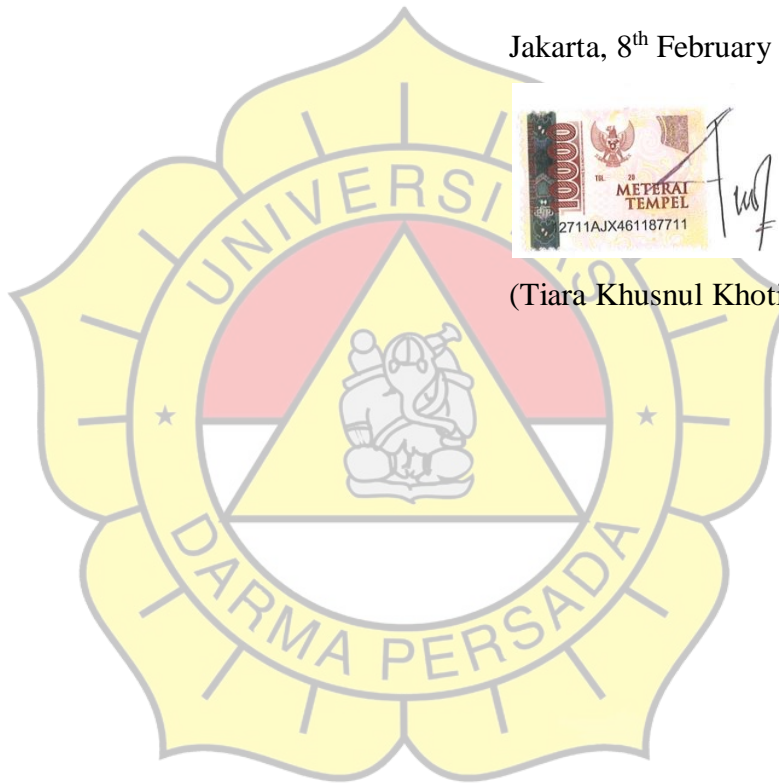
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ANALYSIS OF THE IMPACT OF COVID-19 ON LION AIR'S AIRLINE INDUSTRY

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Abstract

This research aims to determine the effects of COVID-19 in Indonesian airline sector, especially PT Lion Mentari Airlines. The decreasing number of passengers and the increasing number of the laid off employees are some significant effects of COVID-19 to the airline sector. It started in March, 2020. COVID-19 pandemic has madethe aviation sector under tremendous pressure. There have been 240,000 cancelled flights across Indonesia. This happens when the government issues several policies related to long-distance travel and automatically affects the aviation sector. The decrease in passenger numbers as the result of COVID-19 causes many obstacles to all of airlines. Therefore, it is affirmed that COVID-19 has become a serious global problem in recent years.

Keywords: COVID-19, Airline, Lion Air.

Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana dampak COVID-19 di dalam sektor penerbangan yang ada di Indonesia, khususnya Maskapai PT Lion Mentari Airlines. Penurunan jumlah penumpang serta banyaknya karyawan yang di PHK menjadi salah satu dampak besar yang terasa dalam sektor penerbangan. Hal ini mulai terjadi sejak bulan Maret tahun 2020. Pandemi Virus COVID-19 membuat sector penerbangan mengalami tekanan yang sangat luar biasa. Di seluruh Indonesia sudah ada 240.000 penerbangan yang dibatalkan. Hal ini terjadi ketika pemerintah mengeluarkan beberapa kebijakan yang berkaitan dengan perjalanan jarak jauh. Hal ini tentu saja berdampak pada sector penerbangan. Menurunnya jumlah penumpang mengakibatkan hampir semua maskapai harus menghadapi banyak kendala yang diakibatkan oleh virus COVID-19. Oleh karena itu sudah sangat jelas COVID-19 menjadi suatu masalah yang serius dalam setahun belakangan ini.

Kata kunci: COVID-19, Maskapai Penerbangan, Lion Air.

INTRODUCTION

Early 2020 became the beginning of the emergence of a new virus originated from Wuhan, China. The virus causes respiratory, digestive, and neurological problems. The quick and easy spread of this virus allows it to rapidly infect various regions of the world, not only in China, in a short of time. Outside China, 188 countries also encountered similar cases of the virus spread, including Indonesia. The disease caused by the virus was originally called ‘Wuhan Pneumonia’ which was later called Coronavirus disease 19 (COVID-19) by the World Health Organization (WHO). Corona Virus is a group of viruses from the Orthocoronavirinae in the family of Coronaviridae and the order of Nidovirales(Pardiyanto, 2020).

Case rates keep increasing daily and trackable in real time on a website provided by Johns Hopskin University. On mid-February, China bears a huge burden of morbidity and mortality compared to other Asian countries, in Europe and North America (Velavan

&Meyer, 2020). In Indonesia, the first case appeared on March 2, 2020 and it increases over time. Jabodetabek is listed as the first red zone area in Indonesia. The rapid and massive virus spread puts Indonesia in the 24th position of the highest COVID-19 cases in the world and the 9th position in Asia(Saputra & Salma, 2020). Therefore, the government issued a policy to reduce activities outside the house, known as Pembatasan Sosial Berskala Besar or large-scale social restrictions (hereinafter referred as PSBB), to anticipate the rapid spread of the COVID-19 virus, especially in *Jabodetabek* area (Kementerian Kesehatan, 2020).

Starting from 10th of April 2020, the implementation of PSBB itself refers to the Minister of Health Regulation Number 9 of 2020. The impact was then perceptible instantly when offices and industry disbursed their activities for two weeks. Schools, shops, shopping centres, markets, houses of worship, restaurants, hotels, and tourist attractions were also closed. Office and factory employees are then required to work from home (WFH), includes students and college students who are required to conduct the learning activities from home and also worship activities that has to be conducted at home. This policy was chosen as an option towards Adaptation to New Habits (*Adaptasi Kebiasaan Baru*) or what is known in Indonesia as the “new normal”(Saputra & Salma, 2020).

Not only in Jabodetabek, the rapid spread of the virus makes many regions in Indonesia also affected. PSBB that were initially only applied in Jabodetabek eventually expanded throughout Indonesia.

The major impact of PSBB implemented throughout Indonesia is the collapse of economic sector. Layoffs and the declining turnover of various small and medium businesses triggered difficulties and other impacts felt by wide community. But interestingly, the micro, small and medium enterprises (MSME) sector that at the beginning of the pandemic collapsed was discovered to develop vigorously and positively later from the online sector. This is implied from the contribution of MSMEs to Indonesia's GDP which continues to increase to about 60% in pre-pandemic period.

Meanwhile, from the transportation sector, activities related to people traffic, airlines that have wide route access to international routes also inevitably need to close some routes affected by COVID-19. Based on the data of Badan Pusat Statistik per first three months of 2020, the most affected jobs are transportation and warehousing which had a decreasing GDP percentage of 5.13% during COVID-19 pandemic (Sari, 2020). The COVID-19

pandemic has caused an unprecedented crisis in aviation sector (Albers & Rundshagen, 2020).

Many people choose to use air transportation rather than land transportation due to the speed and safety factors. It is undeniable that airplanes today have an important role and function for people's lives. Especially in Indonesia, which is an archipelago country, airplanes become one of the important transportation modes because of their advantages that could connect inter-islands in Indonesia efficiently (Setiani, 2015).

Sri Mulyani stated that Coronavirus or COVID-19 pandemic makes the aviation sector under tremendous pressure. Considering the number of flights also decreases in line with the restrictions imposed by the government in every country. Across Indonesia, there have been 240,000 cancelled flights (Hartomo, 2020). It is a bad news considering aviation is the most global industry that employs millions of people and supports tens of millions more, and becomes a nerve centre for international business and tourism.

Since COVID-19, some airlines in Indonesia have experienced many obstacles. This is due to the government rules decreased public interest to travel and they prefer to stay at home. Therefore, it is very clear that COVID-19 has become a serious problem in the recent year, including the aviation sector. Many airlines have to suffer many losses and other problems, one of which is PT Lion Mentari Airlines (Soehardi, Siddha, Hardiyono, Siswanti, & Hardpamungkas, 2020).

PT Lion Mentari Airlines or commonly known as Lion Air is the largest private airline in Indonesia. Lion Air is a low-cost airline based in Jakarta, Indonesia. Lion Air operates more than 100 Boeing 737-800/900ER airplanes. As one of the largest private airlines, Lion Air has experienced many obstacles during COVID-19.

THEORETICAL FRAMEWORK

COVID-19

Coronavirus disease is one of the viruses that leads to low to moderate levels of respiratory infections. The corona virus was first discovered in Wuhan, China by November, 2019. Coronavirus itself is not much different from other viruses. This is the seventh virus that has been identified. The virus that causes COVID-19 is called Sars-CoV-2. Coronavirus is zoonosis or a virus that is transmitted between animals and humans. There are four subfamilies of coronaviruses, namely alpha-, beta-, gamma- and delta (Velavan & Meyer, 2020). It is a new type of virus with a faster rate of spread and could eventually take more victims rapidly.

COVID-19 infection has a broad spectrum of severity ranging from an asymptomatic form to a severe acute respiratory syndrome that requires mechanical ventilation (Macera, Angelis, Sagnelli, & Coppola, 2020). The common symptom of COVID-19 infection includes acute respiratory symptoms such as fever, shortness of breath, and cough. The average incubation period is 5-6 days with the longest incubation period is 14 days. Corona virus is able to be transmitted through droplets that spread when a person sneezes, coughs, or talking (Direktorat Jenderal Pencegahan dan Pengendalian Penyakit, 2020).

Maskapai Penerbangan (Airline)

Maskapai penerbangan ('airline' in Indonesian language) is derived from Dutch language, "maatschappij" which means "company", then *penerbangan* (aviation) defined as a system consisting of the utilization of airspace, airports, aircraft, flight navigation, air transport, safety and security, the environment, as well as supporting facilities and other public facilities. According to Widadi A. Suwarno, airlines are aviation companies that issue flight documents to transport passengers and their baggage, as well as consignments, and postal items by airplane (Suwarno, 2010). Meanwhile, according to R. S. Damardjati, airlines are government-owned or private companies that specialize in air transportation services for public passengers both scheduled and unscheduled (Darmadjati, 1991).

According to the Law No. 1 of 2009 regarding to Aviation, Article 1 Paragraph (25), air transportation is a commercial air transport business entity, a licensee of commercial air transport activities that conduct commercial air transportation activities based on the provisions of the law or business entities other than commercial air transport business entities that make commercial air transport agreement contracts. The carriers on air transport are companies or airlines that own operating permits from the government using civilian airplanes at cost.

Lion Air

PT Lion Mentari Airlines is an airline company. Lion Air is under the auspices of PT Lion Mentari Airlines which was founded by Rusdi Kirana. Since its inception, Lion Air has aimed to introduce low-cost flights for Indonesians.

Lion Air is one of the leading airlines in Indonesia which has a network of routes in Indonesia, Singapore, Malaysia, Vietnam, and Saudi Arabia as well as charter routes to China and Hong Kong. This airline was established on November 15, 1999 based on the

Usaha Angkutan Udara Berjadwal license from the Directorate General of Air Transportation Number KEP/267/XI/1999(PT Lion Air, 2021).

Precisely in October and began operations on June 30, 2000. Headquartered in Lion Air Tower, Gajah Mada Street number 7, which is located in the Central Jakarta area. Lion Air is one of the low cost carriers with the slogan "We Make People Fly"(Permana, 2018).

RESEARCH METHOD

This research used a qualitative approach or conducted by understanding the phenomenon of what the research subjects understood. Qualitative methods are not conducted through statistical procedures or other forms of calculation and seek to understand a particular event from the perspective of the researcher.

Qualitative research is a method that is used to investigate, find, describe, and explain the quality or features of social influences that could not be explained, measured or described through a quantitative approach (Saryono, 2010:1).According to Straus and Corbin in Cresswell, J (1998:24) Qualitative research is a type of research that produces findings that could not be achieved using statistical procedures or other means of quantification (measurement).

RESULT AND DISCUSSION

"Battered" is an appropriate term to describe the current global economic situation. Since the establishment of Covid-19 as a pandemic by the World Health Organization (WHO), no country has been declared completely clean 100% of this outbreak.

The spread of Covid-19 in a country is very dependent on the acceleration and wide spread of outbreaks in the region. The effectiveness of government policy also serves as one of the important things in preventive steps taken. In addition, the level of public trust to the government is also an important preventive supporting factor in a region of the country.

For the territory of Indonesia itself, Indonesian government officially announced that two people were positively infected with COVID-19 on March 2, 2020. On the other hand, Pandu Riono, an Epidemiology Expert from Universitas Indonesia (UI) declared that SARS-CoV-2, the virus causing of Covid-19 disease, has actually entered Indonesia since early of January(CNN Indonesia, 2020).

Data from the DKI Jakarta Department of Health shows that since the beginning of February, there has been an increase in the number of people experiencing COVID-19

symptoms with a negative test result, even though they have been infected concerning from the incubation period (CNN Indonesia, 2020). Data analysis strengthens additional evidence of the flight history from Wuhan, China to several cities in Indonesia. This explains that flights are the first gateway for the entry of the COVID-19 virus in Indonesia. The crowded activities of domestic and international flight in Indonesia has accelerated the virus spread. This is also what directly makes aviation one of the most affected parties by COVID-19, especially the commercial aviation industry sector (Alam, 2020).

The Transportation Research and Development Agency (*Balit-banghub*) from Indonesian Ministry of Transportation, is working with Universitas Indonesia (UI) to conduct joint research related to the impact of COVID-19 on the air or aviation transportation sector in Indonesia, hoping that the results are able to produce a comprehensive policy brief that is applicable by the government.

President Director of PT Angkasa Pura II, Muhammad Awaluddin, said that due to the severe impact of COVID-19, the total movement of airplanes and the number of passengers at all AP II airports reached minus value by almost 90% within 1 month (Hidayat, 2020). Inferred from data, the large decrease happened in February to March by about -27.8% month to month until then Pembatasan Sosial Berskala Besar or large-scale social restrictions is applied, as well as the restrictions on homecoming (Kementerian Perhubungan, 2020). March to April decreased by about -83.8% month to month on a traffic basis. Then, the condition is also the same -85.5% month to month on April to May. Finally, it was concluded that May is the bottom point (Novika, 2020).

Based on that, it is important for Indonesian government to understand how COVID-19 impacts the performance of aviation business. The government's irresponsible move to close all international and domestic transportation access has resulted in the emergence of some sustainable and difficult impacts to avoid. Here I summarize from various sources, some of the impacts on the commercial aviation sector that are clearly visible, such as:

1. The decrease in the number of flight transportation mode passengers.

The decrease in the number of flight transportation mode passengers is one of the impacts of COVID-19. According to COVID-19 data, Indonesia lost about 60-70 million people who conducts activities through air transportation. Denon Prawiraatmadja as the Chairman of INACA explained that as a comparison, in 2019, the number of domestic and international passengers was around 91 million and currently has only about 30 million flights still occur (Ramadhian, 2020). The decrease in the

number of airline users occurs in almost all airlines in Indonesia except Garuda Indonesia. Adzkie Arif as a marketing and content creator explained that Garuda is still stable compared to other airlines because it is still actively absorbing upper-middle class passengers (Novika, 2020). As of March 26, 2020, Garuda Indonesia's website traffic dropped to only 240.2 thousand visits; Citilink dropped to 166.5 thousand visits, Lion Air became only 257.9 thousand, Batik Air became 74.6 thousand, and Sriwijaya Air became 35.3 thousand active user visits. The significant decrease in the number of airline users in Indonesia is partly due to the government's policy of the long-distance travel ban and announcement to reduce mobility to prevent the spread of COVID-19 (Wachyuni & Kusumaningrum, 2020). Another things happened are the increase number of closed tourist attractions and the strict health protocols before taking any trips, such as the obligation to conduct Swab Test to complete the health certificate, checking body temperature, mandatory use of masks, and mandatory 2-weeks quarantine after air travel. All of these rules make many people choose to postpone or cancel their long-distance travel plan by airplane.

2. Maintenance cost of airplane during pandemic.

When COVID-19 entered Indonesia, the government finally issued a policy to lock down and restrict public activities to prevent the spread of the virus. This is enforced and resulted to the decrease in the passengers' number of commercial airlines and affected on the financial condition of each airline. The reduced income would also affect the expenses spent, such as the maintenance cost of the airplane that correlates with the age of it. Every year, airlines are not able to replace every unit of aged airplane, so that the need for airplanes maintenance is allocated. However, when airplanes already require many components to be repaired or replaced with new spare parts, the airline will perform economic calculations related to the continuance use of this airplane. From these repairs and maintenance, the addition of load also adds more fuel consumption of the airplane and increases the cost of airplane fuel. In addition, the availability of spare parts and maintenance facilities are also a consideration of the economic level of the aircraft (Soejadman, 2021).

3. Financial Instability and Effect on Any Field.

On the other hand, limitations on transportation in the domestic and cross-border sphere had a significant effect on the level of revenue in the commercial airline sector.

Where so far, the aviation sector has made many significant contributions both directly and indirectly to the economy and activities of human civilization. Directly, the world of aviation has provided many jobs, tax receipts, and investments such as tourism and others. Meanwhile, indirectly, the aviation world has provided services for input mobility and labor, as well as product marketing among industry (Daruwaskita, 2020).

4. Employees Forced Termination

On the other hand, the weakening activities of commercial aviation due to COVID-19 pandemic also impacts employees working in this sector. Forced termination of employment due to the weakening of the airline company's economic balance sheet is difficult to avoid. As a result, it is not impossible that COVID-19 pandemic could pose a threat of bankruptcy to the commercial aviation industry. For some national airlines, there have been many terminations (layoffs) and reductions in workers due to the non-renewal of contracts:

a. Lion Air Group

Lion Air group, which includes Lion Air, Batik Air, and Wings Air, has announced the reduction of Indonesian and foreign workers (expatriates). The reprimand of worker is conducted due to the expiration and unrenewed employment contract. The total number of terminated workers are by approximately 2,600 people (Anwar, 2020).

b. AirAsia Indonesia

AirAsia Indonesia has announced a reduction in workers through information disclosure at the Indonesia Stock Exchange (IDX). Indah Permatasari Saugi as AirAsia Indonesia's Company Secretary, per December 2019, the number of AirAsia Indonesia employees, both permanent and temporary employees, reached 1,691 people, currently 1,645 people, or there is a decrease of 46 people (including resignations). Inferred from further data, the number of forced terminated employees is 9 people, the number of homeless 873 people, the number of employees affected by other status (e.g. 50% pay cut and others) reached 328 people (Saleh, 2020).

Then, the impact of COVID-19 is also occurring in several airlines in Indonesia, including Lion Air. Some of the impacts of COVID-19 faced by Lion Air are:

1. Route Limitation

Lion Air prioritizes aspects of safety, security, and flight comfort for the crew, passengers, and staff on duty. Therefore, Lion Air restricts a number of routes. Some

Lion Air flight routes were also suspended due to the government policy and local authorities to close the flight route. Lion Air had temporarily suspended domestic operational services connecting from Papua or to Papua. This policy runs from March 26th, 2020 at 00.00 WIT until April 9th, 2020 at 23.59 WIT (Azka, 2020).

2. Employees Forced Termination

Danang Mandala Prihantoro as Lion Air Group's Corporate Communications Strategic, stated that due to the decrease in occupancy rate, Lion Air decided not to renew the contracts of some employees with expired contracts. The reduction method is based on the expiry and non-renewal of the employment contract period (Suryowati, 2020). There are approximately 2,600 unrenewed employees contract in Lion Air because of the outbreak of Corona Virus which gives rise to some transportation restriction rules that have a negative impact on a company. Downsizing employees is one of some options to anticipate losses (Anwar, 2020).

3. Decrease of Flight Ticket Price

Lion Air decreased the price of flight tickets from October 23rd, 2020 to December 31st, 2020 because of the government policy related to the stimulus of subsidized air passenger service (PJP2U) fares at 13 airports in Indonesia (Aditya, 2020). Mechanically, Lion Air would follow and comply with 13 airports that have been determined, such as Medan, Batam, Jakarta, Banyuwangi, Yogyakarta, Labuan Bajo and others (Suryowati, 2020).

4. Decreased financial stability

According to the data of Badan Pusat Statistik, the number of domestic air transport passengers departing in March 2020 was 4.6 million people, down 20.84 percent compared to February 2020 (Sabeilai, 2021). Large-scale social restrictions (PSBB), route restrictions and also a decrease in passenger numbers are the causes of Lion Air's unbalanced financial condition, due to the mandatory operational activities of the flight require costs, but at the same time not getting sufficient income (Daruwaskita, 2020).

5. Difficulty paying the airplane rental cost

The world of aviation industry is currently in a situation beyond its capabilities that is unprecedented. As a result of COVID-19, Lion Air sued by an airplane rental company Goshawk Aviation Ltd. The lawsuit was filed at the High Court of Commerce, London, United Kingdom with a compensation value of USD 12.8 million (£10 million) equivalent to Rp 189.4 billion (Hikam, 2020).

CONCLUSION

Based on the results and discussions that have been described earlier, it could be concluded that COVID-19 pandemic has given many negative impacts on the world of aviation. Starting from March 2020, the COVID-19 virus pandemic has put the aviation sector under tremendous pressure, including to PT Lion Mentari Airlines. This pandemic has brought many loss to the citizens as passenger, the company, and the employees working in the sector. Lion Air, which has become an airlines of choice for the community, now encountering many impact caused by COVID-19, such as route limitation, forced termination, decreasing ticket price and economic stability, and difficulty in paying airplane's rental cost. Because of these five things, Lion Air finally developed a new strategy in order to survive the pandemic and continue to conduct flights comfortably and safely.

The government policies are expected to provide the best solution for those who are very affected by the pandemic. Strict but not repressive policies are expected to be implemented immediately in order to boost economic growth in various sectors, including commercial aviation transportation. Lion Air is advised to develop and implement strategies to increase flight ticket sales, accompanied by a careful and profitable financial strategy for all parties so that the financial side that previously experienced problems due to the pandemic is immediately resolved, both for the company and employees. Finally, the community should support government steps and policies in an orderly manner. Constraints in this study are the few available journal articles and the lack of data related to Lion Air.

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