

Abstract

The study on “The Analysis of Structure and Content of Airline Business Corporate Blog” with the aim to study into the amount and characteristics of content of corporate blog and study into the structure of corporate blog and understand the relational maintenance via corporate blog by using research methodology of content both in quality and in quantity. The researcher selected the population in studying airline business corporate blog by purposive sampling; population included Delta Airlines, Southwest Airline and Malaysia Airlines for 3 corporate blogs. The researcher had taken 5 months in collecting data ranging from November, 2008 to March 2009.

The research results on part of quantitative research were found that corporate blog of Delta Airlines presented all content for 103 times and with other content sides appearing at most which was 32.03 percent, secondly it was content on image which was 25.24 percent, and content on marketing communications for 19.41 percent, respectively. Corporate blog of Southwest Airlines presented all content for 142 times with other content sides appearing at most for 36.61 percent, secondly it was content on corporate advertising and advocacy for 23.23 percent and content on employee relations for 21.83 percent, respectively. Corporate blog of Malaysia Airlines presented all content for 83 times and with employee relations appearing at most for 45.78 percent, secondly it was content of corporate blog on other sides for 20.48 percent and content of corporate blog on corporate advertising and advocacy for 19.27 percent, respectively.

According to the amount of content appearing on these 3 corporate blogs, it revealed that corporate blog showed content of various stories in daily lives that were not concerned with corporate at most but still focused on presenting content on image, corporate advertising and advocacy, and employee relations; the characteristics of content of corporate blog was that the story was presented through the employees without being from public relations directly, as well as bringing story of others who were customers of the corporate and the famous people to be on their own blog in order to

make the blog more attractive and interesting. On part of particular information such as reception, airplane maintenance, or service on board, the story was written from the employee who was directly responsible for such story.

The structure of the blog was with main elements that revealed that blog was interactive media which was dominance of internet media. The interaction through blog of the corporate with audience was the need of message sender and audience to meet the need in communication of the other side; that is, corporate as the message sender could collect data concerned with audience, interest, need by relying on the characteristics of data collection via registering as member of the blog to use to benefit the corporate; especially, the aviation industry which was the industry with high level of investment. Therefore, data which could be collected would be brought to develop the corporate more. Moreover, the characteristics on reciprocal communication helps the audience or customers of the corporate in communicating with the corporate via comments board. Besides, the interaction on connectedness which would lead the reader to other related websites or blogs is the reflection on nature of internet media or potential of the blog.

Interaction of internet media on reciprocal communication was very important to the process of creating relationship with the target group because it can respond both on access and openness. Therefore, it shows that the factor on access and openness is the main factor that corporate blog should have in order to create relationship with target group via blog. For factor on social networks and sharing tasks, it would make blog become more connected and would support the audience to look for information more easily. Furthermore, the factor on positivity is considered the one that would help create relationship including creating fun or being easy to look for information on web and make the blog look interesting. For all of this relationship, the terms and conditions must be accepted in using blog via Assurance process.