

MARKETING STRATEGY AND PROMOTION OF INTEREST IN LEARNING DRIVING USING CANVAS MODEL BUSINESS APPROACH METHOD (Case Study Of Pratama Jaya Driving School In Depok)

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ABSTRACT

Pratama Jaya driving school is a company in the field of driving course services in Depok City, West Java. The customer segmentation targeted by the Pratama Jaya Driving School includes students and employees in Depok City who do not yet have the ability to drive but have the intention to learn to drive. Research objective: evaluate the form of the Pratama Jaya driving school business by collecting the required data such as the existing business model, internal analysis data such as customer profiles by interviewing the company owner and data analysis using literature studies. This research uses the Business Model Canvas which is a method for developing a business by giving an overall picture form represented by nine blocks. Methods: using a questionnaire distributed by the community including students and employees over the age of 17 in the city of Depok with indicators made for the required data requirements. Results: From the SWOT analysis, the Business Model Canvas is obtained as a consideration for the proposed strategy. Conclusion: the Canvas business model is suitable to be applied to the Pratama Jaya driving school.

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1. INTRODUCTION

As a service provider where according to Kotler, the definition of service is: service is any activity or benefit offered by one party to another, which is basically intangible and does not result in any ownership. Services do not result in ownership of anything like products, because services are invisible in nature, but in the form of providing assistance in satisfying customer needs and or desires with or without certain rewards in return. Pratama Jaya Driving School in Depok is a formal class or program that prepares a new driver to get a study permit or driver's license. This course can be done in the vehicle. Topics of instruction in teaching include how to drive, control a car and include traffic codes or laws and the operation of vehicles. Usually,

Education is meant to complement the knowledge gained from government printed driving handbooks or manuals and prepare students for exams to obtain a driver's license or study permit. In-car instruction places students in a vehicle with an instructor. Cars equipped with dual controls, which at least have an additional brake pedal and possibly other controls on the passenger side.

Pratama Jaya Driving School is a service provider that is not widely known by the surrounding community, from these problems the income is not too heavy. In addition, the Pratama Jaya Driving School only uses media such as banners in front of the office and uses some of its students to disseminate information about the whereabouts of the course. Even though it has a Key Partner, namely working with onedigital printing places to make banners and banners, it seems that this business cannot be assessed enough to attract more customers. For key resources, there are 3 tutors who usually train students and 1 secretary to look after the office and take care of prospective applicants who come to the office, with a few key resources it will be quite a burden because you have to bear the students who practice every day from morning until the evening, this is felt to require additional labor in the form of additional tutors or others.

Basically this company was founded about 20 years ago and still has many problems to be solved, therefore the modeling of this company's business is still quite irregular, besides that the Business Model Canvas method was chosen because this method will evaluate and analyze 9 business modeling, among others, such as customer segment, value proposition, channel, customer relationship, revenue stream, key resource, key activity, key partner, and cost structure, then from the 9 points each problem will be sought so that it can be analyzed and can be completed using the Business Model Canvas method.

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Where there are increasing sales of motorized vehicles, based on data from the Association of Indonesian Automotive Industries (Gaikindo), car sales on a wholesale basis or from factories to dealers throughout 2022 will reach 1,048,040 units. Compared to wholesale sales in 2021 which reached 887,202 units, sales in 2022 have increased by 18.1% (Aulawi et al., 2021). This shows that there is an increase in car sales in Indonesia so that more and more people have them, more and more people want to learn to drive them, but with poor marketing conditions, Pratama Jaya Driving School is not well known and this is one of the things that underlies this research.

Therefore, the authors focus on research on how to develop a marketing strategy at the Pratama Jaya Driving School by using the Business Model Canvas in their analysis.

2. LITERATURE REVIEWS

Canvas Business Models

Quoting the book Business Model Generation based on Osterwalder's research, it can be explained that the Business Model Canvas includes around 9 details on business modeling with 4 main focuses, namely customers, supply, infrastructure, and financial feasibility. In previous studies, analyzing the Business Model Canvas used several stages such as explaining the points of the Business Model Canvas, SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), business model environment, and value proposition canvas.

SWOT analysis

To assess a SWOT analysis it is necessary to provide different perspectives on the form of a business model, the Business Model Canvas itself provides a form of directed focus. SWOT is a way or method used to evaluate the strengths, weaknesses, opportunities and threats of the company.

Business Environment Analysis

Business Model Environment is a form of business modeling established and implemented in environmental protection. Environmental mappingit will be very useful to provide bonus points for companies to obtain information.

Value Proposition Canvas

The Value Proposition Canvas explains how a product or service is offered to provide value to customers with the needs that they expect consumers to have. The value proposition Canvas consists of two parts, namely the customer profile and the value map (Osterwalder & Pigneur, 2010).

3. METHODS

The method that the author uses in this study is observation of the environment and also study of the literature where we observe how the current marketing strategy at the Pratama Jaya Driving School is then formulated using the Business Model Canvas and also a SWOT analysis based on the literature studies that have been conducted.

The author analyzes by using the Business Model Canvas and also SWOT Analysis in order to get a marketing strategy that is in accordance with the conditions being experienced by service providers and can solve problems with formulas that can identify everything in a company briefly but in detail.

4. RESULTS AND DISCUSSION

Prama Jaya's Existing Business Model

The Pratama Jaya Existing Business Model using the Business Model Canvas is a method for developing a business by giving an overall picture form represented by nine blocks, including:

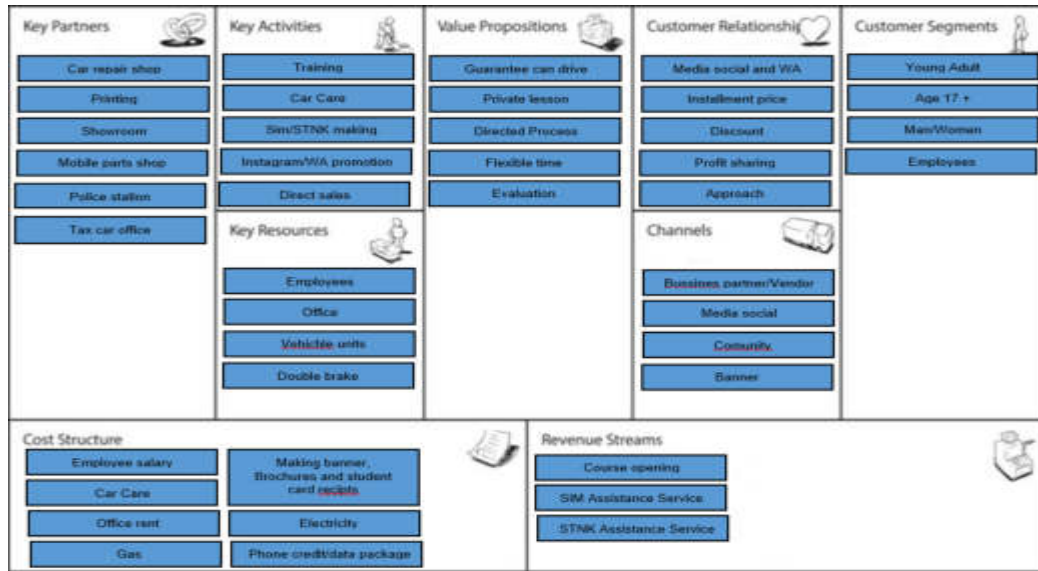


Figure 1. Pratama Jaya's Existing Business Model

Customer Profiles

Consumer data can be used to determine customer needs profiles, requests from customer segments, both individual customers and business customers. Consumer data was obtained from interviews and observations and supplemented by literature studies. A number of points observed describe the condition of the customer. With this, the author uses the value proposition canvas which is a tool to get to know more about a product or service, what are the needs of consumers, so that we can create value for consumers according to their needs.

1. Customer Jobs: To get cheap and easy learning so they can drive a car safely.
2. Customer Pain: Not on time so that learning time is cut off and not optimal in learning to drive.
3. Customer Gain: Making customers comfortable with low prices but with quality service and complete information.

Environmental Analysis

The following below is an analysis of the Pratama Jaya Driving School environment:

1. Marketforce
 - a. There are some jobs that require the ability to drive a car
 - b. Driving course institutions are still quite a few
 - c. Few people can drive
 - d. Other course institutions put expensive prices
2. Key Trends
 - a. Use of social media
 - b. Government Regulations
 - c. Empowerment of Regional SMEs
3. Industrial Forces
 - a. competitors
 - b. There are still many people who do not know the existence of this company
 - c. The customer chooses another agency
4. Macroeconomics Trends
 - a. The number of investors increased
 - b. Driving course institutions are SMEs with quite a large income

SWOT Analysis and Proposed Strategy Design

The following below is a SWOT analysis with its proposed strategy for the Pratama Jaya Driving School:

A. Strength (S) :

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1. The quality of services offered is good
 2. The service price set is affordable for consumers
 3. The effect of location on business continuity is good
 4. Maximum customer service
 5. Good service quality assurance to consumers
 6. Good cooperation with the insurer
- B. Weaknesses (W):
1. High level of vehicle rental rates
 2. High risk of decreasing income
 3. Limited number of high vehicles
 4. Limited number of high employees
- C. Opportunity (O):
1. Ability to capture good market share
 2. Good company cooperation with consumers
 3. The positive impact of the diversity of products offered
 4. Good corporate image in the eyes of consumers
 5. Positive response of consumers to the company's services
 6. Positive response to driving course services
 7. The level of people's purchasing power
 8. Market demand level
- D. Threats (T):
1. High level of business competition (Many other Driving Schools)
 2. The risk of a high vehicle driving course business
 3. The risk of freelance workers is high
 4. Market demands in high vehicle rejuvenation
 5. The crime rate of vehicle theft is high
 6. High growth driving course business around
- E. SO Strategy (Strengths and Opportunities):
1. Intensifying promotions in the consumer market will be addressed
 2. Always innovating on the products offered
 3. Provide quality assurance for the products offered
 4. Providing maximum service to consumers
- F. WO Strategy (Weaknesses and Opportunities):
1. Implement competitive prices on the products offered
 2. Provides a selection of course packages at affordable prices
 3. Using the right promotional media to attract market interest
 4. Increase the number of vehicles both from loans and new purchases
 5. Increase the number of employees in sectors that experience shortages
- G. ST Strategy (Strength and Treats):
1. Apply prices compete on the products offered
 2. Provide security for each vehicle
 3. Attract employees with careful consideration
 4. Using the latest vehicle
 5. Have innovation so that it has character compared to other businesses
- H. WT Strategy (Weaknesses and Treats):
1. Setting competitive prices but not detrimental to the company
 2. Selection of competent and trustworthy employees
 3. Attract market share in accordance with company goals
 4. Increase security on the vehicles used in the course
 5. Routine vehicle maintenance thereby minimizing risks for the company

Based on the information in the table of internal strategic factors/table of external strategic factors (IFS/EFS), it can be described as follows:

- a. SO Strategy (Strengths and Opportunities) This strategy is carried out to take advantage of the company's strengths to capture the opportunities that the company has. Using promotional media that is right on target according to the market to be targeted by the company so that it is right on target. Innovate the types of products offered and ensure the quality of the products offered and provide maximum service to consumers to get a good image of the company in the eyes of consumers.
- b. Strategy ST (Strength and Treats) This strategy applied where the strengths possessed by the company are used to overcome threats that may be faced by the "Pratama Jaya Driving School" driving course. Companies can set competitive prices to avoid threats from business growth in the same field and companies will excel if the vehicles offered are vehicles with new years of manufacture. To overcome the threat of driving courses "Pratama Jaya Driving School" can also use technology as a vehicle safety device to avoid criminal acts. Companies must also strengthen a good image in the eyes of consumers so that the business that is run by the "Pratama Jaya Driving School" driving course remains consistent.
- c. WO Strategy (Weaknesses and Opportunities) This strategy is implemented when there are opportunities for the company to overcome business threats. Companies must innovate to capture existing opportunities in order to have character in the eyes of consumers, as well as set product prices competitive so as not to lose to other companies. The company also needs to rejuvenate the vehicle in accordance with current market needs and the need for security on the vehicle in order to minimize the risk of crime in theft of training vehicles.
- d. WT Strategy (Weaknesses and Treats) This strategy is implemented when a company must be able to overcome weaknesses that the company has in order to avoid business threats. will be faced. The company must be able to meet the shortage of vehicles and employees who are lacking from the company. Focus on targeting market share so that the goals of the company can be fulfilled first. The selection of non-permanent employees is in accordance with their expertise but can be trusted for their performance, for example with recommendations.

The right marketing strategy applied to the "Pratama Jaya Driving School" driving course for now is implementing the SO (Strength Opportunities) strategy. The SO (Strength and Opportunities) strategy is carried out to take advantage of the company's strengths in order to capture the opportunities that the company has. Using promotional media that is right on target, namely promotional media with an internet network because promotional media with an internet network is very appropriate for use in the modern era, consumers can access their requests easily and flexibly because they can be done anywhere and anytime. do marketing with social media and website.

Promotional media with internet networks can minimize company operational costs. Innovate the types of products offered and ensure the quality of the products offered and provide maximum service to consumers to get a good image of the company in the eyes of consumers.

Key Partnership	Key Activities	Value Proposition	Customer Relationship	Customer Segment
Car repair shop	Training	Guarantee can drive	Media social and WhatsApp	Young (gilt)
Printing	Car care	Private lesson	Installment price	Age 17 +
Showroom car	Making SIM-STNK	Direct process	Discount	Man/Woman
Mobile parts shop	Increasing training quality	Flexible time	Profit sharing	Employees
Police station	Improve development marketing company	Evaluation	Approach	
Local government	Promotion on Instagram and WhatsApp	Struggle	Develop special additional meetings	
Political party chairman	Direct sales	Have tagging campaign	Develop office facility	
	Key Resource	Have driving car tutorial	Chanel	
	Employees		Blog	
	Office		Business Vendor	
	Vehicle units		Media social	
	Double brake		Community	
			Banner	
			Company blog	
Cost Structure		Revenue Streams		
Employee salary		Sales coaching		
Car care		STNK Assistance Service		
Office rent		SIM Assistance Service		
gas		Commission on car sales		
Making banner, Brochures and student card (sepatu)				
Electricity				
Telephone, pulse and data package				
Developing promotions				
Developing discount				
Developing orders to local Influencer				
Office car				

Blue : Still
Yellow : Improved
Green : Created

Figure 2. The updated business model design for the Pratama Jaya Driving School

5. CONCLUSION

The following below is the conclusion of the research that has been carried out and released the results in the form of a renewed business model design for the Pratama Jaya Driving School: Showroom car, local government, political party chairman has created. Car care, promotion and instagram and whatsapp, direct sales, has improved.

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