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Design and Implementation of the DuaEnam Garage Business In Sleman, Yogyakarta

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Abstract

The establishment of the DuaEnam Garage business was due to support from the author's parents, who are also involved in the world of the vehicle business. This business follows the trend of vehicles that are currently busy in the market. DuaEnam Garage is located in Sleman Regency. Overall, this business prioritizes marketing through on line. This writing aims to find out whether digital marketing is feasible or not in the current era. In marketing through digital marketing, DuaEnam Garage also pays attention to good business ethics in digital marketing. With activities in paying attention to digital marketing strategies and business ethics, it can significantly influence the increase in visitors and better recognition of the DuaEnam Garage business as well as an increase in the number of followers and views on social media and the DuaEnam Garage marketplace.

Keywords: Digital marketing, Social media marketing, Business ethics, Audience, Marketplace, Marketing strategy

INTRODUCTION

The quick development of already-existing roads and the quick building of newly constructed state-owned roads are factors that drive the growth of business life, particularly in the automotive industry. These factors also increase the mobility and activity of people who use vehicles, which raises the current density of communities. As a result, people will have more spending power and purchase motorbikes as a convenient way to get around traffic jams. As a

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result, there will be a greater demand for motorcycles as a mode of transportation, necessitating the need for businesses to be able to implement appropriate policies. the field of transportation. For a variety of reasons, motorcycles are becoming a common mode of transportation. Moreover, now it can be purchased with a loan with a very affordable down payment, so for some people the credit offer is so attractive that they are interested in buying a motorbike.

Aside from that, motorcycles are a highly useful form of transportation because they can avoid traffic jams and are small enough to be carried almost anyplace. Keeping in mind that as the population grows, more and more modes of transportation are utilized, which leads to traffic congestion on the roads; motorcycles are seen to be highly effective at releasing traffic jams. The third reason is that motorcyclists use far less fuel than vehicles do, which results in cost savings. A car can only go 5–15 kilometers on a single liter of gasoline, whereas a motorbike can travel an average of 50 kilometers on a single liter.

Taking these three factors into account, it is not surprising that the number of motorcycle riders has expanded dramatically in recent years as more people choose motorcycles over other modes of transportation for daily travel. Motorcycles can be weak, with sections of the engine, body, or switches breaking down, although few riders are aware of these issues. When damage to a motorcycle happens at an unsuitable time, most riders choose to take their bike to a repair shop or to a specialist in engine repair rather than attempting to fix it themselves. Another issue is that many motorcycle owners don't know how to maintain their vehicles and just rely on their owner's handbook, which can be expensive if you need to have it repaired. However, the use of simulation can help owners or users learn how to maintain or repair their motorbike without having to dismantle the vehicle in normal conditions. With simulation learning media, they can visually understand the motorbike maintenance process, which is also part of the efforts of most motorbike buying and selling entrepreneurs to improve service quality and maintain competition in the repair shop market.

The automotive industry is experiencing rapid development, which is reflected in the increase in the number of vehicles owned by the public and the volume of vehicles on the road. The rapid growth of motorbikes cannot be separated from the existence of many motorbike companies with various brands, which strive to create innovative products with advanced features, the best quality and competitive prices to maintain market share. This phenomenon also provides opportunities for the business of buying and selling used motorbikes, which is proven by the increase in used motorbike exhibitions. Many consumers choose used motorbikes because

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they don't want to wait too long to get a new vehicle from an official dealer. This high demand has encouraged significant growth in the used motorbike showroom business. Apart from that, some people choose used motorbikes because the price is more affordable compared to new ones, although used motorbikes are not always of bad quality. Vehicle auctions held by rental companies such as Adira Finance, BAF, and OTO Finance offer quality vehicles that make it easy for customers outside the area to buy online safely. This also makes it easier for motorbike dealers to obtain selling capital.

When buying a used motorbike, consumers not only consider a more affordable price compared to a new product, but also pay attention to the quality, capital and condition of the vehicle offered. The ease of getting motorbike credit from dealers and leasing with a fast process is also a factor that triggers purchasing interest, which ultimately increases the number of motorbike owners every year. The need for used motorbikes is influenced by various factors, including economic, social and social levels. When people's needs increase, this creates opportunities to reduce expenses by buying used goods at more affordable prices but still of good quality. In the marketing context, companies must understand consumer needs and desires as an important factor in implementing appropriate marketing strategies to provide consumer satisfaction, which ultimately becomes the key to the company's existence. With the development of technology, information systems and technology have had a major impact on the business world, giving rise to new business models in digital services such as e-commerce, transportation services and financial planning services. However, intense competition between traders often encourages unethical practices in running business.

Business ethics is knowledge of management norms and procedures that take into account moral standards that generally apply. Good business ethics are the key to a company's long-term sustainability, while companies that are built without paying attention to ethics tend to be unsustainable. Unethical business practices not only harm society, but also harm business itself, especially in the current digital era where the impact can be wider and even pose a global threat. Although business people are often aware of the consequences of ethical violations, many such violations still occur. Therefore, awareness of the importance of business ethics must continue to be increased, especially in this digital era. Some common ethical issues in the digital era include photo theft, fraud, theft of business ideas, spreading spam messages, and other violations. These practices not only violate business ethics, but can also reduce public interest and trust in online buying and selling. Customer trust is very important for digital-based companies because

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transactions are carried out without direct meetings between sellers and buyers. Therefore, companies must act fairly, honestly, responsibly, respect competitors, and comply with applicable laws. By implementing digital business ethics, entrepreneurs can increase competitiveness and create high value. Understanding consumer behavior and the marketing environment is important in winning competition in this increasingly fierce market.

Companies must be adaptive to changes in consumer needs and desires to become winners in product marketing and maintain customer loyalty. Apart from that, setting the right price is also crucial for success in marketing products or services. Business ethics is an important foundation in running a company that serves consumers. Business basically exists to meet society's needs, and in the era of globalization, competition has become commonplace, often without paying attention to business ethics. In Islamic teachings, business is recommended but must comply with the values of the Al-Qur'an and Sunnah of the Prophet, which contain business ethical rules such as honesty, responsibility, prohibition of usury, and others. Unhealthy competition between traders often occurs due to differences in sales principles and methods, but product quality remains a determining factor for consumers before purchasing, especially in terms of features, durability and performance of the products offered.

In the motorbike industry, entrepreneurs as manufacturers always strive to improve the quality of their products, provide superior performance, and ensure the availability of adequate spare parts. Factors such as high resale prices, product quality, spare parts availability, and good engine performance are very important in attracting buyers. With resale prices still high, consumers are expected to be able to trust that their investment in motorbikes will end with maximum satisfaction, while considering quality, affordable prices and good spare parts availability. This becomes the basis or reference for consumers in making decisions to purchase motorbikes.

RESEARCH PURPOSE

The following are some of the objectives of this research:

1. Understand and then explain Does digital marketing influence purchasing decisions in the DuaEnam Garage business
2. Identify and then explain about How do you try to serve consumers by applying business ethics to the DuaEnam Garage business.

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Business Plan

DuaEnam Garage is a used motorbike showroom which was founded at the encouragement of parents who own a motorbike showroom in Yogyakarta. Apart from selling and buying used motorbikes, they also offer trade-in services and arranging vehicle documents through collaboration with service bureaus in Yogyakarta, as well as providing workshops for the general public. This business aims to take advantage of existing opportunities by following developments in the surrounding environment, which directly or indirectly affect business performance. In improving marketing, DuaEnam Garage focuses its efforts online due to limited physical space for buying and selling transactions. Revenue through online marketing continues to increase due to convenience, product affordability and cheaper prices compared to offline shopping. Support from parents, who have their own motorbike showroom, makes it easier to operate this business with an existing customer base. Collaboration with Adira Finance, which has been running in the parent business, also provides benefits for DuaEnam Garage in handling credit payments. Apart from that, this business can also use the name of the parent business to participate in auctions and collaborate with related parties.

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Figure 1. Business Logo

The organizational structure of a company is an arrangement that regulates the division of tasks and individual roles within the company, often represented in the form of a diagram or hierarchical line with a description of each part of the company. With this structure, each human resource has its own role and responsibility. The main goal is to facilitate the division of work tasks and responsibilities in the company, as well as placing individuals according to their skills. A successful organizational structure is usually organized and clear, supporting the growth of the company and achieving the vision or goals set. Organizational structure is also an important tool for achieving the organization's vision and mission by supporting organizational strategy, managing resources effectively, coordinating activities, developing internal and external

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relationships, and distributing tasks and responsibilities effectively. Through organizational structure, organizational leaders can set expectations regarding individual and group efforts in achieving organizational goals.

Human resources (HR) have a crucial role in achieving competitive advantage for an organization, especially in the era of technological developments and environmental changes that demand rapid adaptation. In the DuaEnam Garage business, HR consists of four people with their respective roles and responsibilities. The showroom owner is responsible for the capital and full control of the business, ensuring the company's vision, mission and goals are achieved. The chief mechanic is tasked with maintaining and repairing vehicles, checking engine conditions, as well as carrying out service and workshop maintenance. The mechanical staff, as a support team, helps repair vehicles as requested. Secretaries assist leaders in daily and special tasks, such as bookkeeping, handling consumer inquiries, financial analysis, and managing important documents. Meanwhile, sales duties include providing advice to customers, serving showroom visits, building relationships with customers, and carrying out active marketing, including holding exhibitions and direct visits to customers' homes. Each placement has a clear job desk, ensuring work efficiency and effectiveness in achieving company goals.

Recruitment Process

Recruitment, selection, training and development of employees is an important key in professional human resource (HR) management. In the DuaEnam Garage business, recruitment is carried out by visiting and offering jobs directly to prospective employees, obtained from information from local people or friends of the author's parents. The DuaEnam Garage team then visits prospective employees to evaluate their performance and work results, then offers them a job with a written agreement. Prospective employees are given three days to confirm employment via WhatsApp.

If prospective employees agree, they will undergo a trial period of one week for performance and performance evaluation. If you do not agree, DuaEnam Garage will respect the decision and look for another candidate. After the trial period, the prospective employee's performance is evaluated. If they meet the criteria, they are appointed as permanent employees. If not, given another month to improve. If they still do not meet the criteria, DuaEnam Garage will notify them not to continue the collaboration.

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Compensation

Compensation is all forms of reward received by an employee as a result of his work at the company, both in the form of money and goods. In the DuaEnam Garage business, compensation is given to employees as a form of appreciation and motivation. Examples of compensation include bonuses, commissions on motorbike sales, and holiday allowances. Apart from financial compensation, employees also receive non-financial benefits such as social and health protection programs, training, a comfortable working environment, and flexibility in working hours. This compensation has a positive impact on the company, such as improving employee performance, attracting quality job seekers, improving the company's image, and facilitating administrative processes and related legal aspects.

Performance Appraisal System

The performance appraisal system used by DUAENAM Garage is the essay method, where the appraiser writes a short narrative that describes the employee's performance. Assessments are carried out regularly every week and record important events for the business, both positive and negative. If an employee makes a mistake that results in losses for the company, the manager gives a warning, and if the problem continues, firm action is taken by dismissing the employee. Instead, employees' achievement of targets is rewarded with a bonus equal to their monthly salary. This method allows formal and structured communication between superiors and subordinates, and provides an understanding of employee performance strengths and weaknesses as well as opportunities for improvement and competency development.

Promotion Strategy

The promotional strategy implemented by DUAENAM Garage includes two main approaches: product marketing in the digital era and direct marketing.

1. Product Marketing Strategy in the Digital Era:

- Through social media platforms such as Instagram, OLX, and Facebook, DUAENAM Garage carries out paid and free promotions.
- Paid advertising campaigns are carried out targeting users with a high number of followers and high engagement on Instagram.
- Additionally, organic content is also published regularly on Instagram to run free promotional campaigns.

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- Marketing in the digital era allows innovation and creativity in product promotion, with a broader and more comprehensive focus on social media compared to traditional advertising such as television.



Figure 2. Ads Posters

2. Direct Marketing Strategy:

- DuaEnam Garage uses social media platforms such as WhatsApp, Instagram and Facebook to make direct offers to prospective buyers who are already in their database.
- Direct offers are made via direct messages on WhatsApp or Instagram to known potential buyers.
- Apart from that, they also take advantage of the direct reply feature on Instagram to answer tweets from other accounts that have a high level of engagement with planned sales content.
- This strategy focuses more on direct communication with traders who have the same references, with the hope of increasing sales through collaboration with them.

Apart from promotional strategies, DuaEnam Garage also upholds business communication ethics. They emphasize principles such as respect, honesty, appropriate use of communications technology, and empathy for customers. By running a business with good ethics, they hope to build consumer trust and provide the best service.

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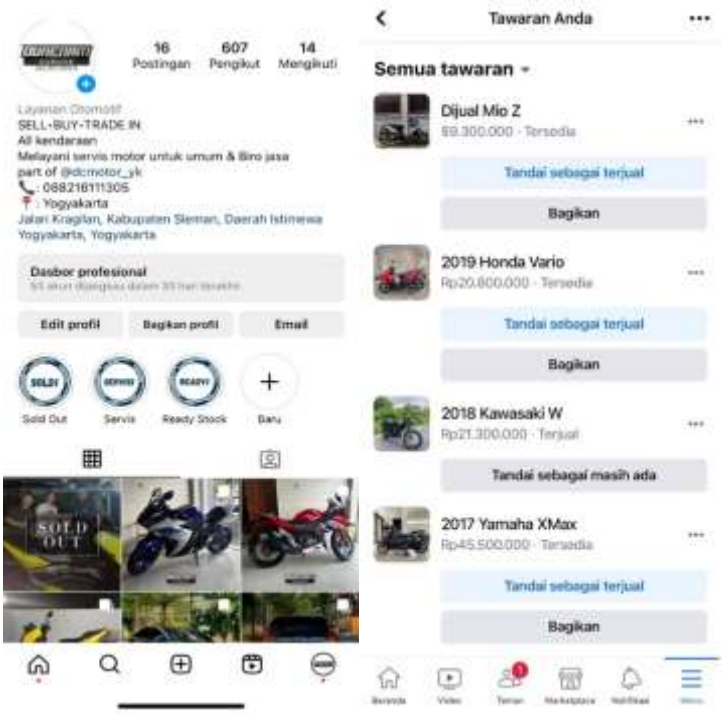


Figure 3. Business Promotion DuaEnam Garage

RESULT AND DISCUSSION

In dealing with these problems, DuaEnam Garage can use several theories as guidelines in solving:

- Business Ethics and Higher Standards: In dealing with social media crimes and business ethics issues, DuaEnam Garage may adopt an approach that exceeds the minimum standards set by law. They can develop stricter internal policies for managing and protecting their content on social media, as well as increase awareness of cyber security risks among their staff.
- Utilitarianism Ethical Theory: In this context, DuaEnam Garage can consider the consequences of their actions on consumers and the community as a whole. They must ensure that their policies and actions provide maximum benefit to consumers and society at large, while reducing the risk of theft or fraud that could harm others.

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- Application of Ethical Principles in the Use of Social Media: DuaEnam Garage needs to ensure that they follow ethical principles in the use of social media. This includes honesty, transparency, and maintaining consumer privacy. They must also be active in monitoring and protecting their content from theft or misuse by irresponsible parties.
- Increased Employee Awareness and Training: DuaEnam Garage can provide additional training to their employees on best practices for maintaining security and privacy on social media. This can help prevent incidents of content theft and fraud that harm businesses and consumers.

By taking these steps, DuaEnam Garage can ensure that they conduct their business with a high level of integrity and ethics, while protecting the interests and trust of their consumers. This will also help them achieve long-term sustainability in their businesses.

The strategy used by DuaEnam Garage to overcome the problems it faces appears to be effective and focused. The following is a brief analysis of the strategies implemented:

- Use of Watermarks on Content: By including a watermark on every catalog or content shared on social media, DuaEnam Garage can protect their copyright and prevent theft or misuse of content. This is an important step to ensure that their content is not misused by irresponsible parties.
- Using Testimonials in Advertising: Using testimonials in advertising is a smart strategy for building consumer trust. By showcasing positive consumer experiences, DuaEnam Garage can attract the interest of potential consumers and build a good reputation in their eyes. This can also help reduce consumer doubts or distrust of their business.
- Subscription to Ads on Social Media: Although subscribing to ads on social media such as Facebook and OLX may require additional investment, it can provide long-term benefits for DuaEnam Garage. With ads that are more visible and above the homepage, their business has a greater chance of catching the attention of potential consumers and increasing sales. It also helps in building brand awareness and reaching a wider audience.

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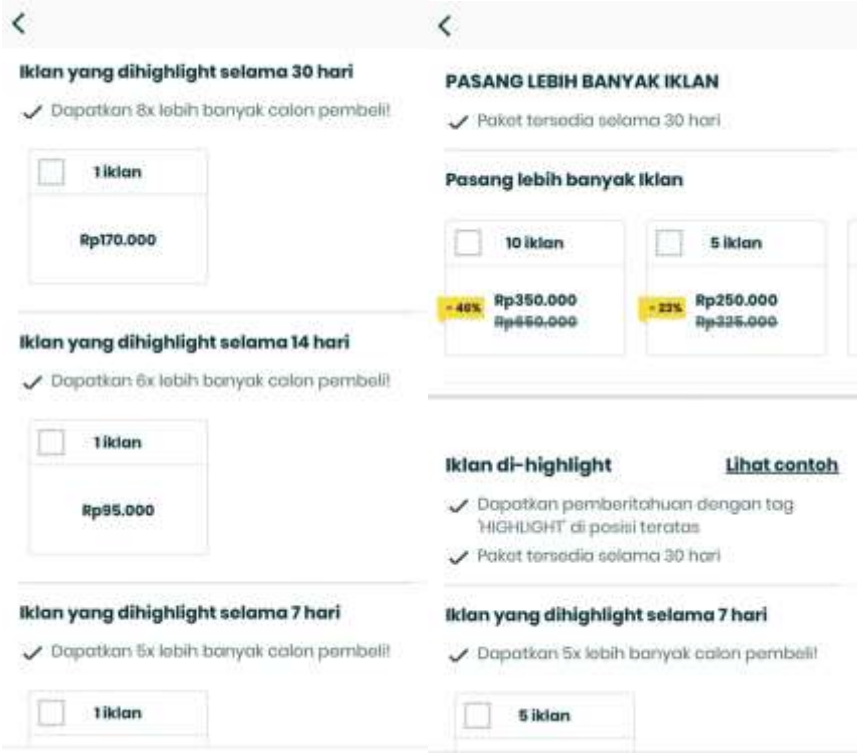


Figure 4. Ads Subscription

By implementing these strategies, DUAENAM Garage can be more effective in overcoming the problems it faces, increasing the security of their content on social media, building consumer trust, and increasing the visibility and sales of their products.

Using ethical corporate communications as a marketing strategy in the digital era is very important for building a good reputation, gaining customer trust and long-term success (Wahyuni et al., 2022). Here are several ways to use business communication ethics in marketing strategies in the digital era:

- Transparency: DuaEnam Garage always communicates honestly and openly with customers, apart from that, it also always provides clear information regarding the original DuaEnam Garage account and provides wider information regarding fraud to mean participation to the public.

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- Avoid manipulation or fraud: DuaEnam Garage always tells the truth to consumers to avoid actions that are detrimental to consumers or the author's own business.
- Ethics in the use of customer data: Data contained in DuaEnam Garage will always be stored safely and reliably so that consumers are also comfortable with the services of the author's business. The use of customer data stored in the author's business is useful for keeping consumer archives to ensure that the products purchased by consumers are used for illegal actions.

The results obtained by DuaEnam Garage after implementing problem solving strategies show that the steps taken have had a positive impact on their business. The following is a brief analysis of the results:

- Increase in Instagram Social Media Followers: With the increase in the number of followers of DuaEnam Garage's Instagram social media account, this shows that the marketing strategy via social media has succeeded in attracting the attention of more people to follow their account. This is a good step in building a strong follower base and increasing brand exposure on the platform.

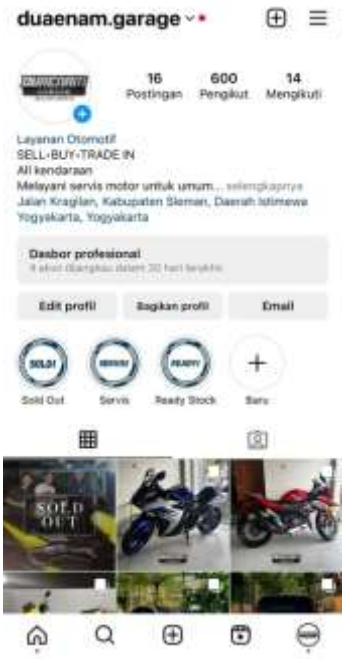


Figure 5. Social Media Instagram Followers

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- Increased Audience and Consumer Trust: The increase in the number of consumers contacting DuaEnam Garage as well as the increase in consumer trust in the business shows that the steps taken to address the problem have succeeded in building stronger relationships with consumers. By providing the best service and maintaining consumer trust, DuaEnam Garage has succeeded in gaining higher consumer trust and loyalty.
- Increased Sales of Products and Services: The increase in sales of DuaEnam Garage products and services shows that the problem solving strategy has had a significant impact on their business performance. By solving the problems faced and providing the best service to consumers, DuaEnam Garage succeeded in increasing the attractiveness of their business and achieved positive growth in sales.

Overall, these results show that DuaEnam Garage has succeeded in overcoming the problems it faced and achieved significant progress in managing their business. The steps taken have helped them to strengthen their presence in the market and improve the overall business performance.

CONCLUSION

The conclusions that can be drawn from the Digital Marketing analysis carried out on the DuaEnam Garage business show that implementing the right digital marketing strategy has a significant positive impact on the business. The following are the conclusions that can be drawn to answer the problem formulation:

- Positive Influence of Digital Marketing: The analysis results show that digital marketing has a significant influence on consumer purchasing decisions. The use of social media platforms such as Instagram, Facebook, and OLX has helped DuaEnam Garage to increase their brand exposure and attract the attention of more potential consumers.
- Role of Online Customer Reviews: Reviews and responses from online consumers play an important role in shaping purchasing decisions. Consumers tend to seek information from other users before making a transaction, and positive reviews can help influence their purchasing decisions.
- Application of Business Ethics in Digital Marketing: DuaEnam Garage has succeeded in implementing good business ethics in their digital marketing strategy by adding a watermark to every content and advertisement posted. This step helps them to protect their work from image theft and ensures the integrity of their brand is maintained.

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- The Importance of Service with Business Ethics: In serving consumers, DuaEnam Garage always prioritizes correct and good business ethics. This creates a sense of comfort for consumers and helps build positive relationships between businesses and consumers.

Overall, implementing effective digital marketing strategies and implementing good business ethics has helped TWOENAM Garage to improve their business performance and gain higher consumer trust. These steps are important in strengthening their position in the market and ensuring sustainable business growth.

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