



Carimontir marketing PLAN (motor vehicle service application)

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ABSTRACT

The high number of motorized vehicle population in Indonesia makes the potential need for motor vehicle services high. The high number of motorized vehicle users reflects the very dense activity of the community, increasing the need for facilities that can simplify and cut time for servicing motorized vehicles that are supported by existing information systems. The potential need for motorcycle service and the development of information systems is the background for Carimontir to create technology based on motor vehicle service applications. With this application, it can make it easier for motorized vehicle owners to carry out vehicle services more quickly and practically anytime and anywhere, while for partners, it will be easier to reach potential consumers. In Carimontir's marketing plan of Carimechanir begins with determining the segmenting and targeting of potential partners and customers by determining the company's positioning. Carimechanir's marketing mix uses the 4P method, namely Product, Price, Promotion, and Place. The company also prepares sales marketing and sales marketing budgets, then determines revenue stream scenarios and assumptions including preparing revenue stream projections.

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1. INTRODUCTION

At this time we have entered the industrial revolution 4.0, where the industrial revolution 4.0 is a transformation by integrating the online world and production in the industry, all production processes run with the internet as the main support. (Fonna, 2019) Entrepreneurs/businesses welcome the industrial revolution 4.0, where with the help of information technology the involvement of human/labor and production costs can be reduced so that the company's effectiveness and efficiency are even better. (Gishella, 2018) Almost all industrial sectors want effectiveness and efficiency in their production processes, including the automotive world, one of which is motor vehicle service.

The development of the industrial revolution 4.0 is in line with business developments in the digital era, namely applications on smartphones which are currently booming and have various functions, including many current business activities that are carried out through application systems. (Safitri, 2020). In addition, an increasing

number of businesses in the field of mobile smart phone application development services are offering their services through various platforms such as Android and iOS. Application developers have also started to collaborate with cellular operators with the aim of increasing the speed and quality of the cellular operator's internet service, so as to be able to facilitate online businesses which are now continuously increasing.(Mulitawati & Retnasary, 2020).This is also supported by the existence of smartphone users in Indonesia, which reaches 98.2% of Indonesian people have smartphones(Andiarna, Widayanti, Hidayati, & Agustina, 2020). The high number of Internet and smartphone users in Indonesia shows that there are potential opportunities on the technology side to support business processes(Maulida & Greece, 2017). The following is a picture of the proportion of Internet access device ownership among Indonesian Internet users.



Figure 1 Digital Report 2021 for the Indonesian Region
(Source: We Are Social, 2021)

Coupled with data from the Central Statistics Agency (BPS) which shows that the population of motorized vehicles in Indonesia in 2020 amounted to 133,617,012 units, this number shows an increase of 70% compared to the previous year where around 13% of the total population was 20,221,821 motor vehicle units are in the province of DKI Jakarta. The total population continues to increase every year(Yuliyani, 2021).

From the data above it can be seen that starting from 2018-2020 the number of motorized vehicles in DKI Jakarta is quite high. With the high population of motorcycles and cars, the potential need for serviced motorized vehicles is also higher because each vehicle has an engine age and different treatment by users resulting in a high need for service and maintenance of motorized vehicles. The high number of motorized vehicle owners, both cars and motorbikes, reflects the high market potential for motor vehicle service providers where the demand for services is not only for heavy service, but also for periodic maintenance every 1 month, such as oil changes.

No	NPSN	Nama SMK	Status	Provinsi	Kabupaten/Kota	Akreditasi
1	20100168	SARIN 21 JAKARTA	Negeri	Prov. D.K.I. Jakarta	Kota Jakarta Pusat	A
2	20100215	SARIN 34 JAKARTA	Swaasta	Prov. D.K.I. Jakarta	Kota Jakarta Pusat	A
3	20100166	SARIN 14 JAKARTA	Negeri	Prov. D.K.I. Jakarta	Kota Jakarta Pusat	A
4	20100807	SARIN PONCOK	Swaasta	Prov. D.K.I. Jakarta	Kota Jakarta Pusat	B
5	20100296	SARIN TABAN SOBA 2	Swaasta	Prov. D.K.I. Jakarta	Kota Jakarta Pusat	A
6	20100156	SARIN 14 JAKARTA	Negeri	Prov. D.K.I. Jakarta	Kota Jakarta Pusat	A
7	20100143	SARIN 1 JAKARTA	Negeri	Prov. D.K.I. Jakarta	Kota Jakarta Pusat	A

Picture 2. Number of Automotive SMKs in DKI Jakarta
(Source: Basic Vocational School Data, 2022)

Based on data from the Vocational Principal Data above, the number of Automotive Engineering Vocational Schools in DKI Jakarta, both public and private, is 86. Every year these Vocational Schools produce graduates who are reliable in servicing vehicles, both motorbikes and cars.

With a fairly high number of smartphone and motorized vehicle users, a large number of Automotive Engineering Vocational Schools, coupled with the activities of today's people who are very busy working, it makes people want convenience in carrying out their daily activities, one of which is online service of their motorized vehicles. In general, people experience difficulties and take time when they want to service their motorized vehicles, if in an emergency the community finds it difficult to find the nearest repair shop or mechanic, motor vehicle servicing cannot be done at home and service fees at official repair shops and other repair shops are relatively expensive.

The above is the background for the creation of a motorized vehicle service application called Carimontir which can be downloaded on a smartphone. With this application, it can make it easier for motorized vehicle owners to service their vehicles anytime, anywhere at affordable prices.

2. RESEARCH METHOD

This research was conducted at PT. Look for an Indonesian mechanic who is located in the Ruko Area Mangga Dua, Jl. Mangga Dua Raya, Sawah Besar, Central Jakarta. Research that uses a qualitative approach aims to explore or build a proposition or explain the meaning behind reality where researchers stand from reality or events that take place in the field.(Gunawan, 2022). Qualitative researchers must have an emic perspective, which means obtaining data not based on what the researcher thinks, but based on what is happening in the field, what is experienced, felt and thought by the participants/data sources.(Madekhan, 2018). In this study, researchers obtained data from two sources, namely primary data and secondary data. Primary data was obtained by researchers during field research. While secondary data obtained from PT. Find Indonesian Mechanic.

3. RESULTS AND DISCUSSIONS

The strategic plan shows the overall mission and goals of the company. Marketing strategy is the marketing logic by which the company hopes to create value for which customers it will serve(Putri, Ceicillia, Rizky, & Farida, 2022). According to Chandra

(2002: 93), "a marketing strategy is a plan that outlines the company's expectations of the impact of various marketing activities or programs on the demand for a product or line of products in a particular target market." (Suleman, Ali, & Habu, 2020)

Having decided on its entire marketing strategy, the company is ready to start planning the details of the marketing mix. The marketing mix is the controllable set of tactical marketing tools that a company blends to produce the response it wants in its target market (Setiawan et al., 2022).

This chapter will discuss Carimontir's marketing plan, namely the company's marketing strategies. The following is an overview of the framework related to the marketing plan that will be carried out at the Carimontir company:



Figure 3. Framework Marketing Plan Carimontir
(Source: Author, 2022)

Setting the right marketing goals and objectives will help Carimontir reach the target market according to the company's vision and mission (Kusuma, 2015). After determining the marketing objectives, Carimontir determines the target for the number of downloaders of the Carimontir application through an alternative strategy based on table 4.8 of Carimontir's QSPM, namely optimizing Social Media Marketing, and based on a business level strategy, namely differentiation strategy, it can be summarized in the following marketing target table:

Table 1. Marketing Target Table

Category	Marketing Goals
Short-term (Y.0 to < Y.1)	<ol style="list-style-type: none"> 1. Ensure that all Carimontir social media accounts (Instagram, Twitter, Facebook, Youtube, Tiktok) are verified. 2. Collaborated with 4 influencers (Fitra Eri, Ridwan Hanif, OmMobi, Bintang Emon) as well as various accounts with many followers (Lambe Turah, Info Jakarta, and others). 3. Create interesting content every day to generate engagement with followers. 4. Perform search engine optimization (SEO) and social media ads. 5. Conducting the #MudahCarimontir campaign both on all Carimontir social media accounts and social media accounts that are invited to work together.
Medium-term (Y.1 to < Y.2)	<ol style="list-style-type: none"> 1. Collaborating with influencers or high-class artists (Raffi Ahmad, Arief Muhammad) as brand ambassadors. 2. Conduct promotions in collaboration with various accounts that have many followers (Lambe Turah, Info Jakarta, and others). 3. Create interesting content every day to generate engagement with followers. 4. Perform search engine optimization (SEO) and social media ads. 5. Conducting the #MudahCarimontir campaign both on social media and offline events.
Long-term (> Y.2)	<ol style="list-style-type: none"> 1. Collaborating with influencers or high-class artists (Raffi Ahmad, Arief Muhammad) as brand ambassadors. 2. Conduct promotions in collaboration with various accounts that have

Category	Marketing Goals
	many followers (Lambe Turah, Info Jakarta, and others).
	3. Create interesting content every day to generate engagement with followers.
	4. Using search engine optimization (SEO) and social media ads.
	5. Conducting the #MudahCarimontir campaign both on social media and offline events.

Network effects are the concept when a product or service becomes more valuable when more people use it. Because it is more valuable, it causes the number of users to continue to grow. So, in this case, the value of a product or service depends on how many people use it. Carimontir's business model is to unite motor vehicle owners (consumers) with partners as quickly and as cheaply as possible. To achieve this, Carimontir must have a wide area coverage with a large number of mechanics.

This attracts vehicle owners to use Carimontir, and also attracts mechanics to become partners with Carimontir. So that motorized vehicle service can be faster and cheaper, consumers get competitive prices, and partners have many consumers for vehicle service.

Segmentation begins by identifying potential buyers of Carimontir products. After identifying by group, the segmentation process can help us to determine the target market. Based on the customer segment in Figure 4.5 of Carimontir's Lean Canvas Model, Carimontir's segmentation is seen from Service Providers and Service Users. The segmentation for service providers is mechanics, while the segmentation for service users is owners of motorized vehicles, both motorbikes and cars.

Table 2 Segmenting Carimontir (Service Provider)

Variable	Information
Geography:	Small City (20,000-50,000 inhabitants) Medium City (50,000-100,000 inhabitants) Big Cities (100,000-1 million people) Metropolitan Municipality (1-5 million inhabitants) Megapolitan City (more than 5 million inhabitants)
Mechanic category:	Bicycle mechanic Motorcycle Mechanic Sport/Luxury Motorcycle mechanic Passenger Car Mechanic Sports/Luxury Car Mechanic Truck Mechanic Bus Mechanic

Table 3 Segmenting Carimontir (Service Users)

Variable	Information	
Geography:	Small City (20,000-50,000 inhabitants) Medium City (50,000-100,000 inhabitants) Big Cities (100,000-1 million people) Metropolitan Municipality (1-5 million inhabitants) Megapolitan City (more than 5 million inhabitants)	
	Number of motorized vehicles in Indonesia by province in 2021:	
	Province	Number of vehicles
	East Java	22,861,292
	DKI Jakarta	21,034,054
	Central Java	18,811,820
	West Java	17,157,839
	North Sumatra	7,030,727
	Bali	4,505,721
	South Sulawesi	4,390,824
	Riau	4,066,211
	South Sumatra	3,851,195
	Lampung	3,807,352
	East Kalimantan	3,182,371

Variable	Information
	Jambi 3,035,480
	In Yogyakarta 3,024,065
	Banten 2,700,169
	Another city 24,338,107
	Total 143,797,227
	Source: BPS
Motor vehicle type:	Motorcycle Sport/Luxury Motorcycles Passenger car Sports/Luxury Cars Truck buses Number of motorized vehicles in DKI Jakarta by type of vehicle in 2021:
	Transportation type Amount
	Passenger car 4,111,231
	buses 342,667
	trucks 785,600
	Motorcycle 16,519,197
	Total Number of Vehicles 21,758,695
Socioeconomic	Underworld Middle Class Upper Class

(Source: Author, 2022)

After conducting market segmentation, the main target markets targeted by Carimontir are:

Table 4. Targeting Carimontir (Service Provider)

Variable	Information
Geography	Big Cities (100,000-1 million people) Metropolitan Municipality (1-5 million inhabitants) Megapolitan City (more than 5 million inhabitants) Short Term: DKI Jakarta Medium Term: DKI Jakarta, West Java, East Java, Central Java and Banten Long Term: DKI Jakarta, West Java, East Java, Central Java, Banten, Bali, DI Yogyakarta, North Sumatra, South Sumatra, Lampung, Riau.
Mechanic category	Motorcycle Mechanic Passenger Car Mechanic Mechanic category Amount Motorcycle Mechanic 19,587,775 Passenger Car Mechanic 4,874,926 Total Number of Mechanics in Indonesia 24,462,701 (The data is the author's assumption data, based on BPS data)

(Source: Author, 2022)

Table 5. Targeting Carimontir (Service Users)

Variable	Information
Geography	Big Cities (100,000-1 million people) Metropolitan Municipality (1-5 million inhabitants) Megapolitan City (more than 5 million inhabitants) Short Term: DKI Jakarta Medium Term: DKI Jakarta, West Java, East Java, Central Java and Banten Long Term: DKI Jakarta, West Java, East Java, Central Java, Banten, Bali, DI Yogyakarta, North Sumatra, South Sumatra, Lampung, Riau.
Transportation type	Motorcycle Passenger car

Variable	Information
	Transportation type
	Passenger car
	Motorcycle
	Total Number of Vehicles
	Source: BPS
Socioeconomic	Underworld
	Middle Class

(Source: Author, 2022)

To ensure that the products offered by Carimontir have something unique and different in the eyes of consumers according to the Differentiation Broad strategy, the products offered must have a Point of Difference (POD) which is the company's competitive advantage. Based on Figure 4.5 of the Lean Canvas Model, in brief the Positioning statement can be seen in the explanation as follows: (a) Market segmentation is the process of dividing a market into distinct groups of buyers who have different needs, characteristics or behaviors and who may require separate products or marketing programs (Hariyansah, 2021), (b) Targeting is the process of evaluating the attractiveness of each market segment and selecting one or more segments to enter (Diamonds & Fitri, 2023). (c) Positioning is arranging for a product to occupy a clear, distinct, and desirable place relative to competing products in the minds of target consumers (Ramdianto & Ariyanti, 2017).

Table 6. Positioning Carimontir

Positioning	Explanation
Taglines	#CarimontirKapanAja Bisa
Positioning	An application to find an individual mechanic who is nearby, which is integrated with Google maps, both for periodic service and emergency service.
Target Segments	Owners of motorized vehicles, both cars and motorbikes, who need regular service or emergency service.
Brand Name	Carimontir
Frame of Reference	Safe and reliable vehicle service application.
Point of Differentiation	Providing the fastest, safest, most reliable and professional motorized vehicle service.
reason to believe	All mechanics have been verified by Carimontir so they are safe and reliable.

As a company engaged in the technology business in the form of motorized vehicle service provider applications, of course Carimontir must determine the company's positioning so that it can compete with similar companies engaged in similar businesses. Where Carimontir determines its positioning as a company that provides various service features and is equipped with artificial intelligence in the form of chat bots. In accordance with Carimontir's strategy, namely market penetration by optimizing social media marketing and product development by innovating features. Carimontir sends value propositions to targeted consumers through the following marketing mix tools: (a) Product means the combination of goods and services that the company offers to the target market (Amilia, 2017). (b) Price is the amount of money that must be paid by the customer to obtain the product (Puspa et al., 2020). (c) Place includes company activities that make the product available to target customers. Promotion means activities that convey the benefits of the product and persuade customers to buy it (Suleman et al., 2020).

An effective marketing program combines all elements of the marketing mix into an integrated marketing program designed to achieve company goals by delivering value to customers.

3.1. Product

Carimontir is an online application that brings together motor vehicle service providers (mechanics) and service users (motor vehicle owners). Carimontir is a digital product innovation in the form of an application that provides services related to motorized vehicle services that make it easier for motorized vehicle owners who need service services to meet and transact with the appropriate mechanics. Carimontir can be installed through the Play Store and App Store.

In the Carimontir application, there are various choices of service and mechanic services scattered at various points that are integrated with Google Maps. Where all transactions starting from searching for service services, product variants, service record data, service locations and payment transactions are carried out online through the application. In addition, there is Chat Bot-Artificial Intelligence smart technology available, motorized vehicle owners can ask questions and will be answered automatically in the form of chat. The Carimontir application is equipped with interesting and useful features for its users, both motor vehicle owners and mechanics. The features in the Carimontir application consist of: (a) Find a Mechanic, this feature is used by motorized vehicle owners to find a mechanic in their vicinity that is integrated with Google maps, both for periodic service and emergency services. The mechanic can be called to the house. (b) Service Records Data, This feature contains information related to the recording of the results of the motorized vehicle service that has been carried out, when the last service was carried out, what spare parts have been replaced and is equipped with an Alarm Reminder Service so that customers know when the time/periodical service schedule is carried out. (c) Chat Bot-Artificial Intelligence, a chat bot feature available to help detect problems with vehicles, product & service choices and prices for vehicle services including payment transaction methods.

3.2. Price

The pricing strategy set by the company is to use competitors' price data or the average price in the industry as a benchmark. Carimontir sets a lower price compared to the official repair shop, but with a lot of value provided to consumers. Service charges at authorized repair shops are generally divided according to the type of vehicle and the type of work according to the service period. This price excludes spare parts and other equipment that may be used in repairs. Meanwhile at Carimontir, pricing will be very flexible depending on the type of work to be carried out and the selection of spare parts by consumers so that consumers can adjust to the funds they have.

Table 7. Service Cost Comparison

Service Type	Cost (in rupiah)		
	Carimontir	Mechanic Application	Honda E-care
Light motorbike service	30,000 – 100,000	50,000 – 120,000	60,000 – 130,000
Complete Motor Service	60,000 – 150,000	70,000 – 180,000	80,000 – 200,000

(Source: Author, 2022)

3.3. Promotions

Promotion is not input from Carimontir's focus to make consumers familiar with Carimontir's products. Promotions are carried out intensively through various media, especially on verified Carimontir social media (Instagram, Twitter, Facebook, Youtube, Tiktok). To support the optimization of social media, Carimontir uses influencers so that Carimontir products can be recognized quickly and the number of downloaders for the Carimontir application can continue to increase. In addition, Carimontir also implements various kinds of promotional programs such as price discounts. Following are some of Carimontir's promotional methods and activities to increase the value proposition:

Table 8. Promotion Carimontir

Promotions	Activity
Digital advertising	1. Search Engine Optimization(SEO) 2. Facebook Ads 3. Instagram Ads
influencers and Endorsements	Collaborating with several well-known influencers and endorsing accounts with many followers.
Campaigns	Conducting the #MudahCarimontir campaign both on social media and offline events.
Promotion type	Conduct promotional programs by providing: 1. New user discount (Free service fee) 2. Vouchers 3. Cashback 4. Referral rewards

(Source: Author, 2022)

The following is a table for planning Carimontir's sales and marketing activities:

Period	Activity	Strategy
1st year	<i>Sales & Marketing staff</i> 1. Do market research 2. Prepare reports on market research results. 3. Developing a database of mechanic targets in the DKI Jakarta area 4. Develop a cooperative partnership scheme with mechanics. 5. Develop product introduction workshop plans for partners. 6. Developing a #MudahCarimontir campaign program both on social media and offline. 7. Collaborating with influencers.	<i>Social Media Optimization</i> <i>Differentiation Broad</i> <i>Relationship marketing</i> Branding
	<i>Digital Marketing</i> 1. Create social media accounts for Facebook, Instagram, Twitter, Tiktok, Youtube Carimontir until they are verified. 2. Create a company website 3. Create interesting content 4. Spreading/posting content 5. Using search engine optimization (SEO) and social media ads. 6. Creating a #MudahCarimontir campaign on social media.	<i>Strategy 3C</i> to create interesting content: - <i>Communicative</i> : the information is clear and does not confuse the reader/audience - <i>Compelling</i> : information that is interesting and has characteristics that are easy to remember - <i>consistent</i> : consistent in creating and posting content
2nd year	<i>Sales & Marketing staff</i> 1. Do market research 2. Prepare reports on market research results. 3. Compile a database of target mechanics in the areas of DKI Jakarta, West Java, East Java, Central Java, Banten, Bali, DI Yogyakarta, North Sumatra, South Sumatra, Lampung, Riau. 4. Develop a cooperative partnership scheme with mechanics. 5. Develop product introduction workshop plans for partners. 6. Developing a #MudahCarimontir campaign program both on social media and offline. 7. Collaborating with influencers.	<ul style="list-style-type: none"> • <i>Social Media Optimization</i> • <i>Differentiation Broad</i> • <i>Relationship marketing</i> • <i>Branding</i>
	<i>Digital Marketing</i> 1. Create interesting content 2. Spreading/posting content 3. Using search engine optimization (SEO) and social media ads. 4. Creating a #MudahCarimontir campaign on	<i>Strategy 3C</i> for creating interesting content: - <i>Communicative</i> : the information is clear and does not confuse the reader/audience

Period	Activity	Strategy
	social media.	<ul style="list-style-type: none"> - <i>Compelling</i>: information that is interesting and has characteristics that are easy to remember - <i>consistent</i>: consistent in creating and posting content
3rd year	<p><i>Sales & Marketing staff</i></p> <ol style="list-style-type: none"> 1. Do market research 2. Prepare reports on market research results. 3. Compiled a database of mechanic targets in 10 Indonesian provinces. 4. Develop a cooperative partnership scheme with mechanics. 5. Develop product introduction workshop plans for partners. 6. Developing a #MudahCarimontir campaign program both on social media and offline. 7. Collaborating with influencers. <p><i>Digital Marketing</i></p> <ol style="list-style-type: none"> 1. Create interesting content 2. Spreading/posting content 3. Using search engine optimization (SEO) and social media ads. 4. Creating a #MudahCarimontir campaign on social media. 	<ul style="list-style-type: none"> • <i>Social Media Optimization</i> • <i>Differentiation Broad</i> • <i>Relationship marketing</i> • <i>Branding</i> <p><i>Strategy3C</i> for creating interesting content:</p> <ul style="list-style-type: none"> - <i>Communicative</i>: the information is clear and does not confuse the reader/audience - <i>Compelling</i>: information that is interesting and has characteristics that are easy to remember - <i>consistent</i>: consistent in creating and posting content

(Source: Author, 2022)

Following are some of the assumptions made to prepare Carimontir's revenue plan:

Table 10. Carimontir's Marketing Assumptions

Year	Month	Assumption
Year 1	1 - 3	There are no sales yet, at this time the company is focused to build applications and IT infrastructure, employee recruitment, build social media, operational preparations.
	4 - 6	Starting intensive promotions through social media and campaigns using influencers, doing branding, and looking for mechanic partners and conducting training.
	7	The number of application downloaders began to increase, transactions began.
	8 - 12	There was an increase in the number of application downloaders and transactions as a result of intensive promotions and online and offline marketing campaigns.
Year 2	1 - 6	Expanding the operational area into 3 provinces, there was an increase in the number of application downloads and transactions.
	6 - 12	Expanding the operational area to 5 provinces which caused the number of transactions to increase.
Year 3	1 - 6	Expanding the operational area to 8 provinces, there has been an increase in the number of application downloads and transactions.
	6 - 12	Expanding the operational area to 10 provinces which caused the number of transactions to increase.
Year 4	1 - 12	There was an increase in the number of application downloaders and transactions in 10 provinces due to increasingly intense marketing activities.
Year 5	1 - 12	There was an increase in the number of application downloaders and transactions in 10 provinces due to increasingly intense

Year	Month	Assumption
		marketing activities.

4. CONCLUSION

In general, the problem faced by the community in servicing their vehicles is that people's activities are very busy at work, so it is difficult to service their vehicles and in a state of urgency/emergency it is difficult for people to find the nearest repair shop. People want service that is faster, on time when the service schedule is, not queuing for service, service locations can be adjusted at affordable prices and in times of urgency/emergency, such as: tire bursts and machines that get in water during floods, people want easy service services found anywhere and anytime.

Carimontir can be a solution for community complaints service motorized vehicles, connecting mechanics and people who need online vehicle service services with an application called Carimontir. The existence of this application can make it easier for motorized vehicle owners to service their vehicles anytime and anywhere at affordable prices.

Marketing plan from Carimontir starting with determining the segmenting and targeting of potential partners and customers followed by determining the company's positioning. Carimontir's marketing mix uses the 4P method, namely Product, Price, Promotion, and Place. The company also prepares sales marketing and sales marketing budgets, then determines revenue stream scenarios and assumptions, including preparing projections for the revenue stream.

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