

DEVELOPMENT OF TARGET MARKETS THROUGH THE UTILIZATION OF MINI LATHES IN MOTORCYCLE WORKSHOPS IN TASIKMALAYA CITY

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ABSTRACT

The purpose of this Community Service activity is to provide an understanding of the development of the target market through the use of technology in the form of mini lathe machines for motorcycle repair shops in Tasikmalaya City. This activity is like counseling and assistance to business actors who are the main resource in services so that it can create business growth, especially from the marketing aspect. Equipment and supplies are also provided by the proposer to expedite the process of implementing this community service activity by providing a tutorial on using a mini lathe machine. The number of activity participants was 9 people including partners who are business actors in the field of motorbike repair services/services in the City of Tasikmalaya. Participants enthusiastically took part in the series of activity events and felt happy because they could develop types of services for their businesses by utilizing new technology in the form of using mini lathes.

Keywords: target market; motorcycle; repair shop

INTRODUCTION

In today's fast-paced era, everyone is required to move faster and make as efficient a time as possible so that every activity or work carried out can run according to schedule properly. The density of working hours and the location or distance of the workplace which is quite far requires people to be able to move quickly and on time. So that the choice of owning a vehicle is highly prioritized by the community in order to meet their daily needs.

In accordance with the community's need for work efficiency, encouraging each individual to own a

vehicle, especially two-wheeled vehicles, thereby increasing the number of requests for two-wheeled vehicles in society. Therefore, for people who use motorized vehicles, especially two-wheeled vehicles as their daily vehicles, it is very important to take care of the machines in their vehicles (Gunawan, 2019). The community wants the health of their motorized vehicles to be maintained, so the availability of maintenance facilities for motorized vehicles, especially two-wheeled vehicles, such as workshops, is really needed by the community. The workshop business provides quite a large opportunity as seen from the high level of community demand for motorized

vehicles, especially two-wheeled vehicles, so that not a few people try to open a workshop business to meet the community's need for motorized maintenance.

The quality of a repair shop can be seen from the number of customers who come to each open or operating repair shop and can also be seen from the number of products provided for two-wheeled motorized vehicle equipment and supplies. An automotive repair shop is a place where vehicles are repaired by technicians or mechanics. The workshop can be divided into repair shop and body shop workshop. The repair shop workshop does work such as repairing vehicle engines, brakes, mufflers, transmissions, tires, and changing oil. The body shop workshop performs work such as repairing paint for scratches, abrasions, dents, or breaks for vehicle damage as well as damage caused by collisions and major accidents.

There are several reasons why a motorcycle repair shop is needed (Darmawan, 2016):

1. A motorbike is a means of transportation that has a very high level of consumable components, for

example oil, spark plugs, lights, and others.

2. Limited ability of motor users to repair motors when installing components according to technical specifications.
3. Limited tools for installing motor components, because the motor is a means of transportation that requires special tools when installing certain components.
4. Limited time, repairing a motorbike for those who are not used to it can take a very long time, therefore motorbike users usually focus more on using the motorbike not to waste their time repairing the motorbike itself.

With the high level of competition in the workshop business, not a few workshop businesses have closed, and some are growing rapidly. This shows that with the current business competition, it is better for businesses to implement business strategies to support their business development. One good business strategy to implement is to develop a target market that does not only focus on the market for two-wheeled vehicle users who need repairs, but also targets two-wheeled users who want to modify their

vehicles with additional accents that are different from other similar vehicles.

Several motorcycle repair shops have realized that there will be additional business opportunities to modify vehicles from their customers. This was revealed when a customer asked about the availability of different parts or accessories to make their vehicle look more attractive. But the obstacle is the limited tools to make spare parts or accessories yourself which can also be a strategy to expose the existence of the workshop. Therefore, this service activity has a focus on equipping motorcycle repair shops by providing an understanding of the use of mini lathe machines that can be used to make their own spare parts or accessories so that they can increase the target market they serve.

IMPLEMENTATION METHOD

This community service activity is an approach offered by the proposer in helping to overcome business problems, through community awareness to build business independence and create business opportunities for growth and development for motorbike repair business actors in Tasikmalaya City. The method used in this service activity is through counselling and mentoring with the aim that partners understand how to take advantage of opportunities to increase their target market. Apart from that, the proposer will also ask for help from experts or mini lathe expert technicians so that activities run more effectively. Thus the main problems faced by partners to increase the target market by utilizing mini lathe machines are carried out by the approach method, identifying problems and justifying their solutions as shown in the table below

Table 1. Main Issues and Justification for Completion

No	Main Issues	Justification of Solution
1	Limited knowledge regarding the expansion of the target market	Partners are given an explanation of the importance of expanding the target market
2	Limited Knowledge to use mini lathe machine	Partners are given an understanding of how to use a mini lathe machine

Efforts to solve the problem technically can be explained as follows:

1. Explain the importance of the target market including providing an understanding of the development of the automotive industry in Indonesia, the basics of marketing, product/service diversification strategies, and current market behaviour.
2. Providing an understanding of how to use a mini lathe machine as a form of an initial project to create additional services as a form of business diversification. At this completion, partners will be given technical training on using the machine-assisted by technicians so they can minimize risks or errors in using the mini lathe machine.

RESULTS AND DISCUSSION

Community service activities carried out through face-to-face events and ongoing practice run well and smoothly. Face-to-face meetings using the lecture method, followed by a practical simulation of using a mini lathe directed by a technician/operator. In detail, the stages of this service activity are explained as follows:

1. Coordination with Partners

Coordination with partners is carried out to align or balance the preparation of activities to be carried out to achieve the final goal which is following the expectations of the executor of community service activities. This coordination was carried out using an informal approach at the partner's place of business, namely Mr Hedi on September 22, 2022. In this activity, the coordination discussion included the number of participants expected to take part in counselling and training activities, designing and adjusting the schedule and place for carrying out activities, and planning equipment and equipment that will be needed during the implementation of the activity.

2. Preparation of Equipment Required

After coordination with Partners, the implementation team is assisted by a technical team by involving students dividing tasks in preparing equipment and supplies that will be needed to carry out counselling and training activities for Partners and other potential participants who have the same type of business. Preparatory activities were carried out during September and October 2022 which began with coordinating the formation

of committees or technical teams involving students, dividing roles and tasks, and preparing to provide activity equipment and supplies. The equipment needed includes the main tools, namely mini lathe machines, supporting tools and equipment which include projectors for displaying lecture materials, rooms for conducting lectures and training, as well as other administrative equipment to support the implementation of activities.

3. Implementation of Extension Activities

The activities will be held on October 8 2022 from 08.30-12.00 WIB. Participants in the activity totalled 9 people who were business actors in a similar business field, namely a motorcycle repair shop. The implementation of this service activity in the form of PTTG was carried out by 2 (two) proposing teams assisted by a technical team by conducting lectures on the subject matter presented, namely:

- a. Development of the automotive industry
- b. Market opportunities for the two-wheeled automotive service industry (motorcycles)

- c. Implementation of motorcycle repair service diversification strategy

After counselling activities in the form of lectures, then proceed to the next activity, namely tutorials on using mini lathes directed by experienced technicians/operators. At this stage of the activity, the participants looked enthusiastic because they found new things that were relevant to the business activities they had been carrying out so far.



Figure 1. Implementation of Extension Activities and Practice

The activity begins with the opening, presentation of material, question and answer activities, discussions, and ends with closing and determining the coaching schedule. The activities that have been carried out are expected to increase knowledge, and skills and further increase the confidence of business actors in running their businesses.

CONCLUSION

This service activity is one of the efforts to improve the performance of MSMEs in the City of Tasikmalaya, especially for the automotive industry with a focus on the service market/motorcycle repair services. The implementation of community service which includes training and mentoring activities makes business actors feel motivated to improve their abilities and creativity. The training provided on how to seize market opportunities has been well implemented as an alternative step in providing value-added services by utilizing new technology in the form of mini lathe machines at motorcycle repair shops in Tasikmalaya City.

Opportunities to carry out development activities in the service industry/workshop services are still wide open. One form of further development of this activity is to provide specific training and assistance in adding new service categories, for example a modification workshop which is currently in demand by the younger generation market in Indonesia. In addition, the same activities can be carried out in different coverage areas to increase the homogeneity of the

service quality of repair shops in Tasikmalaya City.

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