

# Model Development for Home Industry in Decorative Electroplating in Automotive Accessories Engineering

Agus Solehudin\*, Dedi Rohendi, Ridwan Adam, Hasbullah, Bambang Darmawan, Budi Kudwadi, Johar Maknun

Fakultas Pendidikan Teknologi dan Kejuruan  
Universitas Pendidikan Indonesia  
Bandung, Indonesia  
\*asolehudin@upi.edu

**Abstract**—In recent years, the national automotive industry has shown an attractive development. This is part of the positive impact of the growth in the number of Indonesia's middle class over the past decade. Given the enormous potential of the creative industry and the potential to continue to increase its role and contribution to the country's economy. While several studies that have been reported by the media have stated that this sub-sector of the automotive industry is the sub-sector with the highest contribution to the creative industry, it is necessary to have a model for the development of the home industry in the automotive accessories sector so that it can continue to develop the automotive industry. The research method used is to conduct a survey with a questionnaire given to the industry. Data analysis and discussion related to business opportunities in the decorative electroplating sector, especially for automotive accessories. The model that the researcher offers consists of four components that can be implemented, namely education, financing, mentoring, and automotive industry networking. For the development of the model, there needs to be an analysis of opportunities, market share, planning, and marketing strategy. The survey results from several questions regarding creativity, innovation and business success obtained 86%, 80% and 82% respectively. This proves the potential of the creative industry in the decorative electroplating field is very large and has the potential to contribute to the economy.

**Keywords**—accessories, automotive, home industry, electroplating, model

## I. INTRODUCTION

West Java Province is a buffer zone for the capital city of Indonesia (namely DKI Jakarta Province), with a high level of population complexity. Likewise, the condition of Greater Bandung (Bandung City, Cimahi City and Bandung Regency) which is the place where the capital city of West Java Province is located, will be the city of choice for urban communities. With these conditions, the challenge for the city of Bandung or Greater Bandung is not easy, especially in terms of providing employment opportunities for its residents. Meanwhile, the demands of the world of work have entered competency

standards which are not easy for prospective workers to enter. This is because at this time the employment aspect has been influenced by global aspects.

The creative economy is a new economic concept that combines information and creativity that relies on ideas, ideas, and knowledge from human resources as a factor of production. One form of the creative economy that is currently developing is the creative industry in the decorative electroplating field. In Bandung, the number of motorbikes is quite fantastic. The results of the recapitulation of the Dispenda from Samsat Pajajaran, Kawaluyaan, Soekarno Hatta, Padalarang, Rancaekek, Soreang, and Cimahi, there are 2,906,286 motorcycle units in Greater Bandung [1]. This will be an opportunity for motorcycle accessories entrepreneurs. As is known, motorcycle modifications are widely practiced by young people and even parents. There are two types of modifications to motorcycles, namely modifications to the appearance (paint, body kits and changing parts on the motorcycle to improve appearance) and engine modifications (increasing vehicle speed). The purpose of motorcycle modification is to take part in motorcycle contests, to participate in motorcycle racing events, or just to be different. There are so many streams of motorcycle modifications such as classic, custom, thailand, racing style, touring and many more.

To improve the appearance of modified motorcycles, modifiers usually change standard spare parts with aftermarket spare parts and even customize. However, the price of aftermarket spare parts is very expensive, which is the biggest obstacle for vehicle modifiers. With these problems, the researchers used it as a business opportunity for the creative industry in the decorative electroplating field. To increase the attractiveness, usually after being customized, finishing is done such as the chrome electroplating technique. Electroplating or electroplating or plating is a process of coating solid materials with a metal layer using the help of an electric current through an electrolyte. The object being plated must be a conductor or can conduct electric current [2].

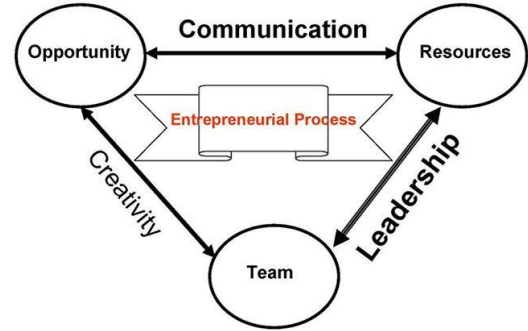
Based on the description of the background, research was conducted by surveying the electroplating industry in the Bandung area. The survey was conducted to capture interest in opening a decorative electroplating business in the industry. The decorative electroplating process using direct current has an important role in large-scale and small-scale industries. Electroplating is a technology that is relatively easy to work with, because it only requires simple equipment and relatively little manpower. The convenience of this technology attracts many entrepreneurs to engage in this field. The appearance of the decorative electroplating process will produce a nice, shiny, and metallic product.

**II. RESEARCH METHODOLOGY**

The descriptive survey method used in this study is also known as the normative survey method because it assumes that certain phenomena usually follow a general pattern or a certain pattern. This is of course very closely related to the purpose of the research that wants to describe the level of ability of small industries in the interest of the decorative electroplating business. In general, this method is given an additional qualitative label, which is a qualitative descriptive survey research method because it bases its data interpretation on qualitative data and not quantitative statistical techniques. Sampling was based on a sample survey technique with a total population of 10 small and medium industries. This is based on the notion that survey is a research method about a particular object that requires a lot of information so that it requires a tool to accommodate data that uses questionnaires.

**III. RESULTS AND DISCUSSION**

In recent years, the national automotive industry has shown quite interesting developments. This is part of the positive impact of the growth in the number of Indonesia's middle class over the past decade. Given the enormous potential of the creative industry and the potential to continue to increase its role and contribution to the country's economy. The results of studies that have been reported that the automotive industry sub-sector provides the largest contribution to the creative industry, need a model for the development of the home industry in the automotive accessories sector. When viewed from the business sector and based on the creative industry, the automotive accessories sector has a very significant contribution to the country's economy. There are several models in the development of small and medium industries in various fields including automotive accessories.



Source: Jeffrey A. Timmons: *New Venture Creation, Entrepreneurship for the 21st Century*, McGraw-Hill (e-book edition).

Fig. 1. The model in the development of small and medium industries.

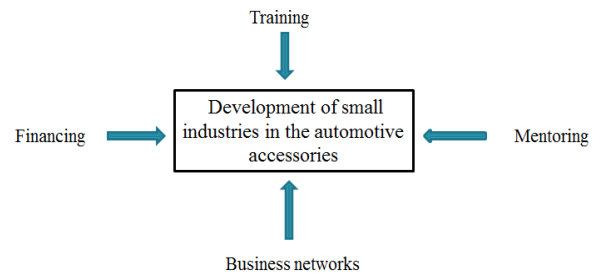


Fig. 2. Small industry development model in the automotive accessories decorative electroplating sector.

Figure 1 explains that the entrepreneurial process is influenced by opportunities, resources, and work teams. Of the three factors must be supported by creativity, communication, and leadership. Meanwhile, on this occasion the researcher proposes a small industry development model in the electroplating decorative automotive accessories sector which includes four main components, namely: training, financing, mentoring, and business networks as shown in Figure 2.

As previously explained, this creative industry for decorative electroplating is not a completely new business on the market. This is because there is currently a similar type on the market. Therefore, the researcher tries to package this motorcycle accessories modification business as a form of business that is different from similar businesses that already exist on the market. The uniqueness of this accessory product is the decorative addition of motorcycle accessories with chrome electroplating technique (Figure 3).



Fig. 3. Examples of chrome electroplating motorcycle accessories [3].

Analysis of business opportunities for modification of motorcycle accessories has a good and promising opportunity along with the current trend of motorcycle style. The description of the analysis of business opportunities is as follows:

#### A. *Type of Activity*

The name of the business is MNR Motorcycle Accessories, its own form of business, the characteristics of promotional activities for motorcycle accessories products, cooperation in chrome electroplating services. The advantages of the product are a minimalist form, easy to apply, there are no products spread on the market, and product development to the youth community.

#### B. *Aimed Target*

The target market is a group of consumers who are the target of the company's approach to buying the products it sells. In short, the target market is the group that will be served as consumers. The target market usually has almost the same age, nature, and character. The targeted marketing targets are students and teenagers throughout Greater Bandung.

#### C. *Competitor Analysis Business*

Competition for this program can be considered non-existent because there has never been a similar product marketed in the vicinity of the proposer's area. Analysis of market share or market share is a part of all requests for a product that describes customer groups based on certain characteristics. This customer classification can be grouped based on income, gender, age, social status, and education [4].

To know and determine market size and market share, a very in-depth market research is needed. For this reason, every entrepreneur must be able to determine the market to be addressed, to be able to see the potential of the market. Motorcycle accessories besides being good for the appearance of the motorbike are also liked by many people, because the target market share is all people, both young and old, students, employees, students, and so on. To make it happen, the proposer determines the location of our outlet to be close to crowded places and is often passed or become access for many people Business location analysis is a very important thing and very supportive for the development or failure of a business later. In determining the location of the business, one must consider the place of business in a public roadside location, close to the campus / school environment, and adjacent to the national road. Based on the survey results obtained several methods to start a business in the field of decorative electroplating motorcycle accessories, namely starting from identification of implementation with SWOT analysis, making business plans, marketing strategies and business preparation until starting a business.

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for implementation identification is shown in Table 1 [5].

TABLE I. SWOT ANALYSIS FOR IMPLEMENTATION IDENTIFICATION

<b>Strengths</b>	<b>Weaknesses</b>
The product has unique value, selling point and decorative art value Good customer service	Lack of reliable human resources in the creativity of motorcycle accessories
<b>Opportunities</b>	<b>Threat</b>
Competition on artistic or decorative value The market opportunity can be expanded Development of production technology and development of marketing with internet media.	Lack of working capital

The next step after getting the idea to set up a business is to make a business plan. In this business plan, it is explained about the background of the business, type of business, business location, marketing strategy, schedule of activities, sources of funds, estimated costs required, revenues, and profits to be obtained. In addition, the business feasibility analysis that the proposer will run is also included. The marketing of motorcycle accessories products will start from friends of the motorcycle community in the city of Bandung. In this place the proposer will market this product from one club to another. The proposer will also market the product to other city clubs by distributing brochures and samples so that bikers know that motorcycle accessories are being marketed. If the product of the proposer has been widely accepted by the bikers, the proposer will rent a small building for the business of the product. The design concept that the proposer has prepared is a prototype that is practical and easy to use. In addition, the design will also be given a touch of art that will add to the selling value of this product. Observations will be made first regarding consumer tastes, after that the design will be determined by a meeting of the Design and Production division. That way, products that match market tastes and are creative will be created. The marketing strategy began to make product pamphlets and posters to be distributed to potential consumers. Product posters and pamphlets will be distributed among the target consumers, so that they can find out more information about this product: where to participate, how to use the product, info for buyers of works, and so on. Advertising on the internet and online promotion will be carried out through marketing sites, blogs, and social networking sites, by the Marketing division. By means of this promotion, it is hoped that the reach of consumers can be expanded so that the distribution of this product does not only reach the local environment. In addition, there will be development of distribution areas, providing special discounts and sponsoring certain events. In addition to marketing strategies, production and financial strategies are also described. The production strategy will be designed according to the needs and tastes of consumers. Also seen is an increase in labor productivity and a survey of affordable supplier prices with good quality. Meanwhile, the financial strategy is by adding venture capital investment and controlling the financial system.

The survey results from several questions regarding creativity, innovation and business success obtained 86%, 80%

and 82% respectively. This proves the potential of the creative industry in the decorative electroplating field is very large and has the potential to contribute to the economy.

#### IV. CONCLUSION

Considering the potential of the creative industry in the decorative electroplating field which is very large and has the potential to continue to increase its role and contribution to the country's economy, while in several studies that have been reported by the media it is stated that of the fourteen creative industry sub-sectors, the automotive industry sub-sector has the highest contribution. for the creative industry, it is necessary to have a small industry development model in the decorative electroplating field so that it can continue to develop the automotive decorative industry. The model that the researcher offers consists of four components that can be implemented, namely education, financing, mentoring, and automotive industry networking. For the development of the model, there needs to be an analysis of opportunities, market share, planning, and marketing strategy. The survey results from several questions regarding creativity, innovation and business success obtained 86%, 80% and 82% respectively. This proves the potential of the creative industry in the decorative electroplating field is very large and has the potential to contribute to the economy.

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