

Gaskeun Digital Application Innovation to Facilitate Management and Acces to Tourism Transportation Service Business

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Abstract

The purpose of this research innovation is to see the potential for digital business innovation of the Gaskeun application as a new role for technology in facilitating business management in the field of transportation and communication access to make it easier for people to get access to existing transportation services, and also to see how people respond. - people who are involved in this transportation business which is located in the city of Medan. In analyzing this business idea the author used a qualitative descriptive research method, with data collection techniques in the form of interviews, observations and literature studies. The population in this study are people who own a transportation rental business called Hideaki. Meanwhile, the sample used was all members of the Hideaki transportation organization who had experience in renting out their vehicles. Based on research that the author has carried out, the author obtained data that the author collected through a questionnaire to the Hideaki transportation organization that several members of the organization positively received the business idea from the author, the data that the author received through a questionnaire then made a SWOT analysis to see whether the business idea that the author designed could survive in the target business market. After conducting research, the author sees that the role of technology nowadays is very important in business management, especially in the field of sales and purchasing services, the role of technology plays a very big role in the communication process and business management, therefore it would be good for an organization like Hideaki to start discussing this to members of the Organization to maneuver their businesses into the realm of digitalization.

Keyword: Inovation, Bussines, Digital

A. INTRODUCTION

Transportation is a basic necessity for undertaking tourism journeys and has become a business market in society, such as public transportation, travel services, and private vehicle rentals. The business of transportation services has also grown into a significant market, especially in tourist areas, where it is used by travelers to visit their desired destinations. Unfortunately, the management of tourism transportation services is still challenging for tourists to access. This is partly because tourists must visit transportation service providers in various locations directly and negotiate appropriate prices. If an agreement is not reached, they have to search for other service providers, which can consume considerable time.

This is where technology plays a critical role. The primary goal of technology is to simplify the processes of business systems that are traditionally carried out conventionally, such as finding transportation services, which often require tourists to visit service providers in person. Technology makes this process more instantaneous and straightforward through digital devices like smartphones, which are now widely owned by many people.

Currently, the world of technology is experiencing rapid advancement and development. One such technological advancement is Android. Android provides a comprehensive, open, and free platform that allows programmers to develop applications according to their needs. Applications are essentially the result of development processes using modern technology, enabling their use on mobile devices to simplify the management and monitoring of activities. Applications are a collection of elements that interact and are interrelated in carrying out activities together to achieve specific goals (Yasin, 2012). Thus, an application can provide information for monitoring or evaluation purposes for its users.

Based on the issues described above, the author is interested in conducting research on problems related to tourism bus rental agreements under the thesis title: Gaskeun Digital Application Innovation to Facilitate Management and Access to Tourism Transportation Service Business

B. RESEARCH METHOD

Type of Research

This study employs a descriptive qualitative research method, which involves collecting data in the form of words or images rather than numbers. According to Bogdan and Taylor, as cited by Lexy J. Moleong (2005:4), qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. Meanwhile, descriptive research is a form of research aimed at describing or illustrating existing phenomena, whether natural phenomena or those resulting from human intervention.

Data Collection Techniques

Primary Data

Primary data refers to sources that directly provide data to the researcher. This data is collected firsthand by the researcher from the primary source or research location. The researcher utilizes interview results obtained from respondents about the research topic as primary data (Sugiyono, 2017:225). In this study, the primary data used by the researcher.

Observation

Observation is a technique used to investigate or examine non-verbal behavior. According to Sugiyono (2018:229), observation is a data collection technique with distinctive characteristics compared to other techniques. It is not limited to people but also includes other natural objects. Through observation, researchers can learn about behavior and its underlying meaning.

Interview

According to Sugiyono (2017), an interview is a data collection technique used when the researcher intends to conduct a preliminary study to determine the issues to be studied or gain in-depth insights from respondents, especially when the number of respondents is small. This interview aims to obtain comprehensive information from administrators and members of the HIDEAKI transportation community.

Questionnaire

According to Sugiyono (2017), a **questionnaire** is a data collection technique conducted by providing a series of written questions or statements to respondents to be answered.

Questionnaires are used to gather information directly from primary sources or research subjects in a systematic and structured manner.

Data Analysis Methods

Descriptive Analysis

Descriptive qualitative research means that the data collected is directly presented in the form of a description or depiction of the conditions or state of the object comprehensively and as it is, in the form of written or spoken words from people or observed behavior (Moleong, 2010:3). Therefore, descriptive qualitative research is a research procedure that produces data in written words, which describe a particular subject. The data is obtained through field observations and interviews.

The descriptive-qualitative research method focuses on problem-solving based on facts, conducted through observation, interviews, and document reviews. In descriptive research, the researcher seeks to observe events of interest and then illustrate them as they are. In this regard, Nana Sudjana and Ibrahim (2004) state that descriptive research is research that aims to describe something, events, or phenomena occurring at the present time. In other words, descriptive research focuses on current, actual issues as they exist during the research.

SWOT Analysis

According to Freddy Rangkuti (2006), SWOT analysis is a systematic identification of various factors to formulate strategies for the company. This analysis is based on logic that maximizes strengths and opportunities while minimizing weaknesses and threats. According to Sondang P. Siagian (2003), SWOT analysis is a powerful analytical tool when used appropriately. It is widely recognized that SWOT is an acronym for strengths, opportunities, weaknesses, and threats. SWOT analysis involves the systematic identification of these factors to formulate company strategies. The logic of this analysis is to maximize strengths and opportunities while simultaneously minimizing weaknesses and threats.

C. FINDINGS AND DISCUSSION

Research result

SWOT Analysis

The author also conducted a SWOT analysis of the Gaskeun Navigation innovation created to examine the strengths, weaknesses, opportunities, and threats identified within the Gaskeun app idea. In conducting the SWOT analysis, the author used data collected from questionnaires distributed to members of the Hideaki Transport organization, as well as observations on social networks to assess the market competition that the Gaskeun app idea would face. The analysis obtained by the author is as follows:

Table 1. Analisis SWOT

Strengths	weakness
The digital navigation innovation of the Gaskeun app presents an innovative idea where the app provides tourism transportation rental services, allowing users to rent vehicles with a range that can extend beyond the city. The Gaskeun app also focuses on developing transportation services at tourist destinations using local vehicles available at those destinations. Gaskeun aims to ensure the safety of vehicle rentals through its navigation	The Gaskeun app may take some time to adapt to the transportation market due to the presence of established competitors like Gojek and Grab. Additionally, people's travel patterns show that for short-distance trips, they tend to prefer using online transportation services from these competing apps. This is because Gaskeun is

feature for both the provider and the renter of the transportation to be used.	focused on long-distance travel and trips lasting more than one day.
Opportunity	Threats
The Gaskeun app will bring a new innovation to the online transportation business, where Gaskeun provides a transportation service that allows users to track their vehicles. Additionally, unlike competing apps that focus only on urban areas due to their target market for short-distance and small-scale trips, such as Gojek and Grab, Gaskeun has a broader scope that extends beyond the city. It also offers users the flexibility to rent vehicles for a specific duration and over several days.	This app may be less relevant among the public considering the presence of established competitors like Gojek and Grab, which have a strong brand presence. Although it targets a different market, the Gaskeun app also has a target market that may fluctuate depending on people's travel patterns, as they are likely to rent vehicles only for specific periods during holidays, compared to competing apps like Gojek and Grab, which are used daily by people for commuting to work.

Source : Writer. 2024

Through this SWOT analysis, the author sees that the strength of this app lies in its ability to create new innovations in the transportation world through its features and target market. The author also combines several strategies on how the strengths of the Gaskeun business idea can mitigate the threats and weaknesses the app may have, as well as how the opportunities available to the Gaskeun app can address its weaknesses. Additionally, strategies are outlined to resolve the weaknesses and threats faced by the app. In the table below, the author has elaborated on these strategies.

Table 2. Integration of SWOT Analysis Strategies

Remarks	Strength (S)	Weakness (W)
Opportunity (O)	<u>Strategy SO</u> With the new innovation offered by the Gaskeun app, the innovation can take advantage of opportunities such as the target market of people renting long-distance transportation, which is usually served by conventional travel agencies. Meanwhile, Gaskeun offers a new business model using digital technology, allowing users to monitor their vehicles during the rental period.	<u>Strategy WO</u> By conducting marketing and promotion for the Gaskeun digital business idea, the Gaskeun app can establish the company name and its business type as relevant to the public. This is due to the new innovation that the Gaskeun app offers, which differentiates it from competing apps and conventional travel agencies, such as the navigation feature that assures users that our app guarantees the security of their business.
Threat (T)	<u>Strategy ST</u> With the strengths possessed by the Gaskeun app, if promotions and marketing are carried out to attract people to use the Gaskeun app, then Gaskeun could become a trusted option	<u>Strategy WT</u> The Gaskeun app also includes strategies to attract customers to book through the Gaskeun app, such as offering discount vouchers and adding features like

	in the target market of competing apps that operate within the city.	providing tips for drivers or highlighting driver accounts with good ratings.
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Source : Writer. 2024

Through the SWOT analysis above, based on the author's observations from the data and interviews conducted, the author identifies several strengths, weaknesses, opportunities, and threats of the Gaskeun app, which are outlined in the SWOT. From this, the author can see how the business idea offered by the Gaskeun app can create strategies to compete in the digital transportation service market. Additionally, this navigation idea can also benefit various parties working in the tourism sector, such as private transportation service providers, by allowing them to monitor the security of their vehicles through the features offered by the Gaskeun app.

After collecting data through interviews and questionnaires, the author also gave all members of the Hideaki transportation organization the opportunity to directly try the Gaskeun app prototype, providing them with a hands-on experience of using the app and asking for their feedback on their impressions and experiences while using the prototype, which has also been outlined in the questionnaire results.

Prototype gaskeun application

The usage of the Gaskeun app prototype will be explained as follows:



Figure 1. Login Menu Interface in Gaskeun App Prototype
Source: Author's Processing (2024)

First, the user will be directed to the opening interface, where they will be asked to log in and link their existing Google account to the Gaskeun app. The user can also sign up and create a new account to enter the app.



Figure 2. Gaskeun App User Selection Menu Interface
Source: Author's Processing (2024)

The user will then be given the option to enter the Gaskeun app as a user (vehicle renter) or as a Partner (transportation service provider).

a. Enter as a Driver

Figure 3. Data Entry Form Interface for Driver Information and Vehicle Details in Gaskeun App
Source: Author's Processing (2024)

If the user selects to log in as a Driver, they will be directed to an interface where they can fill in their personal information and details about the vehicle they will use for the transportation business in the app.

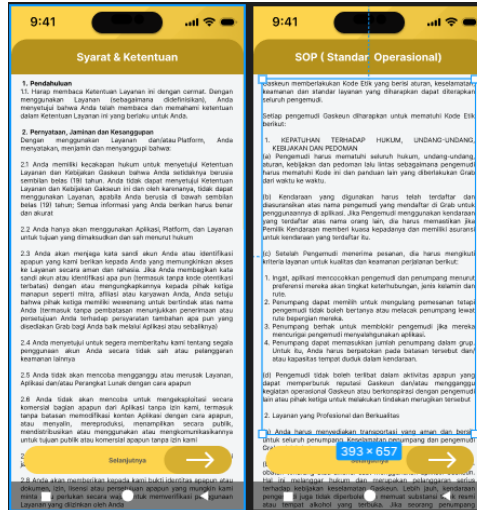


Figure 4. Agreement Screen for Terms and Conditions and SOP (Standard Operating Procedures)
Source: Author's Processing (2024)

After entering their data, the user will be directed to the terms and conditions menu for using the Gaskeun app as a driver partner. Here, they will also learn about the standard operating procedures when offering their transportation services.



Figure 5. Driver Registration Features Interface
Source: Author's Processing (2024)

After agreeing to the terms and SOP requirements, the user will be directed to the main interface of the app. Here, the user can access the main features of the Gaskeun app, designed to simplify the transportation service providers' management of their business, such as receiving notifications about passengers who want to rent their services.

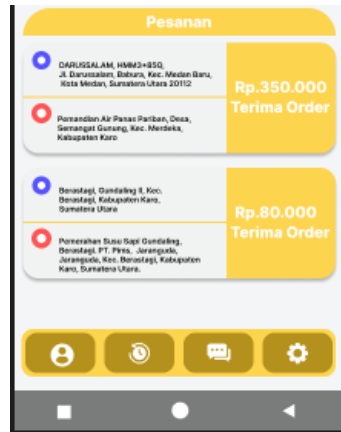


Figure 6. Transport Service Booking Offer Interface
Source: Author's Processing (2024)

There will also be a feature to track their rented vehicles and a feature to search for nearby passengers in the user's area who wish to rent their services. Additionally, drivers can view their earnings from renting out their vehicles.

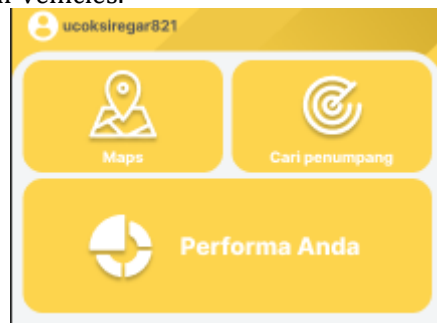


Figure 7. Interface Showing Features for Transportation Service Providers (Driver)
Source: Author's Processing (2024)

These features are part of the strength of the Gaskeun app, making it safer and more trustworthy for people wanting to rent out their transportation services.

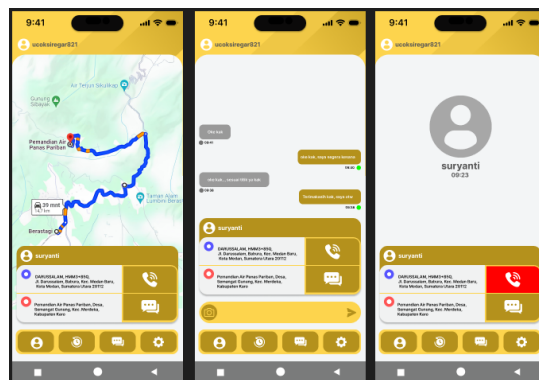


Figure 8. Communication Features Interface Between Driver and Passenger
Source: Author's Processing (2024)

If the renter accepts the booking, the passenger will be directed to an interface with a map and several features to contact the vehicle owner, such as chat and phone options.

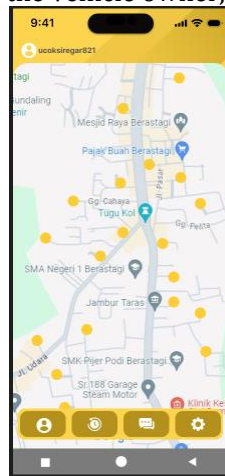


Figure 9. Search Feature Interface for Finding Nearby Renters for Transportation Providers
Source: Author's Processing (2024)

Transportation service providers can search for renters in the vicinity of their location, making it easier to reach potential clients around them.

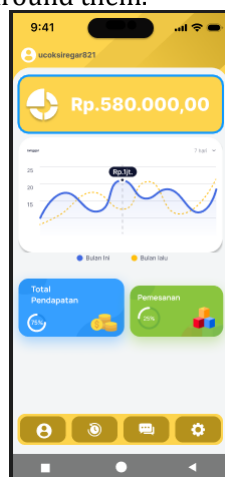


Figure 10. Income Summary Feature Interface for Transportation Service Providers
Source: Author's Processing (2024)

Transportation service providers can also view their earnings from renting their services, whether for a week or a month.



Figure 11. Vehicle Navigation Feature Interface
Source: Author's Processing (2024)

This is an innovative feature in the app—vehicle navigation, which helps service providers track their rented vehicles. The feature provides details such as coordinates, location, time, and vehicle type, and allows service providers to report suspicious activities involving their vehicles. By reporting, the app owner can easily track the vehicle's data and location in case of misuse by the renter.

b. Entering as a User (Renter)

If the user chooses to enter as a user (transportation service renter), they will enter an interface where they can select their destination and view some recommended travel options available in the app.

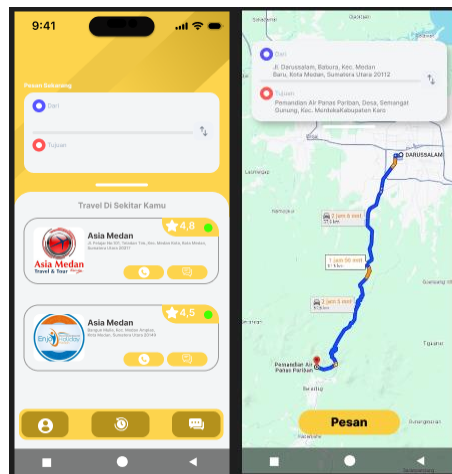


Figure 12. Main User Interface for Selecting Destinations and Renting Transportation Services
Source: Author's Processing (2024)

Once the renter selects their destination, the interface will display their pick-up location and the destination chosen during the booking process.

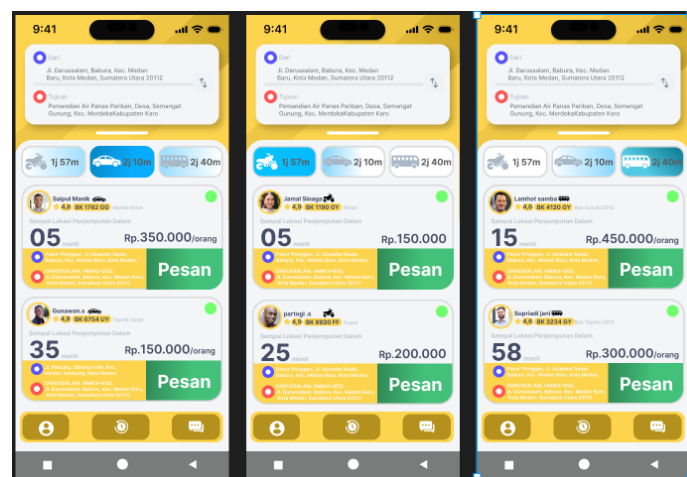


Figure 13. Transportation Service Offer Interface from Drivers
Source: Author's Processing (2024)

Once a booking is made, the renter will see offers from available transportation service providers, including motorcycles, cars, and buses. Renters can view the price offers and select the one they find most suitable.

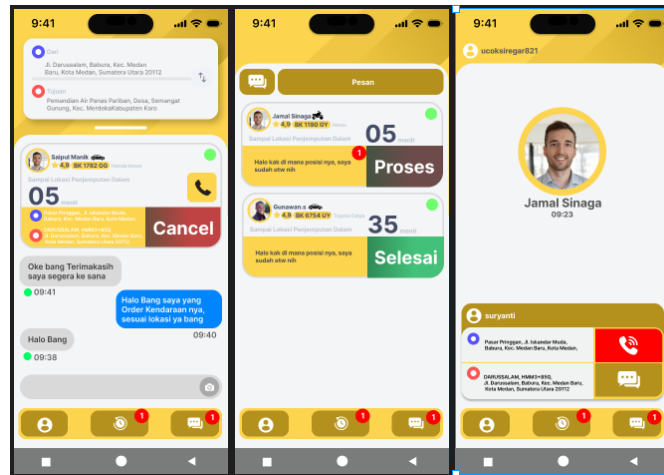


Figure 14. Communication Feature Interface Between Renter and Transportation Service Provider
Source: Author's Processing (2024)

After agreeing on one of the offers from the transportation service providers, the renter will be directed to an interface to communicate with the provider and also see the status of their bookings, whether completed or in progress.

Through these features created in the Figma app prototype, the author strives to design an app focused on providing convenience to both renters and transportation service providers. This includes pricing offers and making the app more effective in attracting people to use the Gaskeun app, which the author has developed.

CONCLUSION

Interest and Positive Response to Transportation Business Digitalization
After researching the Gaskeun digital transportation business navigation, the researcher observed that organizations focusing on transportation rental services, such as the Hideaki transportation organization, responded positively. They are interested in bringing this type of transportation business into the digital realm. The digital era has made several businesses more effective in terms of accessibility, and it has made business systems easier to access. Digitalization, through the use of smartphones and digital technology, has become more organized and systematic. Additionally, digitalization makes the communication process between vehicle renters and providers easier, as the main function of technology is to facilitate instant interactions between both parties. Problems and Acceptance of Technology by Transportation Business Managers
After distributing the questionnaire, the researcher found that there were issues experienced by transportation business managers when managing their businesses. From the questionnaire data, the researcher also found that transportation service providers are accepting technology as a tool to make it easier for them to manage their transportation businesses.

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