

Analisis strategi penetrasi layanan kendaraan terhubung internet (CCS) oleh operator seluler melalui pemilihan perangkat keras pendukung (enabler)nya = Analysis of cellular operator connected car services (CCS) penetration strategy through the selection of its (enabler) hardware

Johanes Setiyabudi, author

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Abstrak

[ABSTRAK

Layanan Kendaraan Terhubung Internet (LKTI) yang sudah di kembangkan oleh operator seluler di Indonesia sebagai bagian dari layanan digital nya. Dalam konteks LKTI, layanan yang diberikan masih terbatas pada layanan telematik dengan menggunakan perangkat On Board Diagnostic (OBD) II dengan metoda konektivitas ter-integrasi. Harga perolehan perangkat yang relatif lebih mahal dibanding layanan sejenis yang bebas biaya berlangganan, membuat penetrasi pasar LKTI telematik Operator Indonesia tidak berkembang. Dibutuhkan strategi penetrasi pasar baru untuk dapat mencapai adaptasi masal dengan mempertimbangkan perluasan layanan kearah infotainment, pemilihan perangkat pemicu layanan yang komprehensif, mekanisme pemisahan pembebanan biaya layanan, serta pola kerjasama hilir baru antara operator ? diler ? dan sistem integrator.

Pemodelan Kano digunakan untuk mengidentifikasi fitur-fitur yang diinginkan pelanggan terhadap solusi perangkat keras pemicu layanan serta pengembangan tipe aplikasi LKTI agar dapat mendukung diversifikasi layanan eksisting operator. Model bisnis baru dari LKTI operator dikembangkan dengan pemodelan bisnis Canvas dengan ?Pemberdayaan diversifikasi LKTI untuk mobil non-premium? sebagai proposisi nilai yang ditawarkan.

Sehingga penetrasi pasar secara masal akan dapat dicapai dengan strategi pemanfaatan dealer sebagai jalur distribusi dengan mekanisme bundling perangkat pemicu layanan sebagai bagian dari kendaraan yang dijual oleh diler serta pembebasan biaya bulanan terhadap layanan LKTI telematik dasar. Pengembangan aplikasi LKTI mandiri dan bersifat lokal oleh operator yang bekerjasama dengan sistem integrator merupakan kunci dari kesinambungan dan perkembangan layanan LKTI di Indonesia di masa yang akan datang dalam penggunaan aplikasi nilai tambah (layanan nilai tambah telematik dan infotainment) yang bermuara pada peningkatan trafik data operator yang didukung oleh mekanisme pemisahan pembebanan biaya layanan.

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ABSTRACT

Connected Car Services (CCS) have been developed by Indonesian Cellular

operators as part of their Digital Services product. In the CCS context, current service provided by Indonesian operator is still limited to vehicle telemetry with On Board Diagnostic (OBD)-II device as a service enabler by using integrated connectivity scheme. High acquiring enabler-hardware cost compare to their competitors which are free of charge, made operator market penetration on this service is low. A new market penetration strategy is required to gain mass-market adoption considering service broadening to infotainment, comprehensive enabler hardware selection, split billing mechanism, and a new partnership scheme between operator ? dealership ? and System Integrator.

Kano modelling is used to identify Connected Car Services Enabler Hardware features and type of applications development required by customer to support operator existing services diversification. A new business is developed to support this new diversification services by using Canvas Model with ?Enablement VAST Connected Car Services for non-Premium Car? as the value proposition offered.

Hence, mass adoption market penetration could be achieved by bundling CCS enabler hardware as a part of the vehicle offered to the customer by dealer and giving free of CCS basic telematics monthly service cost strategy. Meanwhile, self development of CCS applications with local taste, by cooperation between operator and system integrator, will be the key of sustainability and application enhancement of CCS Services in Indonesia to excite customer accessing CCS enhance applications (Telematic VAS and Infotainment) which will increase operator data traffic through split billing mechanism., Connected Car Services (CCS) have been developed by Indonesian Cellular

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