KEMAYORAN CAR MARKET: IS IT WORTHY TO BECOME

A PUBLIC SERVICE AGENCY BUSINESS UNIT

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ABSTRACT

Kemayoran Car Market (KCM), which has been operating since 1995, is one of the affordable used car icons on the Jakarta premium site. KCM is one of the work units under the Public Service Agency of Kemayoran Complex Management Center (BLU PPK Kemayoran). The research aims to expose a used car market management pattern from social economic transformation. This research uses a qualitative approach with deep interviews, direct field observations, and the processing of financial documents. The conclusion is that BLU PPK Kemayoran should maintain the existence of KCM. Still, it should be accompanied by optimal and accountable efforts used (1) modifying its management by forming a separate unit or becoming a business unit, (2) preparing a more measurable mission, strategy, business performance, and vision, proactive toward the dynamics of the economic environment of business competition and clustering target markets based primarily on land rental services plus digital showroom services (digiroom) as an adaptation to changes in end consumer behavior.

Keywords: Kemayoran Car Market, Public Service Agency, Economic Social Transformation.

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