



**DEVELOPMENT OF ORGANIZATIONAL MANAGEMENT IN
IMPROVING BUSINESS SUSTAINABILITY IN “KEBANAN.ID”
(WINNER OF THE STUDENT DIGITAL ENTREPRENEURSHIP
INNOVATION CHAMPIONSHIP)**

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ABSTRACT

KEBANAN is one of the *on-demand* service platforms created by Universitas Sarjanawiyata Tamansiswa students as a result of the Student Digital Entrepreneurship Innovation Program championship of the Indonesian Ministry of Education and Culture. KEBANAN is based on a mobile application that can provide KEBANAN solutions when experiencing problems on the road with its tagline " KEBANAN, So Calmer When the Tire Leaks on the Road". Structural Problems KEBANAN is a team of students from the UST (Universitas Sarjanawiyata Tamansiswa) management study program who are currently taking the 6th semester including the Director, Production and Product Development team, and market development and distribution team. Obligations at the end of semesters 6-7 are very high because they are required to do Internships, Real Work Lectures, and Thesis Making which requires extra focus both time, energy, and thoughts, so it is possible that the sustainability of KEBANAN will be disrupted because all structures will focus on graduating on time as a top priority. Problems like this if not immediately handled and educated will worry about the short span of the *business life cycle*, and if that happens it is very unfortunate because KEBANAN has a strategic role in providing solutions for road users when there are obstacles on the road. The purpose of developing organizational management in improving the sustainability of the KEBANAN startup business as the best solution. Solutions to overcome this problem with 7 flows, namely: How the team spends time, how to schedule daily activities, how to prioritize time wisely, How to group similar tasks, Set a time limit when doing tasks, Learn to say no, and eliminate distractions. After the discussion, the entire KEBANAN team realized that they needed to change and made a commitment to get re-motivated by starting with proper time management.

Keywords: *Organizational Management, Business Sustainability, Development.*

INTRODUCTION

KEBANAN is one of the *on-demand* service platforms created by Universitas Sarjanawiyata Tamansiswa students as a result of the Student Digital Entrepreneurship

Innovation Program championship of the Indonesian Ministry of Education and Culture. KEBANAN is based on a mobile application that can provide KEBANAN solutions when experiencing problems on the road with its tagline "**KEBANAN, So Calmer When Tires Leak on the Road**". The philosophy of the emergence of KEBANAN departs from the team's experience when having difficulty finding the nearest tire patch, especially for migrants who are stopping in Yogyakarta, so they thought of overcoming the problem by making an online tire patch service called "KEBANAN". With the high use of motorized vehicles in Yogyakarta and the lack of valid offline tire patch location information, it can be ascertained that the demand for this service will increase, in addition to increasing the income of tire patch partners in Yogyakarta. Currently, it can be accessed through **KEBANAN.id** with a simple visual display as shown in Figure 1, making it easier for various groups to use this platform.

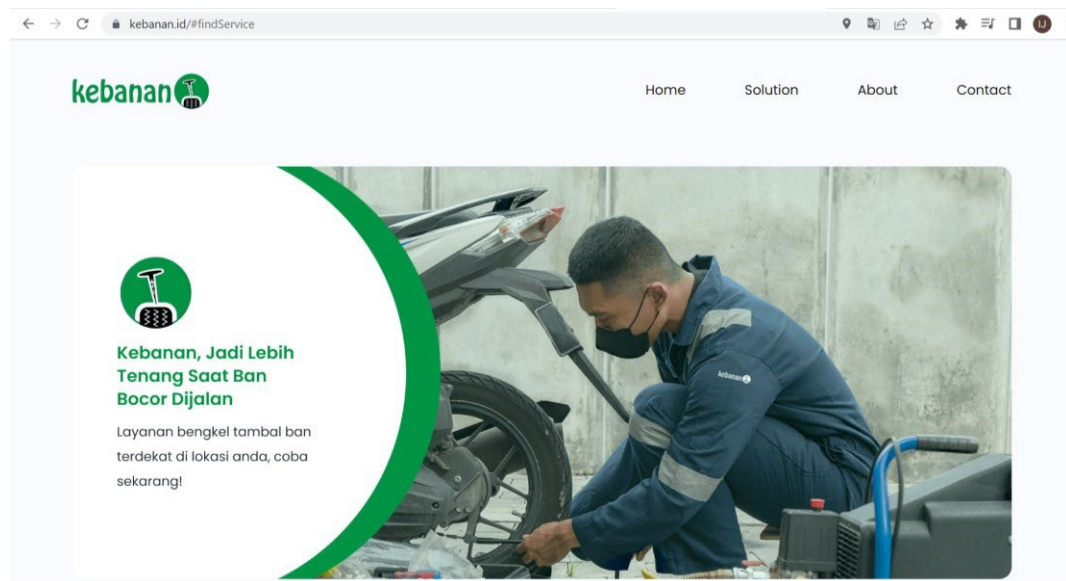
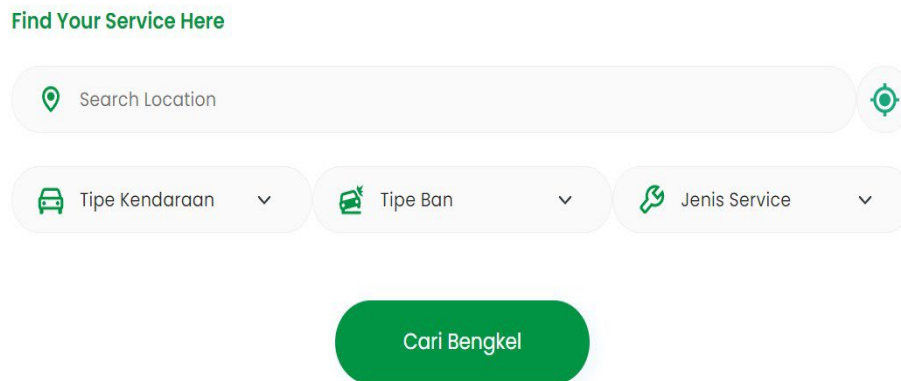


Figure 1. Visual header view of KEBANAN.id

The services offered by KEBANAN Online are tire patches and special motorcycle workshops both when breaking down on the road and *on demand*. However, the initial stage only focuses on tire patches and continues to continue to produce services that can increase public trust, especially in Yogyakarta, and have a significant *impact* on comfort in the condition of a punctured tire on the road. The *search location* service provided makes it easy for users to

determine the coordinates of the location where the tire puncture occurred, besides that, the type of vehicle, type of tire, and type of service are listed on the platform as shown in Figure 2. Obviously, this is very easy to use and light for various types of gadgets. KEBANAN can operate and can be accessed 12 hours online because it is directly connected to tire patch service providers, consumers do not need to worry if the vehicle suddenly has a tire leak on the road.



Find Your Service Here

Search Location

Tipe Kendaraan ▼

Tipe Ban ▼

Jenis Service ▼

Cari Bengkel

Figure 2. Services provided

The product launch strategy has been carried out with various appropriate strategies so that it can be more effective to reach the market using attractive designs as in Figure 3. Both are advertised on Instagram, Facebook, Website, TikTok, and Google Maps. The marketing process is not only carried out organically but is *boosted* using ad services from various channels to accelerate the delivery of information and services to all potential customers (Hadi, 2020).



Figure 3. Design of services provided KEBANAN

The KEBANAN structure is a team of students from the UST (Universitas Sarjanawiyata Tamansiswa) management study program who are currently taking the 6th semester including the Director (Amelia Nurul Farida), the Production and product development team (Palupi Listyaningrum), and the market development and distribution team (Sherly Dwi Astuti). Obligations at the end of semesters 6-7 are very high because they are required to do Internships, Real Work Lectures, and Thesis Making which requires extra focus both time, energy, and thoughts, so it is possible that the sustainability of KEBANAN will be disrupted because all structures will focus on graduating on time as a top priority. Problems like this if not immediately addressed and addressed will worry about the short span of the *business life cycle*, and if that happens it is very unfortunate because KEBANAN has a strategic role in providing solutions to road users when there is confusion on the road, so the solution needed is coaching organizational management development in improving business sustainability in the KEBANAN structure (Hadi, 2022; Hadi et al., 2023). The coaching includes **Planning** in setting future goals and objectives and how to develop in the future with various strategic options that can be applied. **Organizing is the** ability of individuals in an organization that is used to achieve organizational goals previously set. **Staffing** which includes the recruitment process, selection,

training, and employee performance appraisal. **Direction** in giving instructions, assistance, and review. **Motivation** in carrying out organizational functions so that employees can do the job properly and correctly. **Implementation of** what has been planned to achieve organizational goals. Finally, **supervision of** how the process of implementing activities runs appropriately.

METHODS

The implementation method of fostering the development of organizational management in improving business sustainability at the structural level is carried out with various practices as follows:

1. Introductory session of each KEBANAN structure.
2. Profiling the KEBANAN platform.
3. Identify organizational management gaps.
4. Solutions from the results of gap identification by sharing and discussing organizational management.
5. After carrying out the above stages, we conduct an evaluation by having a post-activity discussion with the KEBANAN structure.

RESULTS AND DISCUSSION

The implementation of this activity was carried out in one of the coffee shops, we deliberately chose this place to give a relaxed and distinctive impression of the startup that these young people are engaged in. In addition, According to research by Susanto et al. (2023), creativity arises when the physical environment is comfortable and adequate, so it is important to determine the place of discussion before conveying ideas or discussing self-development and business as seen in Figure 4. The implementation of this activity is under the predetermined planner in developing organizational management and business sustainability of KEBANAN by first profiling the current existing conditions, how far the development has gone so far and the various activities currently carried out by the entire team. The team's interest and enthusiasm

were very evident in this activity even though there was a delay in the meeting, but this did not become an obstacle in this activity.



Figure 4. Preparation before discussion with the KEBANAN team

The effectiveness of the implementation of this activity is carried out in several stages so that it is also well documented. Here are the stages

1. Identify exciting opportunities by discussing all the star up
2. Writing it down on a piece of paper in a concise priority of the problems faced, this is done so that what is written can be expressed visually so that it will facilitate problem-solving, especially in operational management which is the main obstacle in developing this business, even though we have previously conducted interviews about the fundamental problems of how to manage the organization to run and continue to increase sustainably.

As seen in the following figures 5, 6, and 7:

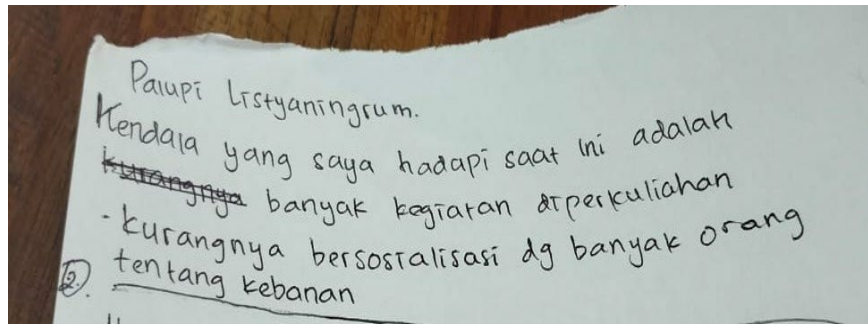


Figure 5. Palupi's personal statement on organizational issues

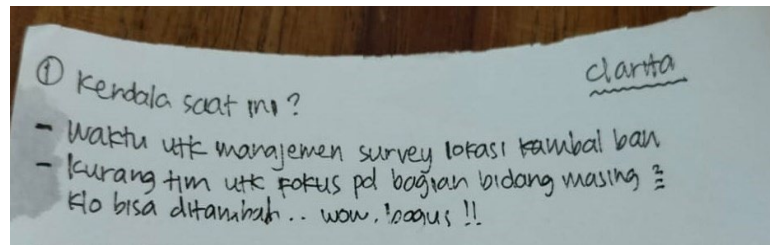


Figure 6. Clarita's personal statement on organizational issues

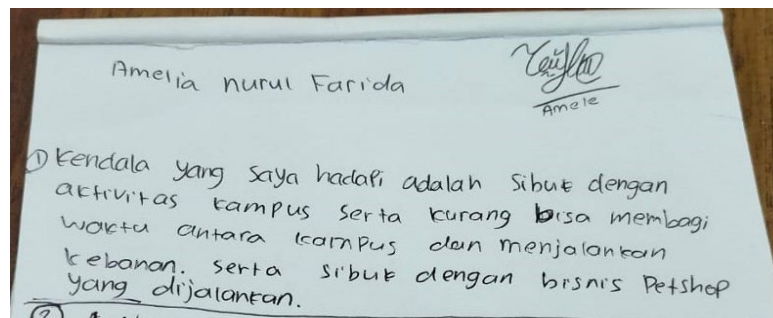


Figure 7. Amelia's personal statement on organizational issues

3. After that we took a general approach by providing consultation using *best practices* in managing a good and long-term oriented organization.
4. After that, the discussion session and the provision of positive feedback for organizational development to ensure that what was delivered really had a significant impact on the development of the KEBANAN HR capacities.

The results of this service have important things how to improve the management of the KEBANAN organization so that it can run and be sustainable. These results will be explained in accordance with the statements of each team written in Figures 5 to 7 as follows:

1. Palupi's statement as the production and product development team stated that the many activities in the lecture and the lack of socialization of this product are the main problems, even though these two problems are fundamental for the organization to continue and develop.
2. Clarita's statement as the market development and distribution team feels that each field's team is insufficient and time management in surveying tire patch locations is also a major problem.
3. Amelia's statement as director also has the main problem of being busy with campus activities and not being able to manage time. This problem is almost the same as the other themes.

The identification results lead to **time management**. In general, in the process of organizational improvement, it is necessary to do any planning, whether short, medium, or long-term. Then organizing requires a sense of ownership between teams so that there is a diversity of tasks but still on predetermined goals. After that, how to project the team and its management, and how to continue to motivate as suggested by Ki Hadjar Dewantara how to be a good leader, namely "*Ing ngarsa sung tulodo, ing madya mangun karsa, tutwuri handayani*" where a leader must be able to motivate as a role model, nurture, and always encourage the creativity of those he leads, so that the implementation of activities can run well and continue to grow, of course by always being supervised by various processes in the organization so as not to get out of the predetermined goals. time management is the core of the problem in the organization. **Time management** is the core problem experienced by the KEBANAN theme which will be discussed below.

Fundamental understanding of time management on team KEBANAN using *lucidcharts* (*10 Tips for Mastering Time Management at Work*, 2017) In this article, we discuss the 7 stages of effective time management, how the rhythm needs to be done every day to regain time that is lost in vain and may be difficult to obtain and to deepen, we convey 7 stages in effective time management.

1. How the team spends time.

In the first stage, the KEBANAN team should record the time and activities for one week, and determine how much we have achieved in a day, then need to identify *wasting time* and perhaps unpleasant, and finally focus on activities that provide the greatest benefit. This stage will give a clear picture of how time is spent each day on learning, conversations, and other productive and unproductive activities and get a more accurate picture of how long certain types of tasks take.

2. How to make a daily activity schedule

Making activity schedules can now be done online using the website www.lucid.app This website can be used for free in recording daily activities, here is Figure 8. Display lucid.app

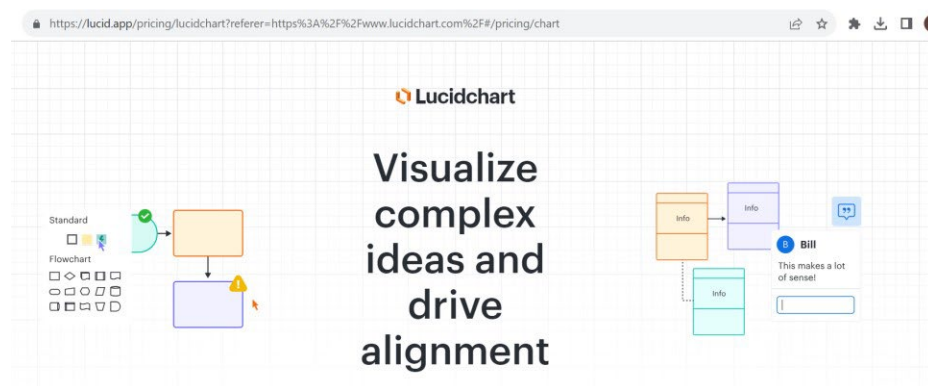


Figure 8. View of lucid.app

This second step is very important for the entire KEBANAN team to manage time in daily activities. If you have done this second rhythm, you must remain consistent and it is not recommended to do daily activities without a list of activities that have been compiled previously. After the day's activities are completed, the next step is to re-create a list of the most urgent tasks to be done the following day. This scheduling process also affects health because the tasks that are in our minds are already written on paper so that it does not become a burden.

3. How to prioritize time wisely

Prioritization is the key to successful time management. Start by eliminating tasks that you shouldn't be doing. Then identify the three or four most important tasks and work on them first, ensuring you complete the important tasks. The following Eisenhower matrix is shown in Figure 9. as a tool to figure out the prioritization of tasks. The KEBANAN theme can include items from to-do lists and daily activities to evaluate prioritization.

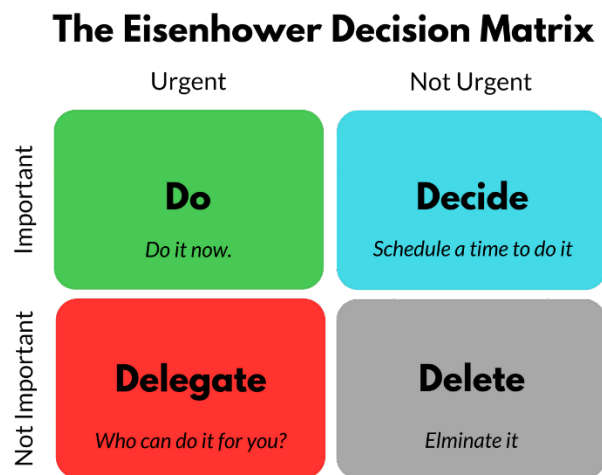


Figure 9. Eisenhower matrix

Explanation as follows:

Important and Urgent: These tasks have important deadlines with high urgency should be completed immediately.

Important and not urgent: These matters are important but do not require immediate action and should involve the formulation of a long-term development strategy.

Urgent and Not Important: These tasks are urgent but not important. Minimize, delegate, or eliminate them as they do not contribute to your output.

Not Urgent and Not Important: These activities have no value, if any, and should be eliminated as much as possible.

4. Group similar tasks together.

Save your time and mental energy by trying to complete all types of tasks before moving on to the next. For example, set aside a separate time for answering emails, making phone calls, filing, etc. Do not answer incoming emails and messages, as they are the best distractions. Turn off your phone and email notifications to eliminate the temptation to check in at unspecified times.

5. Set a time limit when working on tasks.

In doing activities, not only until completion but must be paused to balance focus and reduce mental and mental tension. Tam KEBANAN must do that, one of which uses the Pomodoro technique in Figure 10. This technique is based on the principle that resting between studying is important to maintain focus. This technique has a short-duration but high-intensity study system, generally 25 minutes of study and five minutes of rest.

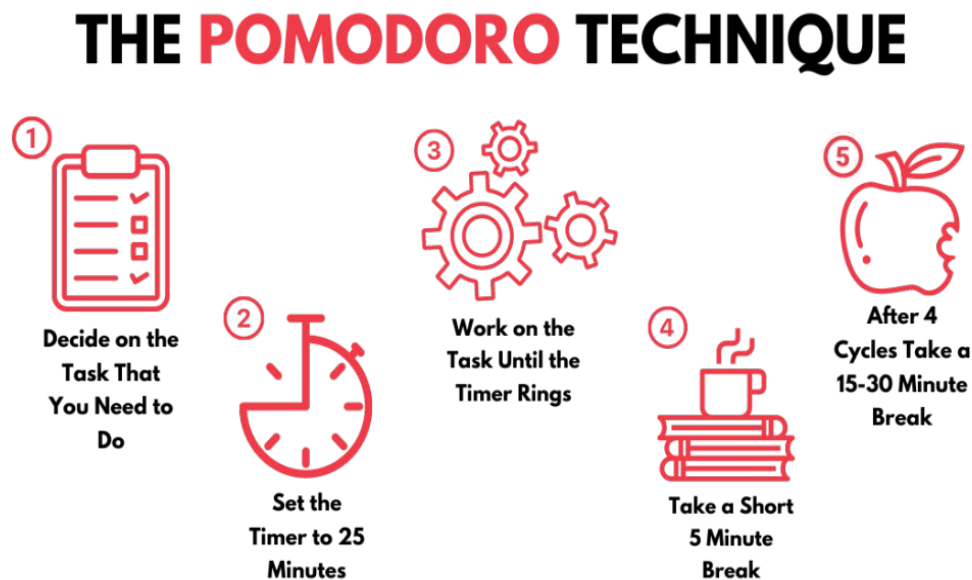


Figure 10. Pomodoro technique

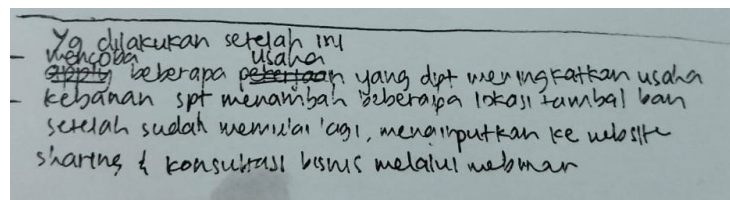
6. Learn to say no.

You'll never learn how to manage your time at work if you don't learn how to say no. Only you really know what you have time for, so if you need to turn down a request in order to focus on more important tasks, don't hesitate to do so. And if you take on a project that's clearly going nowhere, don't be afraid to let it go.

7. Eliminate distractions.

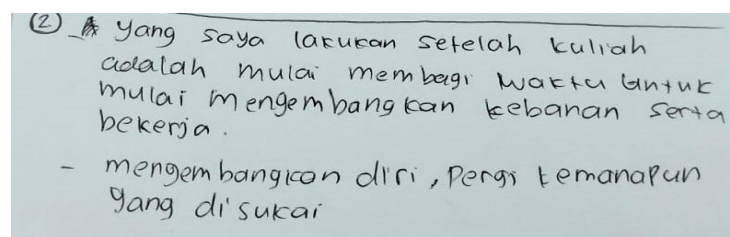
Social media, web browsing, coworkers, text messages, instant messages workplace distractions are endless. The key to personal time management is to be proactive in eliminating them. Close your doors to limit distractions. Close all tabs except the one you are working on.

After the discussion and feedback, the whole team wrote down what commitments would be made after this activity on each of their papers, and can be seen in the following picture:



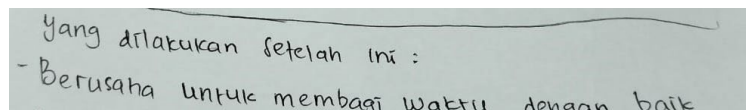
Yang dilakukan setelah ini
- mencoba beberapa ~~pekerjaan~~ ^{usaha} yang dipertimbangkan untuk meningkatkan usaha kebanan spt menambahkan beberapa lokasi tambahan setelah sudah memulai lagi, memanfaatkan ke website sharing & konsultasi bisnis melalui webman

Figure 11. Clarita's solution to the organizational problem



(2) Yang saya lakukan setelah kuliah adalah mulai membagi waktu untuk mulai mengembangkan kebanan serta bekerja.
- mengembangkan diri, pergi ke manapun yang disukai

Figure 12. Amelia's solution to an organizational problem



Yang dilakukan setelah ini :
- Berusaha untuk membagi waktu dengan baik

Figure 13. Palupi's solution to the organizational problem

CONCLUSIONS

Structural problems of KEBANAN are related to time management because of the difficulty in dividing time between internships, KKN, thesis, and managing KEBANAN, as well as other personal activities. This is a choice as a student and this decision is right so that it has experience both hard skills and soft skills that are mature. The solution to overcome this problem with 7 flows, namely: How the team spends time, How to schedule daily activities, How to prioritize time wisely, How to group similar tasks, Set a time limit when doing tasks, Learn to say no, and eliminate distractions. After the discussion, the entire KEBANAN team realized that they needed to change and made a commitment to get re-motivated by starting with proper time management.

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