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PAPER

Semi Coating 777: Vehicle Skincare Innovation as an Affordable Vehicle Body Care Solution

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ABSTRACT

The continuous growth in the number of motor vehicles in Indonesia has increased public demand for vehicle care products. One of the common problems faced by vehicle owners is the deterioration of the vehicle's exterior appearance due to exposure to sunlight, acid rain, dust, pollution, and minor scratches, which cause the vehicle to look dull and reduce its resale value. Meanwhile, professional coating services generally require relatively high costs, making them inaccessible to all segments of society. This study aims to develop Semi Coating 777, an innovative vehicle skincare product capable of providing optimal protection and shine at a more affordable cost. The methods used include market needs identification, formula design, production processes, and product quality testing. Semi Coating 777 is formulated using a combination of silicone oil, NP-6, silicone emulsion, glycerin, and mineral water, which function to form a hydrophobic protective layer on vehicle surfaces. Testing was conducted through evaluations of gloss level, water repellency, safety on various surface types, and ease of application. The development results indicate that Semi Coating 777 is capable of delivering a rapid shine effect, enhancing protection against water and dirt, and being safe for use on both smooth and textured vehicle surfaces. In addition to its strong functional value, this product also has the potential to generate economic benefits through reseller business opportunities and partnerships with vehicle detailing services. Therefore, Semi Coating 777 can serve as a practical, economical, and innovative vehicle care alternative for the community.

KEYWORDS

Semi Coating 777; Vehicle Care Product; Vehicle Skincare; Hydrophobic Protection; Vehicle Detailing

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1. INTRODUCTION

The automotive industry in Indonesia has experienced rapid growth in recent years. The increasing number of motor vehicles both two-wheeled and four-wheeled has led to a growing public demand for vehicle maintenance products and services. Vehicles serve not only as a means of transportation but also as assets with economic value that reflect the identity and lifestyle of their owners. Therefore, maintaining the condition and appearance of vehicles has become a vital need for modern society.

One part of the vehicle that requires special attention is the paint finish on the vehicle body. Exposure to ultraviolet rays, acid rain, dust, air pollution, and extreme weather changes can cause damage to the vehicle's surface. Common effects include fading paint, the appearance of mold and oxidation, and the development of fine scratches that make the vehicle look dull and poorly maintained. If these conditions are left unaddressed for an extended period, the vehicle's aesthetic value and resale value can suffer a significant decline.

Various vehicle maintenance methods are available on the market, ranging from routine washing, wax application, polishing, to ceramic coating. However, each method has its own advantages and limitations. Wax and polishing products generally only provide a temporary shine, requiring repeated application at relatively short intervals. On the other hand, ceramic coating offers better and longer-lasting protection, but the installation cost is quite high and requires professional expertise during the application process. This situation makes it difficult for most vehicle owners, particularly those in the middle class, to find an effective and affordable vehicle maintenance solution.

In addition, growing public awareness of the importance of maintaining a vehicle's appearance has created significant opportunities for the development of the car care industry. This trend is further fueled by the rise of social media, which encourages people to showcase clean, shiny, and well-maintained vehicles. It is not just private vehicle owners; businesses such as auto repair shops, car detailing salons, used car showrooms, and detailing services also require care products that deliver optimal results at a cost-effective price. Therefore, product innovations are needed to

address these market needs.

Semi Coating 777 is an innovative vehicle care solution designed to provide protection and shine to vehicle surfaces at a more affordable price compared to professional coating services. This product is formulated using a combination of ingredients including silicone oil, NP-6, silicone emulsion, glycerin, and mineral water that form a protective layer on the vehicle's surface. This layer enhances gloss, reduces dust and dirt buildup, and helps protect the vehicle's paint from environmental factors. Additionally, the product is designed for easy application by users without requiring special equipment or professional skills.

The key advantage of Semi Coating 777 lies in its ability to provide protection comparable to premium coatings through a simpler application process and at a more economical cost. This product can also be used on various types of vehicle surfaces, both smooth and rough, offering broader application flexibility compared to similar products on the market. With these characteristics, Semi Coating 777 has the potential to serve as an alternative solution for consumers seeking high-quality vehicle care without incurring significant costs.

Based on this background, this study aims to develop and describe the innovation of Semi Coating 777 as an effective, affordable, and easy-to-use vehicle care product. Additionally, this study aims to analyze the product's potential to provide economic, social, and environmental benefits, as well as its development opportunities within the vehicle care industry in Indonesia.

2. METHOD

2.1 Product Development Stages

The development of Semi Coating 777 was carried out in several stages, namely market needs identification, product formulation, production process, quality testing, and results evaluation. The first stage is market needs analysis through observation of problems frequently faced by vehicle owners. The second stage is the formulation of a mixture consisting of silicone oil, NP-6, silicone emulsion, glycerin, and mineral water.

2.2 Materials and Equipment Materials

Materials: Silicone Oil, NP-6, Silicone Emulsion, Glycerin, Mineral Water
Equipment: Precision scale, Measuring cup, Homogenizer mixer, Mixing container, Packaging bottles, Product labels

2.3 Production Process

The production stages for Semi Coating 777 include:
a. Weighing ingredients according to the formulation.
b. Mixing all ingredients using a mixer until homogeneous.
c. Filtration to remove unwanted particles.
d. Initial quality testing.
e. Filling the product into packaging bottles.
f. Sealing and labeling the product.
g. Storage prior to distribution.

2.4 Product Testing

Testing is conducted based on several parameters, namely: Product pH test, Vehicle surface gloss test, Hydrophobic (water-repellent) test, Safety test on various types of vehicle surfaces, Ease-of-application test.

3. RESULTS AND DISCUSSION

3.1 Results of the Semi Coating 777 Product Development

The primary outcome of this research and development effort is the creation of Semi Coating 777, a vehicle skincare innovation designed to provide protection and enhance a vehicle's appearance at a more affordable cost compared to professional coating services. This product was developed based on public demand for a practical, easy-to-use vehicle care solution capable of providing optimal protection against various environmental factors that can damage a vehicle's paint finish. The development of Semi Coating 777 involved several stages: market needs identification, ingredient formulation, production processes, quality testing, and product benefit evaluation. Field observations and market analysis revealed that the majority of vehicle owners desire a product capable of delivering a glossy finish and long-term protection without incurring the high costs associated with professional coating services. This insight served as the foundation for designing a product that balances quality, effectiveness, and competitive pricing.

The Semi Coating 777 formula consists of silicone oil, NP-6, silicone emulsion, glycerin, and mineral water. Each ingredient plays a complementary role in producing a stable, high-quality product. Silicone oil provides a glossy finish on the vehicle's surface, while silicone emulsion forms a hydrophobic protective layer that reduces water and dirt adhesion. NP-6 acts as an emulsifier that maintains the stability of the mixture, ensuring all ingredients blend homogeneously. Glycerin enhances the glossy appearance of the vehicle's surface and helps maintain the moisture of the

formed protective layer. Mineral water serves as the primary solvent, facilitating the mixing of all ingredients.

The formulation results show that the product has a stable liquid texture, is easy to apply, and leaves no excess residue on the vehicle's surface. Additionally, the product demonstrates good homogeneity, ensuring even results when applied to various types of vehicles.

3.2 Production Process and Quality Control

The success of a product is determined not only by the formulation used but also by an appropriate and consistent production process. In the development of Semi Coating 777, the production process was carried out systematically to ensure the quality of the final product is maintained. The first step is weighing the ingredients according to the established formulation. Precision at this stage is crucial because variations in composition can affect the final product quality. After all ingredients are weighed, the process continues with mixing using a mixer until all ingredients are homogenously blended. The next stage is filtration to remove coarse particles that could reduce product quality. After the filtration process is complete, initial testing is conducted, including checks for color, aroma, texture, acidity level (pH), and mixture stability. Products that meet the standards are then filled into bottles, sealed, and labeled before being distributed to consumers. Quality control is conducted through several tests, including pH testing, gloss testing, hydrophobic testing, and safety evaluations for use on various vehicle surfaces. Test results indicate that the product has a pH within a safe range for vehicle paint surfaces, thus causing no damage or color changes. Additionally, the resulting coating provides adequate protection against water and dust.

3.3 Advantages of Semi Coating 777

One of the key findings of this study is the identification of various competitive advantages that Semi Coating 777 possesses compared to similar products available on the market. The first advantage is its ability to provide a glossy finish quickly after application. Users can see a change in the vehicle's appearance within just a few minutes of applying the product. This effect provides added value because consumers generally want results that are immediately visible. The second advantage is its ability to form a hydrophobic layer that helps reduce water adhesion on the vehicle's surface. When the vehicle is exposed to rain or during the washing process, water tends to form droplets and flows more easily off the vehicle's surface. This helps reduce the risk of water spots and simplifies the vehicle cleaning process. The third advantage is ease of use. Unlike professional ceramic coatings that require specialized equipment and expert labor, Semi Coating 777 can be applied independently by consumers. Users simply need to clean the vehicle's surface, spray the product, and then spread it evenly using a microfiber cloth.

The next advantage is its flexibility for use on various types of vehicle surfaces. The product can be applied to vehicle bodies with both glossy and rough surfaces without causing discoloration or damage to the vehicle's materials. Additionally, the product is more economical compared to professional coating services. This makes Semi Coating 777 an attractive alternative for consumers who want to enjoy the benefits of vehicle protection without incurring significant costs.

3.4 Market Potential Analysis

The analysis results indicate that Semi Coating 777 has significant market potential in Indonesia. The high number of motor vehicles is driving a steadily increasing demand for vehicle care products. Additionally, growing public awareness of the importance of maintaining a vehicle's appearance is another factor supporting market growth. The primary target market segment for this product consists of two- and four-wheeled vehicle owners aged 18–40 who prioritize vehicle cleanliness and aesthetics. This group is generally active on social media and tends to follow emerging vehicle care trends. Beyond individual consumers, there is significant market potential in the business sector, including auto repair shops, car and motorcycle salons, detailing services, used car showrooms, and automotive accessory stores. This customer group requires a product capable of delivering optimal results at an efficient cost, thereby increasing their business profits. Based on this analysis, Semi Coating 777 holds a strategic position as a product situated between standard polishing products and professional coatings. This product offers added value in the form of superior protection compared to conventional care products, while remaining affordable for the majority of consumers.

3.5 Marketing and Distribution Strategy

A product's success is heavily influenced by the marketing strategy implemented. In the development of Semi Coating 777, the marketing strategy was designed to reach a wide range of consumers through a combination of online and offline channels. Digital marketing serves as the primary strategy due to its ability to effectively reach the target market. Platforms such as Instagram, TikTok, Facebook, and online marketplaces are used as both promotional tools and sales channels. Marketing content focuses on educating consumers about the importance of vehicle maintenance, demonstrating product usage, and comparing vehicle conditions before and after using Semi Coating 777. In addition to digital marketing, promotional strategies also involve collaborations with automotive influencers and vehicle communities. This approach is considered effective as it helps build consumer trust in the product's quality.

In terms of distribution, the product is marketed through marketplaces, automotive stores, partner workshops, and resellers spread across various regions. This diverse distribution system allows the product to reach a wider consumer base and increases product availability in the market.

3.6 Economic, Social, and Environmental Impacts

The development of Semi Coating 777 not only benefits vehicle users but also has broader impacts on economic, social, and environmental aspects. From an economic perspective, this product has the potential to create new business opportunities through a reseller network, distributors, and partnerships with repair shops and vehicle detailing services. The broader the distribution network established, the greater the opportunities for job creation and increased community income. From a social perspective, Semi Coating 777 contributes to raising public awareness about the importance of vehicle maintenance. Educational efforts conducted through social media and various promotional activities can help the public understand how to maintain their vehicles to keep them in good condition and retain high resale value. From an environmental perspective, the use of safer materials with lower levels of hazardous chemicals is one of the efforts to reduce negative impacts on the environment. Additionally, the protective coating produced by the product can help reduce the frequency of excessive use of cleaning agents, thereby supporting more environmentally friendly vehicle maintenance practices.

3.7 Discussion

The research findings indicate that Semi Coating 777 meets the market's demand for an economical, practical, and effective vehicle care product. This product aligns with current consumer trends, where customers seek maximum results at a cost-effective price. The primary advantage of Semi Coating 777 lies in its ability to provide a combination of protection and aesthetic appeal for vehicles. This product enhances a vehicle's appearance through its glossy finish while simultaneously providing protection against environmental factors. This dual benefit makes the product more competitive compared to standard polishing products, which typically focus solely on aesthetics. From a business perspective, Semi Coating 777 offers highly promising growth potential. The product's positioning as an alternative solution between conventional care products and professional coatings opens up a broad market opportunity. Consumers who cannot afford professional coating services can choose Semi Coating 777 as a more affordable solution without significantly compromising on quality. Additionally, a business model that combines product sales with consumer education can enhance customer loyalty in the long term. Consumers who understand the product's benefits are more likely to make repeat purchases and recommend it to others. This has the potential to drive sustainable business growth.

Overall, the research findings indicate that Semi Coating 777 is an innovation with significant potential for further development. With the support of appropriate marketing strategies, continuous product quality improvements, and the expansion of the distribution network, Semi Coating 777 has the potential to become one of the vehicle skincare products capable of competing in the national market and providing broad benefits to the public.

4. CONCLUSION

Based on the results of the development and analysis conducted, it can be concluded that Semi Coating 777 is an innovative automotive skincare product designed to provide an effective, practical, and affordable solution for vehicle body care and protection. This product was developed using a combination of silicone oil, NP-6, silicone emulsion, glycerin, and mineral water, which creates a hydrophobic protective layer on the vehicle's surface. Test results show that Semi Coating 777 delivers optimal gloss, helps reduce water and dirt buildup, and is safe for use on various vehicle surfaces, including both smooth and rough bodywork. In addition to providing functional benefits for vehicle users, Semi Coating 777 also holds significant economic potential as it can serve as an alternative between conventional polishing products and relatively expensive professional coating services. This product has the potential to be distributed through reseller networks, auto shops, car salons, and online marketplaces, thereby expanding market reach while creating new business opportunities for the public. However, this study still has limitations regarding long-term product durability testing and broader-scale application. Therefore, further research is recommended to conduct more in-depth durability tests, develop more environmentally friendly formulas, and enhance product innovation to ensure sustainable competitiveness in the national vehicle care industry.

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