

CHAPTER II

DESCRIPTION OF THE RESEARCH OBJECT

2.1. Profile and Background of BYD

BYD Co., Ltd. (Build Your Dreams) is a Chinese multinational with its headquarters in Shenzhen, Guangdong, China. In 1995, Wang Chuanfu and his colleagues started the company and initially made rechargeable batteries. In 2003, BYD ventured into the automotive market and started to diversify its operations from batteries. The company operates in a number of sectors today such as automobiles, new energy, electronics and rail transportation. BYD has also expanded its business into one of the largest electric vehicle and rechargeable battery manufacturers in the world.

One of the factors behind BYD's growth in the automotive industry is its vertically integrated supply chain. The company manufactures various key components, such as batteries, electric motors, and semiconductors. Gaining more control over these aspects of the production process gives BYD more control over its vehicle technology development and cost control. It is known for its use of lithium iron phosphate (LFP) technology in one of its most popular technologies, the Blade Battery. It was designed with a safety and durability aspect as well as to provide adequate energy density for EVs.

2.1.1. Vision of BYD

New energy changing the world, green technology leading the change,

2.1.2. Mission of BYD

BYD's mission is to drive sustainable development through technological

innovation by building a comprehensive, zero-emission ecosystem that spans solar energy production, energy storage systems, and electric transportation. Guided by their core motto "Technological Innovations for a Better Life".

2.1.3. Logo of BYD

BYD's design aims to make green technology more modern and less technical and industrial. The logo's rounded designs create a natural and smooth look, potentially implying motion and a cleaner environment. Another key element that stands out is the open nature of the lettering, creating a more inviting impression for the logo. The typography is also simple and modern, giving the brand a clean and not too formal appearance. The new logo makes BYD appear more modern than its predecessor. In general, the new logo is a reflection of BYD's approach to not only being a car company, but also a brand that is associated with contemporary technology and life.



Figure 2.1 BYD Logo
Source: BYD.com, 2025

2.2. BYD For Indonesia Initiative

BYD's presence in Indonesia is not just limited to selling its vehicles. The company has announced its plans to construct an electric vehicle manufacturing plant in Subang, West Java, in 2024. It is an investment that demonstrates BYD's increasing interests on the Indonesian market and its plans for Indonesia to

become an integral part of its Southeast Asia-wide production network. The development is also anticipated to help fulfil the local content requirements and create new jobs for the local community.

In Semarang, located in Central Java, BYD has set up an authorized dealership network to meet the increasing interest in electric vehicles within the area. The city of Semarang, the capital of Central Java, is one of the key secondary urban markets in Java and is strategically placed for BYD's bid to increase its presence outside of the major Java markets. The startup's activities in Semarang are part of its overall strategy to boost brand awareness and availability across the diverse regional markets in Indonesia.

2.2.1. BYD Lineup Products in Indonesia

BYD sells a broad variety of electric cars in Indonesia, from small hatchbacks to luxurious SUVs. The product line aims to serve a wide range of consumers by providing a diverse selection of competitively priced, technologically advanced, and ecologically friendly electric vehicles.

Table 2.1 BYD Lineup Products In Indonesia

Category	Model	Product
Hatchback / Compact EV	BYD Dolphin	

Category	Model	Product
Sedan	BYD Seal	
Crossover / SUV	BYD Atto 3	
Citycar	BYD Atto 1	
MPV / People Mover	BYD M6	

Source: BYD Indonesia Official Catalog, 2026

2.3. Respondent Criteria

To collect its respondents and data, this study utilizes online questionnaire-based purposive sampling. The respondent requirements include men or women who are over 18 years old, live in Semarang City, own or have just bought a BYD, are interested in products or have visited a showroom, and have seriously thought

about purchasing a BYD for the past 12 months. Since Google Form is utilized as the medium to gather responses, 91 respondents are needed for this research.

2.3.1. Based on Age

An important demographic factor that can impact a consumer's maturity level, risk appetite, and openness to adopting new technologies like electric cars is age. The age distribution of participants in this research is shown in the table.

Table 2.2 Age Respondents Data

No	Age Range	Frequency	Percentage (%)
1	17-24 Years Old	35	38.46
2	25-31 Years Old	12	13.19
3	32-38 Years Old	11	12.09
4	39-45 Years Old	15	16.48
5	46-52 Years Old	11	12.09
6	53-60 Years Old	7	7.69
TOTAL		91	100%

Source: Processed Primary Data (2026)

The 17-24 age group was the largest, at 38.46% of respondents. The 39-45 group came second at 16.48%, followed by the 25-31 group at 13.19%. The 32-38 and 46-52 groups each made up 12.09%, and respondents over 52 were the smallest group at 7.69%.

A large share of the sample is young, which suggests that younger consumers are paying attention to BYD and may be open to adopting technology-based mobility early. The 39-45 group is also sizable. These respondents are likely to combine openness to new technology with more established purchasing power. Because older respondents are so few, BYD may need awareness and adoption campaigns aimed at mature consumers if it wants to widen its market in Semarang.

Table 2.3 Gender Respondents Data

No	Gender	Frequency	Percentage (%)
1	Male	46	50.55
2	Female	45	49.45
	TOTAL	100	100%

Source: Processed Primary Data (2026)

The gender distribution in this study is even with 50.55% of respondents being male and 49.45% being female. The gender distribution is similar to the one of the electric vehicle segments in total across Indonesia. The gender split has attracted male and female customers with an interest in technical aspects, performance and innovative concepts, particularly in the sector for technology driven products like electric vehicles. The gender distribution highlights the need to create marketing strategies that meet the different motivations and concerns of both male and female buyers, in Semarang's electric vehicle market.

2.3.2. Based on Occupation

Occupational is one of the important socioeconomic factors that is related to respondents' professional background, income stability, and lifestyle, which are closely related to the buying intentions of an EV. The following table shows the occupational distribution of the respondents.

Table 2.4 Respondent Based on Occupation

No	Occupation	Frequency	Percentage (%)
1	Private Sector Employee	25	27.47
2	Entrepreneur	20	21.98
3	Government Employee/PNS	5	5.49
4	Student/ College Student	25	27.47
5	Professional (Doctor, Lawyer, etc.)	15	16.48

6	Others	1	1.10
TOTAL		100	100%

Source: Processed Primary Data (2026)

The students and private-sector employees were the two largest groups, each making up 27.47% of the respondents. Entrepreneurs came next at 21.98%, followed by professionals at 16.48% and government employees at 5.49%. The remaining 1.10% of respondents were classified under other occupations.

The distribution shows that the respondents came from different occupational backgrounds, including students and people who are already working. The relatively large proportion of students indicates that young consumers are also represented in the sample. Their responses may provide insight into how younger consumers perceive BYD as a modern electric vehicle brand, particularly in terms of technology and sustainable transportation. Meanwhile, private employees, entrepreneurs, and professionals together account for approximately 66% of the respondents. As working respondents make up a large part of the sample, factors such as purchase price, maintenance costs, long-term ownership costs, and vehicle features may be relevant when considering their purchase decisions.

Government employees and the other categories are smaller groups, but they round out the profile.

2.3.3. Based on Income

This research has a grouped highest level of educational background to determine a general overview of respondents' profiles. The distribution of respondents is shown in the following table.

Table 2.5 Income Data

No	Age Range	Frequency	Percentage (%)
1	≤ Rp5,000,000	20	21.98
2	Rp5,000,000 – Rp10,000,000	13	14.29
3	> Rp10,000,000 – Rp20,000,000	19	20.88
4	> Rp20,000,000 – Rp35,000,000	20	21.98
5	> Rp35,000,000	19	20.88
TOTAL		91	100%

Source: Processed Primary Data (2026)

The income distribution is balanced and rich, with the respondents being roughly equally spread at the lowest income level (< Rp5 million, 21.98%) and at the high level (> Rp35 billion, 20.88%) closely followed by those earning Rp10–20 million (20.88%) and Rp20–35 million (20.88%). Remarkably, the respondents who earned more than Rp20,000,000 monthly made up the largest portion, which was 42.86%, meaning that the upper-middle and high-income consumers in Semarang show good potential in using electric vehicles. The middle-to-upper professionals belong to the group Rp10,000,000–Rp20,000,000, which accounts for 20.88% of the market. Interestingly, the low-income group (those earning less than Rp5,000,000/month) also represents a considerable portion of the respondents (21.98%), which is likely attributable to the interest of the respondents who are students and early career. Interestingly, the low income group (earnings less than Rp5,000,000/month) also includes a significant amount of respondents (21.98%), which is likely due to the interest of the respondents who are students and early career.

2.3.4. Based on Interaction or Ownership Experience

To confirm the quality and relevance of the acquired data, it is crucial to

understand respondents' level of experience with BYD electric vehicles, whether through ownership, test drives, visits to the showroom, or critical consideration of purchase. This criterion guarantees that respondents have enough knowledge and direct or indirect experience with BYD electric vehicles to offer insightful information across the investigations.

Table 2.6 Interaction or Ownership Respondent Based Data

No	Occupation Title	Frequency	Percentage (%)
1	Already purchased and owns a BYD EV	11	12.09
2	Has visited BYD showroom	18	19.78
3	Have test-driven BYD EV	21	23.08
4	Seriously considering purchase in next 12 months	19	20.88
5	Researched BYD EV online extensively	22	24.18
TOTAL		91	100%

Source: Processed Primary Data (2026)

It can be seen from the distribution of the participants that most people got to know about BYD through online research, accounting for 24.18% of the total participants. This is closely followed by those who have tasted a BYD EV, which accounts for 23.08% and those who are seriously considering purchasing a BYD EV, which accounts for 20.88%. Another 19.78% of respondents have been to a BYD display while 12.09% of the sample are existing BYD EV drivers.

This distribution shows that the respondents are very active and involved at different stages of the process people go through when making a purchase decision. More than 67% of the respondents who are actively searching for information online and in the showroom and taking test drives reveals a high level of interest in the Semarang market and a tendency to consider options prior to

buying. For the 20.88% of people who are seriously considering purchasing, they provide information that is important for those interested in buying. For the 12.09% of confirmed owners, they also provide invaluable real-world experiences around brand satisfaction and vehicle performance, giving respondents varying levels of experience and engagement with BYD electric vehicles.