

Supply Chain Management to Improve the Distribution Efficiency of Puli Crackers in UD. Gangsar Jaya Lumajang

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ABSTRACT

Purpose: Improving the Distribution of Puli Crackers in UD. Gangsar Jaya Lumajang

Design/methodology/approach: The method used is an ethnographic approach starting from the collection of literature sources and supported by field data.

Findings: The results of the study show that the supply chain within the company is very possible to achieve increased efficiency in the distribution process of the home industry.

Research limitations/implications: This research implication of problems and solutions of supply chain distribution in UD. Gangsar Jaya Lumajang.

Practical implications: This research can be used as input for stakeholders to be used as a reference in optimizing the creative industry.

Originality/value: This paper is original

Paper type: Research paper

Keywords : Consumption, Distribusi, Home Industry.

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I. INTRODUCTION

Indonesia is one of the countries that has a high population, thus increasing the needs of the community, including in the consumption sector (Rusdiana & Maesya, 2017; Sulistyan & Paramita, 2021). One of the favorite foods for Indonesian people is crackers (Endang, Fibrianto, & Sutrisno, 2019). Puli crackers are one of the snacks that are often sought after when eating, almost all Indonesians are familiar with crackers. Many people in the community feel that it is not appropriate if they are not accompanied by crackers at the time of eating. Puli crackers have a very crunchy texture and have a delicious taste too (Jamaluddin, 2018). No wonder that everyone loves crackers, from adults to children.

Crackers for people in Indonesia is not a foreign thing. Crackers are a very popular side dish even though the nutritional content in it is not too much. Almost in all stalls, depots or restaurants, crackers are available. There are almost 1000 types of crackers in Indonesia (Prasnowo, Khomaruddin, & Hidayat, 2017). One type of cracker that is quite popular is Puli crackers. These crackers are also often referred to as plate crackers or rice crackers. The obvious nutritional content of these crackers is carbohydrates. In addition, the complementary ingredients of Puli crackers are salt, Puli soda (salt bleng). In several regions in Indonesia, Puli crackers have become a superior product as local souvenirs (Sundaygara & Dinnullah, 2021).

One of the places in Lumajang Regency that produces Puli crackers is in the Bades neighborhood, Pasirian District. There are several home industries that produce puli crackers in the area. The agricultural

land for the Bades Village, Pasirian District is getting less and less due to the large number of housing built in the area. This causes the "indigenous people" of the area who originally worked as farmers to turn to other sources of income. Although the location of the area is on the outskirts of the city, there are still many people with low incomes and even poor. One of the activities of the residents of the area to increase their income is to become a Puli cracker craftsman. However, their business scale is still classified as micro or home-based (home industry). The product produced by Puli cracker craftsmen in Bades Village, Pasirian District is still a traditional Puli cracker with only one flavor variant.

Optimal distribution will be the key to the company's success in running its business, therefore the company must design as well as possible the existing distribution activities even the resources involved in the distribution activities must have accuracy and skills in distributing goods until they reach their hands. consumer or end user (Everett E. Adam & Swamidass, 2016). The choice of transportation is also an important thing in distributing or distributing goods, in every distribution activity today it is not a common thing anymore when facing various problems that arise due to various factors including weather and transportation and various other uncertainties. Especially with the emergence of new competitors, it is a challenge for the company to be able to create a new strategy so that it can maintain the company's survival. Distribution is one aspect of marketing. Distribution can also be interpreted as a marketing activity that seeks to facilitate and facilitate the delivery of goods or services from producers to consumers (Turner & Minonne, 2010). Distribution is carried out so that its use is in accordance with what is treated (type, quantity, price, place, and when needed). Distribution is one type of economic activity, which has an important role in providing human needs. With the distribution of goods and services from producers to consumers to encourage smooth marketing, this is aimed at ensuring the continuity of production activities and ensuring that products are well received by consumers (Bayraktar, Jothishankar, Tatoglu, & Wu, 2007).

Management comes from the word tomanage which means to manage or manage or manage. Understanding management can be more clearly known from several definitions put forward by experts, including:

(Bangun, 2008) stated that management is a series of activities carried out by members of the organization to achieve its goals. Next according to Chaturvedi (2020), stating that management is the most productive art is always based on an understanding of the underlying science. However, the scope of management is not limited to leaders. Because leadership is just a part of management. As already mentioned that management is the art of managing. An art certainly does not only use one method alone. The methods used must be many to later make it a high-value art. Likewise with management. To organize a system, it must have good and strong management so that the system can run as it should. Management is generally associated with the activities of planning, organizing, controlling, placing, directing, motivating, communicating, and making decisions by each organization with the aim of coordinating various resources owned by the company so that a product or service will be produced efficiently (Pratiwi & Ruhidawati, 2017; Sulistyan, Setyobakti, & Darmawan, 2019).

Operational management according to production and operations is an effort to manage optimally the use of resources (or often called factors of production) - labor, machinery, equipment, raw materials and so on in the process of transforming raw materials and labor into various products or services (Woodman, Sawyer, & Griffin, 1993). It can be seen from this understanding that operational management covers all aspects of activities that will be carried out by a business (Herjanto, 2007). Starting from the use of resources and then entering the processing stage until it can produce a product, both in the form of finished goods and services. All of these things must of course be considered and supervised by a manager who is responsible for that section, in order to ensure that nothing can hinder the operational process.

Operations management is a set of activities that create value in goods and services by converting inputs into outputs (Ariani, 2011). This study examines the operational management function which consists of three aspects discussed, namely operations planning, scheduling, and operating control. Operational planning, examines planning in five categories, namely capacity, location, layout, quality, method.

Supply chain management is one of the strategies to face increasingly fierce business competition. SCM emphasizes mutually beneficial cooperation and collaboration with companies involved in supply chain networks (Hasibuan et al., 2021). This collaboration was created so that the common goal of these companies can be achieved, namely to meet the needs of end consumers by creating cheap, quality and fast products. Supply chain management is a set of approaches applied to efficiently integrate suppliers, entrepreneurs, warehouses and other storage areas so that products are produced and distributed in the right quantity, right location and right time to minimize costs and satisfy customer needs. Designing and implementing an optimal supply chain globally is quite difficult because of its dynamics and the occurrence of conflicting objectives between facilities and partners.

Competition does not only occur between companies, but also between supply chains with one another. For many companies the supply chain is a very important part in the smooth running of their business, also in terms of determining the cost and quality of the product. The main activities of the supply chain (supply chain) appear in all the main processes and activities that play a very important role in a continuity in the supply chain function. Meanwhile, according to (Chin, Tat, & Sulaiman, 2015) Supply chain management is all efforts to regulate and manage the stages contained in the supply chain so that it can generate maximum profits. At the beginning of its development, supply chain management was largely determined by 3 factors, namely: how to reduce costs, save time, and improve quality. But over time, this concept has developed with the inclusion of 3 additional elements consisting of leanness, responsiveness, and agility (Rizqiah, 2017). The goal of supply chain management is the management of the flow of materials along the supply chain to meet customer requirements and provide the lowest possible product costs (Waters, 2010). In addition, the purpose of supply chain management is to ensure a product is at the right place and time to meet customer needs so as to minimize overall costs (Abryandoko & Mushthofa, 2020).

Efficiency is generally related to the minimum number of resources sacrificed to achieve the expected results. An activity can be said to be efficient if there is an improvement in the process, it can be faster or cheaper. Efficiency is a measure of comparing the best plan between inputs (inputs) and outputs (results between profits and the resources used), as well as the optimal results obtained with the use of limited resources or can be said as the relationship between what has been completed. .

From the background stated above, the researcher wants to research related to supply chain management in order to improve the distribution efficiency of Puli crackers at UD. Gangsar Jaya Lumajang.

II. METHODOLOGY

This study uses a qualitative method in the form of literature review with descriptive analysis and social observation, which is a process to generate new knowledge about the 'social world' (social life) in a scientific approach with the research objective of explaining social life and predicting events from supply chain management in order to increase efficiency. distribution of .puli crackers at UD. Gansar Jaya Lumajang.

This type of research is descriptive qualitative research. according to Sugiyono (2013), qualitative method is a research method used to examine the condition of natural objects, where the researcher is the key instrument, the data collection technique is carried out in a combined manner, the data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization.

The object of research is "a scientific goal to obtain data with a specific purpose and use about something objective, valid and reliable about a thing (certain variables)" (Sugiyono, 2012). The object of research is something that is of concern in a study, the object of this research is the target in research to get answers and solutions to problems that occur. The object of this research is Bades Village, Pairian District, Lumajang Regency. This research was conducted to find out how to improve the distribution efficiency of Puli crackers and the impact of supply chain management implementation which was assessed from the point of view of the supplier of goods as well as the state of the company's warehouse (Sugiyono, 2009).

Based on the type of data obtained in supply chain management in order to increase the efficiency of the distribution of Puli crackers at UD. Gangsar Jaya Lumajang, the data analysis technique used is descriptive qualitative method, that is, before the data is analyzed, the data collected must meet the validity of the data in accordance with the research. The data technique used in this study begins by examining all available data from various sources, namely interviews, field observations, official documents, and so on. This research approach is in the form of supply chain management in order to improve the distribution efficiency of Puli crackers at UD. Gangsar Jaya Lumajang.

Primary data sources in question are data from all parties where accurate, complete and in-depth data are expected. Starting from the informant who can represent the entire object of the research in question. In addition to primary data, secondary data is also needed in the form of written documents sourced from articles, literature studies, work programs, documents and photos, service handling documents. Then public policies in the form of regulations, publications by UD. Gangsar Jaya Lumajang on supply chain management to improve distribution efficiency of puli crackers.

Data Collection Techniques To obtain the data needed in this study, the authors use the methods: interviews, documentation, observation. At this stage, data collection regarding the application of the operational management system for ordering services is carried out which will be used as the object of research to find out increasing distribution efficiency, which is then followed by looking for qualitative data in the form of supply chain management in order to improve the distribution efficiency of Puli crackers at

UD. Gangsar Jaya Lumajang. Collection of UD data. Gangsar Jaya is located in Bades Village, Oasirian District, Lumajang Regency. The following are interactive data analysis techniques according to Miles and Hubberman, namely: data collection, data presentation, conclusion drawing (Sugiyono, 2008).

III. RESULTS AND DISCUSSION

Bades Village, Pasirian District, Lumajang Regency is an area that produces a lot of crackers. From several home industries that are there, they can be used as a source of income to meet the needs of the people of Bades Village. Even though the majority of the people in Bades sub-district are farming, this does not become a barrier to creating a superior product. Where in this case the local community does not leave the original income from a farmer. To do this, until now, some of the men and women still maintain to farm. Most for the youth who start a new business by establishing a home industry. It can also be seen that Lumajang Regency is an area where the majority of the people earn their livelihood by farming and gardening. From the Bades Village, he still produces crackers using several traditional tools until now.

This study examines supply chain management in order to improve the distribution efficiency of Puli crackers at UD. Gangsar Jaya Lumajang. This study aims to find out how to increase the distribution efficiency of Puli crackers at UD. Gangsar Jaya Lumajang. To find out the impact and implementation of supply chain management which is assessed from the point of view of the supplier of goods as well as the state of the company's warehouse. Supply chain management to improve the efficiency of the distribution of Puli crackers at UD. Gangsar Jaya Lumajang uses the method in this study is a qualitative method. Before plunging into the object of this research, the initial problem with the object of research that the researcher found was sourced from UD. Gangsar Jaya Lumajang.

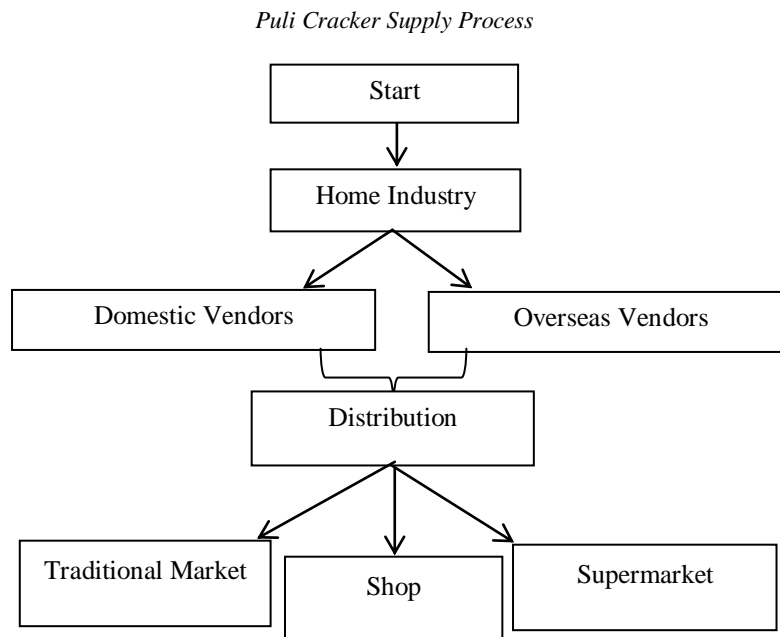


Figure 1. Supply Process

Source : Processed by researcher 2021

This picture has explained how the results of the home industry that produce a processed in the form of puli crackers. Which in this process takes approximately 2-7 days to produce a maximum processing, this is because it depends on the weather which causes production to run in quite a short or long time. The processed product of Puli crackers which are then packaged in such an attractive way that the interest of consumers to buy this product is attractive. For distribution to domestic vendors and overseas vendors which

are then distributed into shops, markets, and supermarkets where they start competing to offer their products, so they sell quickly.

The distribution process starts from the home industry warehouse. This process is assisted by several logistics services (Expedition), including Post, J&T, J&E, Tunas Muda, and Sari Jasa. From the home industry warehouse, products are brought to the Expeditionary warehouse to be later sent to various cities, outside the city and even abroad. Before shipping to various cities, out of town, and abroad there are several conditions that must be met including: the number of products to be sent must meet the quota which can contain several quintals of pulley crackers. If the quota for the delivery of these goods is not met, the products will be held in the Expeditionary Warehouse until the number of products to be sent meets the required quota. The process from the home industry warehouse to various cities, out of town, and abroad takes approximately 1 week. For out of town and for abroad approximately 2 weeks. Furthermore, the product is sent using sea transportation to out of town.

1. Increasing the Distribution Efficiency of Puli Crackers at UD. Gangsar Jaya Lumajang

Please note that the distribution target based on stock days cannot be more than 30 days. If it exceeds the predetermined stock, the product is considered unable to meet the target in accordance with the planning of the agreement that has been made. If the stock of the home industry is greater, it is possible that precipitation will occur in the home industry, because the home industry's sales ability is only below the target amount each month. This can also trigger an increase in maintenance costs. So this is not efficient because it must be added or reduced stock home industry. After reducing or adding home industry stock for no more than 30 days, in the end, the amount that must be sent to domestic and foreign vendors will be obtained.

From this we can see that stock days can determine the efficiency of supply from the home industry to domestic vendors and foreign vendors can also prevent unnecessary costs from being incurred. With supply chain management in a home industry, it is very possible to achieve increased efficiency in the distribution process of Puli crackers from the home industry of Bades Village to domestic vendors and overseas vendors distributed to markets, shops, and supermarkets. The implementation of supply chain management is very good and profitable for the company, because this system has the advantage of being able to manage the flow of goods or products in the supply chain..

2. Knowing the Constraints and Implementation of Supply Chain Management which is Valued in terms of Goods Suppliers as well as Conditions in the Company's Warehouse.

In the constraints of supply chain management in terms of suppliers, the goods in this warehouse are from a series of processes that we already know above. There are also obstacles encountered during the process, which starts with the manufacturing process, which is constrained by unpredictable weather, resulting in late production, and unable to meet market demand. There are also obstacles encountered during the distribution process from home industry to domestic and foreign vendors to distribution to markets, shops, supermarkets and according to information obtained from owners and employees at UD. Gangsar Jaya Lumajang, that of these two obstacles, namely the weather and uncertainty, which for the distribution process is the departure for the delivery of the cargo to domestic vendors and overseas vendors.

From the research results obtained the allocation of UD. Gangsar Jaya Lumajang. The company can still implement overcoming these obstacles by obtaining information about the departure of expeditions in collaboration with the home industry, but for the existence of uncertain weather there are also times when expedition departures are delayed. It is different from the implementation of constraints from the weather that cannot be predicted so that the drying process can be delayed, from here how the company handles this so that the drying process can be carried out with the efforts of this home industry by buying a dryer that is not from direct emission from the sun anymore but from the machine. This may be very helpful in the company in order to meet market demand.

IV. CONCLUSION

Based on the results of the analysis of supply chain management in order to improve the distribution efficiency of Puli crackers at UD. Gangsar Jaya Lumajang. So it can be concluded that based on the problems that exist in this study are as follows:

1. The existence of supply chain management within the company makes it possible to achieve increased efficiency in the distribution process of the Puli cracker home industry, Bades Village,

Pasirian District, even from the home industry to networks of domestic and foreign vendors, then distribution to shops, markets, and supermarkets. The implementation of supply chain management is very good and profitable for the company, because this system has the advantage of being able to manage the flow of goods or products in the supply chain.

2. The supply chain management system, especially in the distribution of Puli crackers at UD. Gangsar Jaya Lumajang has been running well, thus increasing the distribution efficiency of Puli crackers.
3. For constraints and implementation in supply chain management which is assessed in terms of the supply of goods whose presence in the company's warehouse may be due to changes in the weather which makes the humidity in the room so that the product also becomes not durable, to implement the results of this constraint it would be better to follow up faster, so that there is no loss or even loss of consumers.

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