

BECOME A RELIABLE TRADER : Playing The Role Of Price As A Psychological Influence On Consumers

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ABSTRAK

Secara sederhana, prinsip dari berdagang adalah bekerja untuk diri sendiri. Sedangkan prinsip dasar dari berbisnis adalah melibatkan banyak pihak dalam berdagang untuk mencapai tujuan yang lebih besar. Secara teoritis, menjadi pengusaha sangat sulit, namun bukan berarti tidak mungkin. Karena faktanya, banyak pelaku usaha bermunculan sepanjang tahun. Oleh karena itu, diperlukan upaya untuk mempelajari menjadi pengusaha atau pembisnis. Karena alasan tersebut, kegiatan pengabdian ini dilakukan. Tujuan dilakukannya kegiatan pengabdian kepada masyarakat adalah untuk berbagi pengetahuan, agar masyarakat dapat meningkatkan kapasitasnya sebagai pengusaha dengan mengoptimalkan bakat yang dimiliki. Metode kegiatan ini adalah pemaparan materi yang dikemas dalam bentuk pembelajaran. Akhir dari kegiatan ini adalah memotivasi para peserta untuk berani berbisnis, dimulai dari yang paling memungkinkan dan minim risiko, misalnya menjadi agen, reseller, dropship, dan lain sebagainya. Selain itu, para peserta juga diberikan pelatihan tentang penggunaan Market place, tempat berjualan digital tanpa modal. Sekaligus, mengajarkan bagaimana menjadi agen atau reseller pada toko-toko besar. Sehingga para peserta mendapatkan pengalaman langsung berwirausaha.

Kata Kunci : Bisnis, Jualan, Harga, Agen Bisnis

ABSTRACT

In simple terms, the principle of trading is to work for yourself. While the basic principle of doing business is to involve many parties in trading to achieve a bigger goal. Theoretically, being an entrepreneur is very difficult, but that doesn't mean it's impossible. Due to the fact, many business actors appear throughout the year. Therefore, it takes effort to learn to be an entrepreneur or businessman. For this reason, this service activity was carried out. The purpose of community service activities is to share knowledge, so that people can increase their capacity as entrepreneurs by optimizing their talents. The method of this activity is the presentation of material packaged in the form of learning. The end of this activity is to motivate the participants to dare to do business, starting with the most possible and minimal risk, for example becoming an agent, reseller, dropshipper, and so on. In addition, the participants were also given training on using the Market place, a place to sell digitally without capital. At the same time, teach how to become an agent or reseller at big stores. So that the participants get direct experience of entrepreneurship.

Keywords : Business, Sales, Pricing, Business Agent

INTRODUCTION

The Covid-19 pandemic that occurred more than 1 year ago and is still happening today is causing problems in the Indonesian economy. One of the problems faced is increasing unemployment (Wahyudi, et al., 2020). Based on data from the BPS or the Central Statistics Agency for 2020, the Open Unemployment Rate (TPT) reached 7.07 percent of the 138.22 million workforce. This means that there are 9.77 million people who are openly unemployed. BPS data shows that the unemployment rate in Indonesia has reached 2.56 million people from 29.12 million people of working age. The Covid-19 pandemic has also contributed to the increase in the number of unemployed. Unemployment is one of the factors causing the current economic downturn.

One way to deal with unemployment and this economic downturn is entrepreneurship (Harras, et, al., 2020; Rumondang, et, al., 2020). Say said that entrepreneurs are entrepreneurs who are able to manage their resources economically (effectively and efficiently) and low productivity levels become high (Halim, et al., 2021). Meanwhile, according to Stein and Burgess (1993), entrepreneurs are people who manage, organize, and dare to take all risks to create new business and business opportunities (Firmansyah, 2020; Wahyu & Salam, 2020).

One business that is easy and has been widely run is a reseller. Reseller is a term for people who sell goods from distributors or agents and distribute them directly to consumers (Wawani, 2019). Usually, these resellers buy goods from manufacturers or distributors at relatively cheaper prices in large quantities and take advantage of the price difference. In this reseller business, the determination of the selling price can affect the life of the business. Therefore, it is necessary to calculate the right selling price so that resellers get the desired profit and can maintain their business (Butarbutar, et al., 2020).

In addition to realizing the Tri Dharma of Higher Education, the purpose of our Student Service to the Community is to share knowledge with students and the general public about how to calculate the right selling price. Because with the right selling price, resellers can get the desired profit and can maintain their business. If the business can survive, then this can reduce the number of existing unemployed, and can improve economic conditions in Indonesia.

Businessman

An entrepreneur is someone who combines resources, labor, raw materials, and other assets to produce greater value than before, as well as someone who introduces change, innovation, and new challenges (Ningrum, 2017).

Ningrum, (2017) argues that entrepreneurship is defined as a dynamic process of creating additional wealth by individuals who bear major risks in terms of time capital, and/or career commitment or provide value for some products or services. The product or service may or may not look unique, but share the ways in which value will be generated by an entrepreneur by receiving and placing the required skills and resources.

Putri (2017) explains again that entrepreneurship is the process of creating something new in value using the necessary time and effort, bearing the financial, physical, and social risks that accompany it, receiving the resulting monetary, as well as personal satisfaction and freedom.

Resellers

According to Utomo (2017) said that resellers are resale or people who make sales of other people's products through their website with one agreement. Usually the reseller asks the supplier/online store to send the goods or messages to the address of the intended consumer and send it on behalf of the reseller in order to retain customers and maintain the agreement made between the supplier and the reseller, so the reseller does not need to stock up on goods.

According to the English dictionary Re means return, seller means seller, so the meaning of reseller is reselling a product by the seller after the seller bought it. They think that resellers make them a medium for selling, due to the fact that most people buy products from a website and promote the web url in the hope of getting a commission.

Selling Price

Delza, et, al. (2021) stated that the selling price is an effort to balance the desire to obtain the maximum benefit from the acquisition of high income and a decrease in sales volume if the selling price charged to consumers is too expensive. According to Murti and Soeprihanto, price is the amount of money (plus some products if possible) needed to get a number of combinations of goods and services (Ningrum, 2017).

METHOD

The method used in delivering this activity is packaged in the form of an online mini seminar through Zoom Meeting, regarding the application of selling price calculations in entrepreneurship to become a reseller to service participants. This activity is carried out through the following stages:

1. Submission of socialization materials carried out by Participants are provided with material briefing by resource persons regarding reseller entrepreneurial activities and the application of calculating the right selling price for reseller businesses.

2. Video Screening

Inspirational Students for community service show an inspiring video for entrepreneurship to become a reseller to participants. The purpose of the video screening is so that participants get inspiration to start entrepreneurship to become a reseller.

3. Sharing activities

Participants are given the opportunity to share their experiences in becoming a reseller. Participants can tell about their reseller products and the ups and downs of entrepreneurship to become a reseller.

4. Questions and Answers Activities

Participants are given the opportunity to ask questions related to reseller entrepreneurship and the calculation of the right selling price and then answered by the presenters

DISCUSSION

The results of the socialization and training activities carried out to the community are that they are starting to open up about reseller entrepreneurship and know how to calculate the right selling price at the reseller business. They know the importance of calculating the right selling price and begin to apply it to the business they will run.

With the number of participants as many as 42 people with community backgrounds, the participants who took part in the webinar who came from the millennial circle were quite enthusiastic about participating in the webinar until the end of the event. This is due to the participants' curiosity regarding how to calculate the selling price, especially for reseller entrepreneurs.

With the development of online business activities, it can make business activities more efficient in terms of cost, effort, and time. Especially now that there are online businesses that offer a resale system or often referred to as a reseller system. Before someone does entrepreneurship / online business, he becomes a reseller. It is necessary to know in advance how to set a selling price for novice resellers in order to determine the price so that it has a strong basis and argument.

Therefore, this activity is carried out with the aim of becoming a reseller by knowing the exact calculation of the selling price. With this education, it is hoped that it can provide insight to Student Service participants to the Community to practice entrepreneurship skills. Online business by reseller has now been widely done, one of which is by doing business online by reseller by people from various walks of life, including students.

CONCLUSION

In this modern era the development of a technology can be said to help and make it easier for people to start a business. In this case, a business that can be done easily and does not require a lot of capital is to become a reseller. However, there are still many people and students who do not understand and understand that being a reseller can bring benefits for yourself. The profits obtained can of course be obtained by taking into account several factors, one of which is the purchase price and profit margin. Therefore, it is our responsibility to foster interest and invite the community and students to do business. So that the community and students will gain experience and knowledge on how to sell online.

Based on the discussion above, the results of this activity are carried out to foster public interest in starting entrepreneurship. This activity is also carried out as a form of implementing the Tri Dharma of Higher Education and providing solutions to the community in starting entrepreneurship and facing the development of the digital economy.

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