



Distribution of Imported Fruits in the Market MMTC

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ABSTRACT

Limited supply in a country in which import activities can run smoothly. Import activities can foster harmonious relations between countries. By trade international this, many party involved and you're welcome get profit, good profits from sales and profits from fulfilling needs. Import activities as well is one of the jobs that has a big impact on business people. Method study which used is study descriptive with use approach qualitative. The research also uses the data taken are primary data and data secondary. Primary data directly obtained from interviews in this study, namely Fruit seller (Mak Gabriel). And using secondary data which is data that obtained from journals, research other parties.

INTRODUCTION

Distribution is activity Among producer and consumer which each other related. Results production by producer will have mark and benefit if until hands consumer for Fulfill his needs. Factor- factor which push success from function distribution are tastes, income, advertising, *trend*, etc. Role system distribution Indonesia is to create stable prices to meet adequate demand throughout the archipelago. However, in case Indonesia, fact system distribution is that part very weak of chain economy country. Though aim distribution is for help distribute goods from producers (farmers) to consumer end so that consumer could enjoy product on moment which appropriate, however on in fact institutional that there can not run as should, only profitable a number of party and hurt farmers.

Aim distribution is help distribution goods from producer (farmer) to the final consumer so that the product can be enjoyed by consumer appropriate time, however in fact Institutional which once built During this no could walk as where should and only profitable on party certain and harm farmer. Problem which faced in selling local fruit is a good offer not erratic, also appearance which not enough interesting. Offer which uncertain this make price fruit local often capricious even tend price tall. The arrival of imported fruit is not a phenomenon new. This problem has been going on for a long time and the more grow after exists trading free ASEAN-China (ACFTA).

THEORETICAL REVIEW

Distribution

Philip Kotler (1997 : 140), argued that : "Distribution channel is series organization which each other depend on and engage in the process for make something goods or service ready for used or consumption". The role or function of distribution is as follows:

1. Streamlining current distribution goods and service to user- user could form producer which use ingredient base nor user end.
2. Delivering goods and services from producer until to hand user.

The distribution process is basically create benefit (utility) time, the place, and diversion right owned by. In create third benefit the, there is two aspect urgent which involved inside it, that is :

1. Institution

Which function as channel distribution (Channel of distribution/ marketing channels), like trader intermediary, Trader agent, nor Support other.

2. Activity

Which distribute current physical goods (Physical distribution). Distribution physical is aspect urgent second in framework make a product is available to consumers in total, time, and the place which appropriate. Board Management Distribution Physical National America Union define distribution physical as: "A series of activities extensive information regarding the transfer of finished goods in a manner efficient from end limit production head consumer, as well as in the a number of matter covers transfer ingredient raw from something

provider early limit production ".

Management distribution physical often interpreted also as management logistics or logistics marketing. kindly detailed, activity distribution physical could shared into the five kinds (Basu Private, 1984: 220-229) that is :

1. Determination Location Supply and System storage

Determination location provision kindly center (concentration) or spread (dispersion) in the market. When company concentrate supplies, so will make it easy instage supervision and improve storage efficiency and handling the goods. But freight load will increase and delivery of goods to several segment market will late. Whereas if company deploys . The supplies to several locations, then the circumstances will different, and is vice versa from concentration. System storage supply Storage is closely related warehousing, companies that don't have facility storage alone generally rent to institution or company other or called warehouse general. Big its small cost rent which must paid depends on big its small which room used.

2. System Handling Goods

System handling goods which could used palletization and packaging.

3. System Supervision Supplies

The purpose of inventory control is minimize total supply which necessary, and minimize fluctuations in inventory while serving order from buyers.

4. Procedure Process Order

Activity which done for process order Among other: organize activity office in a manner orderly, make things well, and deliver it to buyer.

5. Election Method Transport

Route and race transport is factor which urgent, and have connection which tightly with market or areasales and location supplies. And facility transport which there is also is Defining factor.

Factor which cause system distribution in Indonesia is less efficient is not yet adequate means and infrastructure transportation. Distribution network that has not established During this cause he faltered Genre product, so that often occurs scarcity of supply of goods in some market. Not yet established distribution network, plus with vulnerable sector service transportation from influence economy macroas well as climate such as fuel prices or disaster natural, in a manner no live will impact on activity distribution (Rizki2005).

Trader

Traders are a person or a group people which offer goods or give service to consumer. According to Dictionary Big Language Indonesia, a trader refers on look for living by trading. Trader is people which operate effort for selling, business craft or effort small timber (Sudirmansyah, 2011). Trader can Classified as:

1. Trader big, which operate in chain distribution Among producer and retailers.
2. Retailer, also known as retailer, sell product goodsmerchandise directly to consumer

According to Hentiani (2011) there are two types trader in market traditional, that is: Trader kiosk and non-kiosk traders.

1. Trader Stall is trader whichoccupy building market stall.
2. Non Kiosk traders means outside stall, that is in in los, los outside, base and palyons.

Trader Big or Wholesaler

Trader big is companyintermediary which connect producer with trader retail. Amount goods which is purchased from a manufacturer large enough that later will for sale again to trader retailer. On generally trader big no relate live with consumer. Sales to consumers are just activities side and usually apply on initiative consumer. In distribute goods, trader big give donation urgent to producer, that is help manufacturers reduce costdistribution, time for promote goods, and marketing administration. Toretailer his donation is could do sale with quantity goods which limited, could provide goods quickly when needed and sometimes give credit to retailer.

Trader Retail

Trader retailer is company which sell goods which produced by others and related directly with consumers. This company buy various type goods in limited quantity and selling goods goods directly to consumers end. Retailers usually do activities with show the goods in shop which has or rented. With method this, para buyer can see for yourself the different types of goods which will he bought. Amount goods whichbought by company this even limited, which could caused by total capital whichhas.

Agent Marketing

Agent marketing usually classifiedas trader big by because perform the function as it is executed by trader big, that is relate live with producer and on dutyas a selling company goods or services produced by producers. However, in sales activities that done, often agent marketing relate live with consumers. Important differences between realtorswith traders big and traderretailer is in ownership and sale of goods marketed. Agent the seller does not buy and own the goods which marketed, but agent sellerAct as promoter and acceptorders from customers for goods the agent. For his services, a sales agent will get a commission based on the amount units which sold or mark transactionsale.

Import

Import is an import activity goods into the customs area. Transaction import is trading with method enter goods from outside country to in area customs Indonesia with obey provision regulation shrimp-invitation which apply. According to Susilo import can interpreted as activityEntering goods from a country (outside country) to in region customs country other. This definition

means that activities import means involve two country. In this can be represented by the importance of two company between the two countries, that is different and Definitely also regulation as well as Act as suppliers and only one Act as country recipient. Importis buy goods from outsidecountry according to government regulations which paid with use currencyforeign.

METHODOLOGY

This type of descriptive research uses approach qualitative. Study descriptive is study which try provide in-depth interpretation to findings in field based on facts social which actually. In research using approach qualitative, that is do research that produces descriptive data form says written or oral from people or behavior observed. Data which taken is data primary and secondary data. Direct primary data obtained from interviews in research this, that is trader fruit (Mak Gabriel). And use data secondary which is data which obtained from journal, study party others and books.

RESULTS AND DISCUSSIONS

To use for knowing description types of imported fruit, selling hours, length of time business, the impact of the pandemic on traders, ways make customers interested in goods and income level traders in the Market MMTC. So data which obtained from field processed and presented in the form data description. Here is a description data each variable research :

Type Commodity which Sold

In general Indonesian society consume nutrition healthy with consumption 4 healthy 5 perfect. And the Fruit Market in the market MMTC sell fruits for fulfillment consumer needs. Type vegetables which for sale by respondent i.e. Apples, Red Grapes, Dark Grapes, Sankis, Lemons, etc.

Long Selling Hours

Long time trade in market MMTC traditional start from morning to morning or 24 hours. Consumers shop at market with time free, good that morning, afternoon, or night because respondent selling 24 hours / 1 day.

Income

Merchant income is a result accepted from total whole reception (sales turnover) for one day after reduced cost total. Where unit income trader Market MMTC stated with unit rupiah per month. Based on data which obtained from Respondents which have income uncertain gains start from Rp. 3,000,000 – Rp. 4,000,000 per month. So estimated in a month reach profit of Rp 4,000,000. Impact Covid 19 to Respondents is no influential because Respondents start trade beginning month year 2021 so that no feel impact from covid-19.

Length of Business

Long effort that is long time which traders have already undertaken in running his business, showed with unit year. Results study show that profession main from respondent is as trader fruits. Responses sell fruits imported form

Apple, sankis, red wine, black grapes, lemon etc. Respondents choose work as trader is choice which best and has reached 1 year selling fruit. Capital out in this business amounted to Rp. 20,000,000 Respondents only sell in market MMTC with time which full During 24 O'clock, respondent take goods which will for sale with wholesalers. Method respondent for interesting customer that with arrange goods with good, with good manners and full with honesty. The point is to stay friendly and sincere in do effort, certain people another is coming. Obstacles or situations that keep responders blocked in the system selling this only situation like sometimes rain. If already rain, here it is which make the respondent loses in his business. Because if it's raining customers are lazy to go out, because it's deep selling fruit sells because when the weather hot people new buy fruit, like thirst want to eat something, there consumer new impact in effort respondent the.

CONCLUSIONS AND RECOMMENDATIONS

From the results of the analysis above can be drawn conclusion that Distribution fruits import could going on with fluent because consumers are more interested in buy fruit import. Viewed from level profit which obtained from result trade according to the scale of ownership (scale business) in one month reached 4,000,000 (4 Million). Matter this show that every addition cost production which issued capable give reception which more big. It means, activity trade fruit the experience profit every month. To attract customers and satisfied customers, sellers do with arrange or organize goods with interesting possible and good, friendly, the manners good, honest to buyer and seller also sell good quality goods for buyers interested and always pray and sincere in trade.

Suggestion which could recommended based on the results of the analysis above, among others Trading fruit is one business which move on field agribusiness. Trade vegetable also is effort micro which succeed and suitable for circles middle class or lower class. For progress trade fruit this suggested to maintain quality and service in trade so that effort this permanent walk as well as guard Health.

1. In trading the seller should no greedy and attach importance any way to make a profit or profit as big magnitude without notice kind product which they sell for consumer as well as obey and carry out regulation government which there is. So that income effort could Upgrade profit clean so seller need do effort-efforts to increase sales such as increasing the quantity of production also lowered the selling price of the product so that could compete with product other and seller even must Upgrade strategy marketing with do promotion so that sale could increase with so income effort which accepted continue to experience enhancement.
2. For party government expected so that could guard control routine to market MMTC which new moment this with circumstances which occur each week or each day. Because every planning or the target may not always survive with results which perfect and need to budget maintenance which enough so that condition market MMTC clean and permanent awake. Do supervision which

strict if happening person-person which still do collection cost wild so that income trader Becomes increase.

3. For researcher next, expected could develop study on factors others not only on profit analysis trader vegetables market MMTC City Terrain only, but added factor others which in accordance and which no explained researched.

FURTHER STUDY

On generally trader big no relate live with consumer. Sales to consumers are just activities side and usually apply on initiative consumer. In distribute goods, trader big give donation urgent to producer, that is help manufacturers reduce cost distribution, time for promote goods, and marketing administration. To retailer his donation is could do sale with quantity goods which limited, could provide goods quickly when needed and sometimes give credit to retailer.

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