

ANALYSIS OF CERAMIC DISTRIBUTORS PT. SELAMET MITRA RAHARJA KOTA CIREBON

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ABSTRACT

The purpose of writing this journal is to identify the extent of student enthusiasm in implementing campus programs, which are internships in companies. The type of method used is qualitative so that the results obtained in the form of benefits and application of knowledge gained while sitting on the lecture bench.

Keywords: internships, benefits, application of knowledge

INTRODUCTION

An apprenticeship is an activity carried out by someone in the education world by plunging directly into the field to practice all theories learned in the education bench. This internship is indispensable to realize an independent, work ethic and high competitiveness of human resources because the Indonesian nation is faced with an increasingly severe challenge, namely the lack of qualified workers, so it needs to be supported by a conducive situation through the participation of all parties in this work practice.

The SI Strata Program of the Faculty of Economics and Islamic Business as one of the producers of a significant number of graduates each year establishes an internship / practical work program for all of its students. With the expectation, students who have carried out this internship will have knowledge, skills, skills,

and experience in the world of work as well as being the capital to create jobs or find work later.

Work Internship is a form of the lecture through work activities directly in the world of work. This Internship is a practical activity for students with the aim of gaining experience from these activities, which can later be used for professional development. This internship was held at PT. Selamat Mitra Raharja. PT. Selamat Mitra Raharja or SMR is a Roman ceramic distributor with a focus on business. The choice of work apprenticeship locations at PT. Selamat Mitra Raharja for reasons because the author has worked here and has a relationship with the Sharia Economics program.

In the implementation of this internship, the writer chose PT. Selamat Mitra Raharja because to be able to identify the management that occurs in it, especially the management of

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processes in one of the fields owned by PT. Selamat Mitra Raharja is a business. By carrying out apprenticeship activities at PT. Selamat Mitra Raharja is expected by the author to gain knowledge related to the topic, namely process, and production management.

METHOD

This research uses descriptive design. The purpose of descriptive research design as explained by Sakaran (2008) is to describe the aspects that are released from a phenomenon that researchers study from an individual, organization, industry, or other perspectives. Thus descriptive research presents data in a very meaningful form so that it helps to understand the characteristics of a group, helps in systematic thinking about aspects of a particular situation, provides ideas for further search and research, and helps in decision making. The research design shows the research process from planning to analysis to obtain research findings. (Ekasari et al., 2017)

RESULTS AND DISCUSSION

Data analysis

The internship was carried out at PT. Selamat Mitra Raharja located at Jl. Parama No. 87 lasted for approximately two months, which took place from January 13, 2020, to February 13, 2020. During the internship program, students were placed in the administration division of Roman ceramic distributors.

There are many things that are obtained during the internship in this company, which is to help make requests for samples in warehouses, sell Roman ceramics that are needed by

consumers, calculate westpex inventory, and analyze distributor systems.

While carrying out apprenticeship activities at PT. Selamat Mitra Raharja on the student ceramic distributor division conducted data collection using various methods, namely direct observation, interviews with the company, and documentation.

The internship students were initially introduced by Mr. Ferdinand as Manager at PT Selamat Mitra Raharja to sections such as marketing, human resources, finance, and the warehouse section. Then students will be introduced more deeply to the marketing department by Mr. Ferdy Masalamate. Students are then introduced to the warehouse by Mr. Markus about how to supervise and analyze the section.

Internship students are also taught that the determination of an agent in an area takes a long time because the company must also look at its performance in terms of Roman ceramic sales.

Students also make a report regarding the amount of ceramic stock received from the supplier. Every receipt of incoming ceramic goods is calculated for consumer expenditure.

The next activity is the regulation of the amount of ceramics in the warehouse to be sold to agents, the design of ceramic orders in accordance with the demand that is needed for agents and consumers.

Furthermore, what students do is study the determination of the delivery schedule to the agent or directly to the retailer, for a maximum

order time of one month, for one order so that the agent will be motivated to sell various Roman ceramics before the specified time ends. Every day the average agent from Cirebon, Majalengka, Kuningan, Indramayu, Tegal, Tasik, Pekalongan, Purwokerto, and many more, will order by telephone, and ceramic goods will be sent directly to the agent.

In studying and supervising the performance of employees of the Roman Ceramic distributor section at PT. Selamat Mitra Raharja, students are taught to work independently. There are several things that cause employee performance to decline, such as age, family problems, and internal company problems. Therefore PT. Selamat Mitra Raharja is very open to his employees so that when employee performance decreases it will be marked by frequent absences then it can be immediately identified and the solution sought.

Students also get an assignment to receive input from agents and sales who come down directly in the field, make a report on the number of sales, help order ceramics and sell ceramics to consumers.

Sales is an integrated effort to develop strategic plans directed at satisfying the needs and desires of buyers, in order to get sales that generate profits (Marwan, 1991). Sales are a source of life for a company because from sales can be obtained profit and an attempt to lure consumers who are endeavored to find out their attractiveness so they can know the results of products produced. According to Winardi

(1982), selling is a transfer of rights to the property. From this explanation in transferring or transferring goods and services, people who work in sales are needed, such as the implementation of trade, agents, service representatives, and marketing representatives.

Sales volume can be described as feedback from marketing activities carried out by the company. Sales have various meanings depending on the scope of the problem being discussed. According to Kotler and Armstrong (1998), sales in the scope of activities are often confused with the notion of marketing. Selling in this sphere is more an act of selling goods or services. Marketing activities are sales within the scope of revenue or revenue, which means an assessment of the company's actual sales in a period.

According to Swastha and Irawan (2000), market demand can be measured using physical volumes as well as rupiah volumes. Based on the opinion of Swastha and Irwan, sales volume measurement can be done in two ways, namely based on the number of product units sold and based on the value of the product sold (sales turnover). Sales volume is measured based on units of products sold, i.e. the number of actual sales units of the company in a given period, while the value of products sold (sales turnover), i.e. the total value of the company's actual sales in a given period. In this study penguku

In practice, sales activities are influenced by several factors as follows (Swastha dan Irwan, 1990):

1. **Conditions and Abilities of the Seller.** Transaction of sale or transfer of commercial ownership of goods and services in principle involves two parties, namely the seller as the first party and the buyer as the second party. Here the seller must be able to convince the buyer to be successful. Achieve the expected sales goals. For this purpose, the seller must understand several important issues that are closely related,
 - a. Types and characteristics of goods offered.
 - b. Product price.
 - c. Terms of sale such as payment, delivery, after-sales service, warranty and so on.
 2. **Market Conditions.** The market, as a group of buyers or parties who are targeted in sales, can also influence its sales activities. The market condition factors that need to be considered are:
 - a. Market Type
 - b. Buyer group or market segment
 - c. Purchasing power
 - d. Frequency of purchase
 - e. Wants and needs
 3. **Capital** It will be more difficult for the sale of goods if the goods sold are not yet known by the prospective buyer, or if the location of the buyer is far from the seller's place. In these circumstances, the seller must first introduce the goods to the place of the buyer. To carry out this purpose, facilities and businesses are needed, such as transportation equipment, demonstration facilities both inside and outside the company, promotional efforts, and so on. All this can only be done if the sale has a certain amount of capital needed for it.
 4. **Company Organization Conditions.** In large companies, sales problems are usually handled by a separate section (sales department) which is held by certain people/experts in the field of sales.
 5. **Another factor.** Other factors, such as advertising, demonstration, demonstration, campaign, gift-giving, often affect sales. However, to implement it, a significant amount of funds is needed. For companies with strong capital, this activity can be carried out routinely. Whereas for small companies that have a relatively small capital, this activity is more rarely carried out. There are entrepreneurs who hold to the principle that "the most important thing is making good goods". When the principle is implemented, the buyer is expected to return to buy the same item again. However, before a purchase is made, often the buyer must be stimulated by its appeal, for example by providing attractive packaging or by other promotional methods. (Rachmawati et al., 2011)
- Overwhelmed by the work, at a point of compilation, the workload seems to increase, all work deadlines will be poured out on employees. Then employees will be divided to complete all the work. Even just toilets don't feel like they have time and are stressful. Yes, indeed pulverize risk of being an employee.

Solution: you should discuss this with the manager. Talk about if the workload is too heavy. Explain well about companies that can be trusted, and discuss together the best solutions. Make sure you also choose the right time to talk with the manager, or if you can make an appointment in advance, further discussion and do not need a boss's work schedule as well.

Make it clear that you feel overwhelmed by the abundance of unimaginable work and explain why.

For example, you handle work that has grown this year so there is double the work to be handled compared to the previous year, or you still hold the responsibility of people who resign from the office but do not also have a replacement. This explanation to your manager is important because they sometimes escape with more responsibility. But don't forget to also provide solution options, for example, you can do work A and B but not if added with C.

But if C's work is more crucial, you can ask someone else to do it under your supervision. This is useful if your manager is not sufficiently helpful in setting priorities so that you can propose things that you think should be prioritized.

CONCLUSION

Based on the results of student internships, it can be concluded that:

1. Apprenticeship activities at PT. Selamat Mitra Raharja provides an opportunity to learn about the responsibilities of the assignments that must be done correctly and appropriately, know firsthand the company and the company's mechanism of work mechanism so that it can become a provision for students to enter the workforce later.
2. During the apprenticeship activities in the administration as well as the marketing section, students find that distributor companies send ceramics items to the regions of Cirebon, Majalengka, Kuningan, Indramayu, Tegal, Tasik, etc..
3. Distributor of PT. Selamat Mitra Raharja is a supplier of ceramics to agents and has a large stock of ceramic warehouses.

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