SALES SYSTEM ANALYSIS AT UD SAYAN CERAMIC SIDOARJO

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ABSTRACT
Sales are transaction activities carried out by two or more parties, sales are also to prepare strategic plans aimed at buyers or consumers to get sales that generate profits, sales are also a source of income for a person or company making sales. Buying and selling transactions, in a company the greater the sales, the greater the income generated. The purpose of this research is to find out how the company's sales system performs.
The method used in this research is a qualitative descriptive method, which is carried out by collecting related data from the problems encountered and presenting sales results. The activities carried out were interviews, documentation and observation. The research results show that the company's sales system still uses manual recording, and the company's sales results fluctuate every month.

Keywords: Sales system

INTRODUCTION
A company is an agency that provides consumer needs in the form of goods or services. Company activities cannot be separated from company management and economic law. As the era of globalization develops, company management is encouraged to develop its business. Currently, competition in the business world is increasingly sharp, marketing is required not only to improve product quality but also service quality to be able to emerge as a winner in the competition. So the main thing to become a winner in this competition is the quality of service the company provides to customers. It is now increasingly recognized that service quality and customer satisfaction is an important aspect in order to survive in business and win competition. The success or failure of a company is determined by the company's ability to provide satisfactory service to its customers.

UD Yakin is a retail trading business that operates in the marketing sector, the company has a motto of providing goods according to customer needs which focuses on profits while still paying attention to social principles for the general public. In this research, the method used is descriptive qualitative. The definition of descriptive qualitative is research using a case study method or approach (Sugiono: 2017). This research was carried out at UD Yakin Keramik Sidoarjo, the author's activity was to interview managers directly about the process of achieving targets, profits in a month, whether these profits are enough to cover company needs, how to attract consumers, what to do to make customers feel satisfied, what actions to take when there are price increases, ups and downs faced during sales, future hopes for the company.

Apart from interviews, the author carried out documentation for evidence, and the observation process carried out by the author was non-participant, because the author was not directly involved in the company's sales department. After getting the sales results data, the problem faced was that each month's income experienced ups and downs. The author conducted direct research specifically on the section that handles sales, the object of this research is the analysis of the sales system at UD Yakin.

 Until now, UD Yakin is trying to increase sales figures, with many sales of ceramic products including Platinum, Asia tile, Diamond, Accura, Habitat, Uno, Jts. And Milan. Ceramic glues include, Am nat, Way nat, Kura kura. Bathroom equipment includes, bathroom door, soap dispenser, liquid tex, water faucet, shower, closed, bathtub, and air exhaust. To provide good services, especially to prospective buyers, the company carries out business with full confidence and honesty in working together with all parties. Based on the description above, the author is interested in conducting research with the title "SALES SYSTEM ANALYSIS AT UD SAYAN CERAMIC SIDOARJO"

Research Method
This research method is a type of qualitative descriptive research method. The definition of descriptive qualitative is research using a case study method or approach (Sugiono, 2017). This research was carried out at UD Yakin Keramik, the author conducted special research in the section that handles sales. The object of this research is the sales system at...
UD Yakin Keramik. The data collection techniques used in this research are as follows:

a) Direct interviews with the sales department regarding the sources of information studied. The author tries to get information from the company about the factors that influence the sales system.

b) Documentation

Documentation according to Sugiono (2015:329) is a method used to obtain data and information in the form of books, archives, documents, written numbers and images in the form of reports and information that can support research.

c) Observation
d) According to Sugiono (2015:204) observation is a research search activity on an object. If we look at the process of implementing data collection, observations are divided into two, namely participants and non-participants.

DISCUSSION

Sales system

The sales system is a unified process that supports each other in its efforts to meet buyers' needs and together obtain satisfaction and profits. Sales activity is a very important activity for the business organization as a whole. Therefore, part of sales must be directed to help expedite the process of selling an item, as well as providing information needed to increase sales volume so that the organization's income and profits increase. Until now, UD Yakin has made sales by recording them manually using books or notes only. That is, by using recording or data collection, which has been done by consumers selecting a list of goods to be ordered and their sizes, then recording them manually and calculating the price of the goods that have been ordered and sending the goods can be carried out according to what has been determined by the consumer.

Table 3.1 UD Yakin Sales Records for February 2021

<table>
<thead>
<tr>
<th>Date</th>
<th>Amount</th>
<th>Menus of goods</th>
<th>Size</th>
<th>Quality</th>
<th>Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>03/03/2021</td>
<td>2</td>
<td>Kain Kremasi</td>
<td>25x33</td>
<td>C</td>
<td>50.000</td>
<td>100.000</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Kain Kremasi</td>
<td>30x40</td>
<td>A</td>
<td>87.000</td>
<td>348.000</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Kain Kremasi</td>
<td>25x33</td>
<td>C</td>
<td>50.000</td>
<td>150.000</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Kain Keramik</td>
<td>30x40</td>
<td>C</td>
<td>50.000</td>
<td>150.000</td>
</tr>
<tr>
<td>05/03/2021</td>
<td>2</td>
<td>Kain Keramik</td>
<td>40x60</td>
<td>A</td>
<td>38.000</td>
<td>76.000</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Kain Keramik</td>
<td>40x60</td>
<td>A</td>
<td>38.000</td>
<td>76.000</td>
</tr>
<tr>
<td>09/03/2021</td>
<td>2</td>
<td>Kain Keramik</td>
<td>40x60</td>
<td>A</td>
<td>38.000</td>
<td>76.000</td>
</tr>
<tr>
<td>12/03/2021</td>
<td>2</td>
<td>Kain Keramik</td>
<td>40x60</td>
<td>A</td>
<td>38.000</td>
<td>76.000</td>
</tr>
</tbody>
</table>

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Based on the table above, UD Yakin uses methods that are in accordance with previous research in the sales process, but not entirely in accordance with this theory. There are several things that have not been implemented, including marketing time and others. This can cause ineffectiveness in the import-export process. To increase import and export sales, UD Yakin should accept night transactions.

**BIBLIOGRAPHY**


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