

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, 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 Methods

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

Formulation of the problem

Based on the background of the problem above, the problem in this final assignment can be formulated, namely how the sales system at UD Yakin Keramik Sidoarjo.

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

Date	Amount	Name of goods	Size	Quality	Price	Total
01/02/2021	2	The glasses are big	25/25	C	50,000	100,000
	4	Big lotus	25/40	A	57,000	228,000
	3	Gray domino	25/25	C	50,000	150,000
	4	Kkm marble gm			2,500	10,000
	20	Kkm marble gm			2,500	50,000
	2	The font is black	40/40	A	58,000	116,000
	5	Kkm pink			2,000	10,000
	22	Victoria	40/40	A	57,000	1,254,000
	7	Basic	20/25	A	58,000	406,000
	4	Black Oscar	30/30	C	40,000	160,000
	1	Step Afur				15,000
	1	Small float				28,000
02/02/2021	20	Kkm gray wood			2,500	50,000
	5	The glasses are big	25/25	C	50,000	250,000
	15	Big lotus	25/40	A	55,000	825,000
	1	Soap dispenser				45,000
	8	We are turquoise	40/40	A	57,000	456,000
	71	Kkm new wood			2,500	177,000
	30	Murano	40/40	A	45,000	1,350,000
	20	Mixed ceramics	20/20			30,000
	1	Krakatoa is gray	40/40	C		57,000
	1	Ceramic	40/40			10,000
04/03/2021	2	Krakatoa stone is gray	40/40	A	57,000	114,000
	2	Douma stone is gray	20/40	B	67,000	134,000
	5	Kkm marble brn			2,500	12,500
	1	Soap dispenser				25,000
07/02/2021	4	Douma stone is gray	20/40	B	67,000	268,000
	10	Murano	40/40	A	45,000	450,000
	1	Douma stone is gray	20/40	B		67,000
	1	Im white				15,000
	7	Murano gray	30/30	C	35,000	245,000
	1	Matarau Cream	40/40	C		53,000
	2	Afur alinco blue			15,000	30,000
	1	Cik in ivory				225,000
	4	Kkm new wood			2,500	10,000
02/08/2021	8	Oscar gm	30/30	C	40,000	320,000
	32	Zensa Cream	30/30	C	35,000	1,120,000
	4	Afur stood up			15,000	60,000
	3	Arovana is black	40/40	A	55,000	165,000
	14	Kkm gold			2,500	35,000
	25	Kkm marble gm			2,500	62,500
	11	Hilton gray	40/40	A	57,000	627,000
	8	Kkm marble brn			2,500	20,000
	1	Kkm pink				2,000
	2	Murano	30/30	C	35,000	70,000
	4	Zensa gray	40/40	A	49,000	196,000
	1	brn wood	40/40	C		45,000
02/10/2021	2	Murano	30/30	A	42,000	84,000
	4	brn Victoria	40/40	A	57,000	228,000
	1	Afur moved gm				15,000
	5	Terios brn	40/40	A	65,000	325,000
	1	Corsica	30/30	C		40,000
02/11/2021	10	Kkm blue			2,000	20,000
	4	The font is black	40/40	A	58,000	232,000
	1	Im white				15,000
	1	Liquid lex				15,000
	15	Kkm marble brn			2,500	37,500
	15	Kkm new wood			2,500	37,500
	2	Oscar gm	30/30	C	40,000	80,000
	1	Soap dispenser				50,000
	1	White monoblog				1,500,000
	35	Kkm gray marble			2,500	87,500

02/24/2021	1	Cornello grn	20/25	A		58,000
	2	Afur move the cream			15,000	30,000
	6	Murano	40/40	A	45,000	270,000
	1	wahakam wood brn	40/40	C		58,000
	6	Lotus blue	25/40	A	55,000	330,000
	2	Lotus blue	25/40	A	55,000	110,000
	1	My grout is gray				15,000
	2	Cik chelsea ivory			105,000	210,000
	25	Kkm new wood			2,500	62,000
	2	loser			35,000	70,000
02/27/2021	2	Lotus blue	25/40	A	55,000	110,000
	13	arctic white	40/40	A	45,000	585,000
	9	Murano	40/40	A	45,000	405,000
	30	Murano	30/30	C	35,000	1,050,000
	10	Murano	30/30	A	42,000	420,000
	2	Zigma Cream	40/40	A	70,000	140,000
	10	wahakam wood brn	40/40	A	57,000	570,000
02/28/2021	2	Malibu Cream	30/30	C	35,000	70,000
	5	Murano	30/30	C	35,000	175,000
	1	Im white				15,000
	7	Kkm gray			2,000	14,000
	2	Zenise gray	40/40	A	48,000	96,000
	6	Kkm marble brn			2,500	15,000
	5	Kkm black marble			2,500	12,500
	25	Kkm is plain black			2,000	50,000
	3	The font is black	40/40	A	58,000	174,000

Source: UD Yakin Ceramics

Table 3.2 Comparison of Sales According to Theory and Practice at UD Yakin

NO	Theory	UD Sure	Suitable/Not Suitable
1.	(Mulyadi) sales are activities carried out by sellers in selling goods and services with the hope of making a profit from these transactions and sales can be interpreted as transferring or transferring ownership rights to goods or services from the seller to the buyer.	UD Yakin provides offers to clients or customers actively and persuades buyers to get goods according to their needs, after agreeing to transfer ownership of the goods.	In accordance
2.	(Private Basu) face-to-face sales are interactions between individuals, meeting each other face to face, aimed at creating, improving, controlling or maintaining mutually beneficial exchange relationships with other parties.	UD Yakin makes sales by interacting directly or face to face with buyers or consumers.	In accordance
3.	(Sudarmo) Sales are made in cash, credit, tender, wholesale and export	UD Yakin sells directly (<i>cash</i>), for credit it is done by making an agreement between both parties.	In accordance
4.	(Private Basu) tries to increase sales by encouraging buyers to buy goods from company distributors.	Until now, UD Yakin is trying to increase its sales results	In accordance
5.	Every sales transaction is accompanied by a slip or proof	UD Yakin provides proof of sales transactions or notes	In accordance
6.	Sales can be made at any time as long as there is time and opportunity.	UD Sure to make sales during the day, don't accept them at night	It is not in accordance with
7.	All policies related to marketing are the responsibility of the main director	UD Confident in making formulations, directions and coordination of policies related to product or service marketing activities	In accordance

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.

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