Administration Procedure for Selling Bear Brand Milk Using ND6 On PT. Aneka Rasa Citra Sejati, Jakarta

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Abstract —This study aims to analyze the implementation of the sale of Bear Brand Milk during the covid-19 pandemic at PT. Various Taste of True Image, Jakarta. Companies engaged in the distribution of products PT. Nestle Indonesia in the form of coffee, cereals, and several kinds of milk, one of which is bear milk. The target market is Traditional Markets, Bakery, Hotels, Restaurants, Cafés, Business Industries, School Canteens, Mini Markets, and Cooperatives. The implementation of sales is an important stage that has been determined by the company in the context of the company's operational activities. In conducting sales input using the ND6 program. This type of research is policy research (policy research) with a qualitative descriptive method. Methods of data collection using, observation, interviews and documentation. Data analysis phase with preparation, exploration, and reporting. This study shows that the implementation of sales starts from consumer orders to sales, is forwarded to the administration to make sales invoices and letters of delivery of goods. The invoice is checked by the head of the warehouse, and loading is carried out. When it is finished loading, the invoice and travel document are handed over to the driver and then sent to the customer's address, the consumer receives the goods and signs the delivery letter. Document data required in the form of direct order (Additional Order) or CMO (Cofirm Monthly Order) order a month earlier for products that are out of stock, PO (Purchase Order) Sales Invoice, and Travel Letter.

Keywords : Execution, Administration, Sales,

I. INTRODUCTION

The COVID-19 pandemic that has occurred since the beginning of the end of 2019 has resulted in millions of deaths, including in Indonesia (Yusuf & Anthoni, 2020). Confirmed in Indonesia until early March 2022 as many as 153,599 people died . On the other hand, these events have increased public demand for health products such as multi vitamins, milk, honey, herbs and various types of intake that are considered to increase the body's immunity. The immune system is considered to be able to ward off the entry of viruses into a person's body, therefore the government recommends improving a healthy lifestyle. Get enough rest, exercise, and eat nutritious food. One of the products that was busy looking for is UHT milk, which is milk made using a heating process, which exceeds the pasteurization process. There are various brands of UHT milk on the market, including Ultra Milk, Indomilk, Frisian Flag, Milo, Bear Brand. Among the various UHT milk brands in circulation, the most sought after brand by the public is Bear Brand Milk.

Milk Bear (Bear Brand) which is produced by PT. Nestle Indonesia is a packaged milk product made from 100% pure, high-quality milk without preservatives that has undergone a sterilization process. The purity of Bear Brand Milk (Bear Brand) is believed to be able to help health and the body's recovery process. Bear Brand Milk (Bear Brand) contains all the goodness of milk and nutrients and does not contain sugar, there are many benefits that can be obtained from milk with high calcium content and is very useful for bone growth. Even the calcium contained in milk, if consumed in the long term can be useful in preventing osteoporosis or bone loss (Nareza, 2020).

During the COVID-19 pandemic, many people depended on health expectations from bear milk, resulting in shortages in several supermarkets, and triggering an increase in the selling price of bear milk, from 9,000 to 18,000 per can (Ardi, 2021). Still during the COVID-19 pandemic, Bear brand was ranked as the second top brand in the Top Brand Index (TBI) 2021, the category of ready-to-drink liquid milk (Group, 2021)

Table 1. Indonesia Top Brand Index 2021 Category of Liquid Milk in Ready-to-Drink Packages

Brand	Brand Value 2018	Brand Value 2019	Brand Value 2020	Brand Value 2021
Ultramilk	40.6%	42.7%	31.8%	32.9%
Frisian flag	18.5%	17.2%	21.9%	18.4%
Indomilk	15.1%	17.2%	14.5%	11.9%
Bear Brand	8.8%	12.5%	14.3%	18.8%
Milo	7.6%	12.3%	5.3%	4.8%

Source : https;//www.topbrand-award.com/top-brand-index/_2021

Based on table 1 above that Ultramilk products remain the Top Brand with a figure of 40.6% in 2018 then in 2019 it increased by 42.7% then in 2020 it decreased by 32.9% and in 2021 it decreased again by 32.9%. In contrast to bear milk, which has an increasing trend from 8.8% in 2018, to 12.5% in 2019, then 14.3% in 2020, until 2021 to 18.8%, leaving Frisian Flag and Indomilk. It can be concluded that bear's milk products experienced an increase in sales in accordance with the increase in TBI in ready-to-drink liquid milk. Many people are interested in it because of the top brand and public acceptance that Bear Brand Milk is useful for increasing body stamina, packaged milk drinks are a consumer priority, not just healthy but a lifestyle of people who are increasingly demanding practicality.

 PT. Aneka Rasa Citra Sejati is a company engaged in distribution. focuses on distributing PT. Nestle Indonesia consists of coffee products, cereals, and several kinds of milk, one of which is bear milk. The target market is Traditional Markets, Bakery, Horeca (Hotels, Restaurants, Cafés) Business Industries, School Canteens, Mini Markets, and Cooperatives.

The implementation of sales is an important stage that has been determined by the company in the context of implementing the company's operational activities (Celi & Yusuf, 2021; Napitupulu & Yusuf, 2021). In making sales at PT. Aneka Rasa Citra Sejati performs sales input using the ND6 program. By using the ND6 program, inputting sales becomes easier. The problem in this paper is related to how is the distribution carried out by PT Aneka Rasa Citra Sejati to several specified target markets? What are the sales procedures and the obstacles found when selling Bear Brand? to consumers, as well as the solution?

II. LITERATURE REVIEW

A. Administration Procedure

An organization in carrying out routine activities always has procedures so that everything can be done uniformly. Anyone who does that activity can go well with the same results. Finally, the procedure will be a guideline for an organization in determining what activities must be carried out in carrying out a certain function. According to (Mulyadi, 2016) procedure, is "a sequence of clerical activities, usually involving several people in one or more departments, which is made to ensure uniform handling of corporate transactions that occur repeatedly". According to Carl Heyel in Rasto (2015), procedure is "a series of logical steps by which all repetitive business actions are initiated, performed, controlled and completed".

Based on the understanding of the procedure above, it can be concluded that the procedure is "a series of logical steps that involve several people in a department or more to handle repetitive, uniform and permanent work."

B. Types and Benefits of Procedures

According to Rasto (2015) that procedures can be classified into two types, namely:
1. Primary Procedure

Intended to facilitate the completion of daily work. Some examples of this type are order procedures, billing, and purchasing procedures.

2. Secondary Procedure

Intended to facilitate the work performed by the primary procedure. Some examples of this type are correspondence procedures, telephone services, and archive services.

A procedure can provide the following benefits:

1. It makes it easier to determine the steps of future activities.
2. Turning repetitive work into routine and limited, thus simplifying the implementation and further work on what is necessary.
3. There is a clear guideline or work program and must be obeyed by all implementers.
4. Assist in efforts to increase work productivity effectively and efficiently.
5. Preventing deviations and facilitating supervision, if deviations occur, improvements can be made immediately as long as they are in their respective duties and functions.

C. Administration

Administration comes from the Greek words "Ad" and "Ministrate" which means dedication or service. Another opinion is that the word administrate comes from the Dutch language, which means it is limited to administrative activities, namely the activities of compiling and recording information obtained systematically, functioning record things that happen in the organization as a report for the leadership. The form of administrative activities is in the form of writing, sending, and storing information and is also associated with actual administrative activities (Siswandi, 2017) . According to Simon and Anthoillah in Siswandi (2017) explained that "administration is an activity in groups that collaborate to complete common goals".

According to Robert Britel E.D, Lester in Siswandi (2017) stated that "The most comprehensive definition views management as an integrating process by an authorized individual create, maintain, and operate an organization in the selection an accomplishment of it's aims". According to Siagian in Siswandi (2017) that "Administration is the whole process of cooperation between two or more human beings based on a certain rationality of control, management, to achieve predetermined goals".

Based on the above definition, it can be concluded that administration contains three main elements, namely human groups, cooperation, and certain goals.

D. Administrative Purposes and Functions

According to Ali in (Peter Rajagukguk, 2021) the objectives of administration are:

1. Managers can monitor an administrative activity in the company.
2. Managers can evaluate an activity in the organization of the company.
3. Managers can arrange a business development program in an organizational activity.
4. Managers can secure a business activities and company organization.

There are several administrative functions, namely:

1. Planning (Planning)
2. Organizing
3. Coordinating
4. Reporting
5. Budgeting
6. Staffing (Placement)
7. Directing (Direction or Guidance)

E. Product

Product is defined by Kotler and Armstrong as follows: A product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Another definition put forward by (Tjiptono & Chandra, 2016), that a product is anything that can be offered to a market to be noticed, owned, used, and consumed so as to satisfy wants and needs (Armstrong & Kotler, 2003)

According to (Alma, 2009), the product is "a set of attributes, both tangible and intangible, including the problem of color, price, the good name of the factory, the good name of the store that sells (retailer), and factory services and retailer services, which are accepted by the buyer to satisfy the customer. his wish."

Based on the above definition, it can be seen that the product is the goods and services owned by the company to be sold to consumers so that it can meet the needs and desires of consumers. Companies must have their own advantages and added value to their products so that their products are unique compared to products from other companies. This will encourage consumers to choose this product over other products.

F. Product Classification

Products can be divided into several groups, namely based on their appearance, based on aspects of product durability and based on their uses (P. Kotler & Keller, 2013)

1. Classification of Products Based on Their Durability
   a. Nondurable goods, Are tangible goods normally consume in one a few uses, such as beer and shampoo.
   b. Durable goods Are tangible goods that normally survive many uses: refrigerators, machine tools, and clothing.
2. Classification of Products Based on Use
   a. Consumer Goods Consumer goods are products that can be consumed directly without going through further processing to obtain the benefits of the product. Consumer goods are goods that are consumed for the needs of final consumers (individuals and households), not for other purposes
   b. Convenience Goods The consumer usually purchases convenience goods frequently, immediately, and with minimal effort. Examples include soft drinks, soap, and newspapers. Convenience goods can still be grouped into three types, namely staples, impulse goods, and emergency goods.
3. Classification of Products by Shape
   a. Shopping goods (Shopping Goods) Shopping goods are those the consumer characteristically compares on such bases as suitability, quality, price, and style. Examples include furniture, clothing, and major appliances. Shopping goods consist of two types, namely homogeneous and heterogeneous shopping goods.
   b. Specialty goods. Specialty goods have unique characteristic or brand identification for which enough buyers are willing to make a special purchasing effort. Examples include cars, audio-video components, and men's suits.
   c. Unsought Goods Unsought Goods are those the consumer does not know about or normally think of buying. Examples are life insurance, cemetery plots, and gravestones.
   d. Industrial Goods Industrial goods are types of products that still require further processing to obtain certain benefits. The classification of manufactured goods is divided into three, namely Raw materials and spare parts, Capital, Business Services and Supply

G. Price

The value agreed upon by the seller and the buyer in a transaction is the price of the product that is the object of the transaction. Price is also an agreement by the buyer and seller through bargaining, or set by the seller for the same price to all buyers. Through price, customers can take advantage of ownership or use of products or services whose value is based on the benefits of these products (Faizani & Prihatini, 2020)

The amount of money spent by consumers to obtain goods and services or a set value to be exchanged by consumers for the value of benefits, ownership or use of a product or service is the price of the goods or services purchased (P. and K. L. K. Kotler, 2016)

H. Pricing Goals

In general, pricing aims to make a profit so that the company can run, but in conditions of increasingly fierce competition, the goal of seeking maximum profit in practice will be difficult to achieve. According to Kotler and Keller, there are several objectives of pricing, including (P. Kotler & Keller, 2012).

1. Survival Ability The company pursues the ability to survive in business by setting prices that can cover variable costs and some fixed variable costs. Survival is a short term goal. In the long term, companies must learn how to add value or face extinction.
2. Maximum Current Profit The company tries to set a high price to maximize the current profit, on the maximum investment. This strategy may sacrifice long-term performance by ignoring the influence of other marketing mix variables, competitors' reactions.
3. Maximum Market Share Companies want to maximize their market share by increasing sales volume, so unit costs will be lower and long-term profits higher.
4. Maximum Market Skimming

The company set a high initial price and over time it will slowly go down. Market prices will be reasonable under the following conditions:
   a. There are quite a number of buyers whose current demand is high.
   b. The unit cost of producing a small volume and the maximum price that the market can absorb.

c. A high initial price attracts more competitors to the market.
d. High prices communicate a superior product image.

I. Sale

According to Basu Swasta in (Peter Rajagukguk, 2021), sales is a process of exchanging goods or services between sellers and buyers in a transaction. Thus, selling is an activity where a buyer and seller meet, who conduct transactions, influence each other and consider the exchange of goods or services with money.

J. Sales Goal

According to (Swastha, 2014), the sales objectives are:
1. Achieve a certain sales volume.
2. Get a certain profit.
3. Supporting company growth.

Efforts to achieve these three goals can be achieved by the existence of sales cooperation from several functionaries in the company such as the finance department that provides funds, the production department that makes products, and the personnel department that provides labor.

K. Types and Forms of Sellers

According to (Swastha, 2014), grouping the types of sales as follows:
1. Trade Selling.
2. Sales made by producers and wholesalers by allowing retailers to make sales using promotional media, demonstrations, adequate supplies and introduction of new products.
3. Missionary Selling
4. Sales are trying to be increased by encouraging buyers to buy goods from the company's dealers.
5. Technical Selling
6. Increase sales by providing advice and advice regarding the advantages and benefits of products offered to final buyers of goods and services.
7. New Business Selling
8. Increase sales by offering new business to potential buyers as insurance companies do.
9. Responsive Selling

Increase sales by responding to buyer requests through good customer relations that lead to repeat purchases.
The forms of sales are as follows:
1. Cash Sale
Sales that are cash and carry where after there is a price agreement between the seller and the buyer, the buyer submits payment in cash and then the seller delivers the goods.
2. Credit Sales
Non-cash sales, with a certain grace period, according to the agreement of the seller and buyer regarding the amount of payment and the specified time.
3. Tender Sales
Sales carried out through a tender procedure to fulfill the request of the buyer who opened the tender.
4. Export Sales
Sales carried out with overseas buyers who import goods, usually using a letter of credit facility.
5. Consignment Sales
Sale of goods on deposit to buyers who are also sellers. Often also called a selling deposit, if the item is not sold it will be returned to the seller.
6. Wholesale Sales
Sales that are not directly to buyers, but through intermediary traders who intermediary factories or importers with retail traders.

L. Nex-Distribution Sales (ND6)

ND6 is the main operating system for any trading business conducted. With this program distributors can manage stock (including damaged or returned goods, manage goods for canvas, accept orders, or sell goods on canvas, manage accounts receivable, sales and payables). Following are some sales features for the Taking Order (TO) sales and overall sales function (TO and Canvas),(http://nexsoft.co.id/products.html) namely:
1. Customer PO Entry, to enter purchase orders at Modern-trade outlets. Purchase orders can be shipped in one or more shipments.

2. Sales Order Entry, to enter orders from regular outlets (without PO) or enter shipments from PO consumers.
3. Order Approval, to approve if there is an order from a new outlet or approve a sales order that exceeds the maximum allowable order value.
4. Credit Authorization, to assign Credit Vouchers to customer sales orders that have exceeded the credit limit or invoice limit.
5. Generate and print proforma invoices. In ND6 proforma invoice is optional, admin can directly generate sales invoice if choose to do so.
6. Generate Packing List, Tracking Packing List. To assist in the issuance of goods from the warehouse, a printable packing list consists of a list of invoices and a list of products. The recap per item is used to release goods from the warehouse (loading), while the recap based on the invoice is used as a delivery invoice by the driver who delivers the goods. Items that have been recapitulated will be printed in order of storage warehouse locations to make it easier for warehouse staff to pick up goods.
7. Packing List status can be tracked from Open to Loaded can be traced from open (open) to loaded (Loaded), goods sent (check-out), the fleet has returned (check-in) and finished (Done).
8. Proforma Invoice Rejection, to enter products rejected by customers on the day of delivery. Rejected items will be deducted from the pro forma or sales invoice, and promotions and discounts from the bill will be recalculated.
9. Proforma Invoice Cancellation, when the consumer rejects the entire proforma or sales invoice, the invoice should be cancelled.
10. Sales Return to enter products to be returned by consumers. A recall letter will be issued as a notification to the delivery team to recall the product from the consumer.
11. Approve Sales Return to approve sales return documents. Only approved sales returns can reduce customer receivables.

III. METHOD

The type of research used in this research is policy research (policy research) which intends to analyze the implementation and constraints on the organization by administrators or decision makers so that the findings can be recommended to decision makers to act practically in solving problems (Sugiyono, 2018). The type of data used in this study is qualitative data, with interview methods, and internal and external observations and documentation. Internal data can be obtained from Sales Marketing, Administration, Warehouse Section, and Director. Meanwhile external data sourced from several consumers in the form of wholesale stores, and supermarkets become true customers of PT Aneka Rasa Citra.

The approach used is descriptive qualitative. The research was conducted at PT Aneka Rasa Citra Sejati, a company engaged in distribution. Located at Jl. Daan Mogot Raya KM. 12.8 Comp. Daan Mogot Prima Kav. B-6 West Jakarta 11740. The data used in the form of primary and secondary data obtained from the sales administration in April – June 2021. Data on sales staff, warehouse, sales, and several consumers as well as various sales data in the form of order forms, invoices sales, and proof of delivery of goods and other data such as the sales flowchart obtained, will then be used to analyze the procedure for selling Bear Brand Milk using ND6 at PT Aneka Rasa Citra Sejati.

IV. RESULT AND DISCUSSION

The implementation of sales is an important stage that has been determined by the company in the context of the company's operational activities. Selling Bear Brand Milk at PT. Aneka Rasa Citra Sejati is done by inputting sales using the ND6 program. ND6 contains features of pro forma invoice, temporary warehouse, separation of cash and credit customers as well as discount levels, both nominal and presentation. There are various business features that can be used to support daily business administration, including: Inventory Control, Canvas Operation, TO Sales, Purchasing, Account Receivable, Account Payable, Pales Analysis, Promotion Activity Setup, Tax Invoice, Cash and Bank, General Ledger and Application Manager and interfaces for moving data for use in other applications.

A. Administration Procedure for selling Bear Brand Milk Using ND6

The sales procedures carried out involve consumers, sales, admins, warehouse divisions, and drivers. Input data using the ND6 program which is operated by the company admin. Sales activities can be described in the flowchar below:
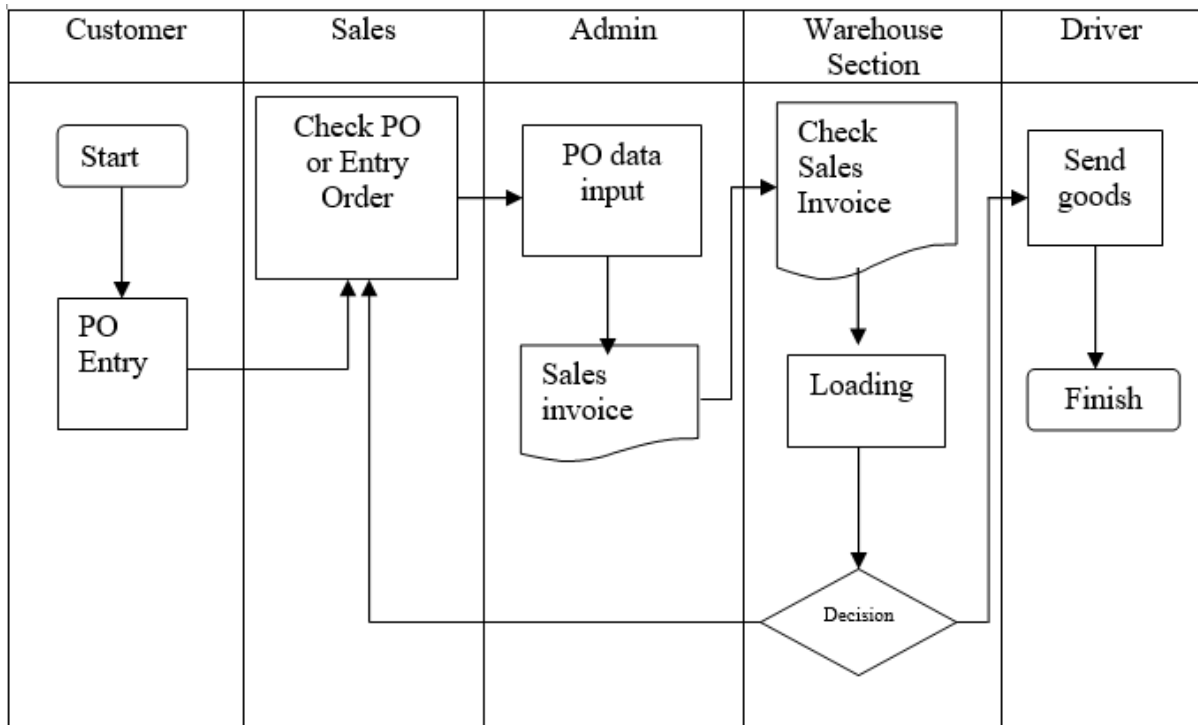
Figure 1. Bear Brand Milk sale Flowchart

Selling Bear's Milk at PT. Aneka Rasa Citra Sejati is addressed to customers who have ordered products, or to the specified target market. Orders can be made by logging into the ND6 program belonging to PT Aneka Rasa Citra Sejati, inputting data by sales or company admins (Anthoni & Yusuf, 2020). The following is the sales process carried out by PT. Assorted Taste True Image:

1. Start
   Sales can be sourced from buyer orders or orders obtained by sales. If orders from buyers can use PO entry, if by sales use Order Entry.

2. Customers
   Order goods with PO Entry (Purchase Order) to PT. Assorted Rasa Citra Sejati, customers will order and give a PO (Purcahse Order) via telephone or email, which usually provides a PO (Purchase Order) letter, namely a Restaurant, Café, or Hotel. The customer provides a PO (Purchase Order) letter to make it easier to order goods. A PO (Purschase Order) letter from the customer usually includes a price quote or disc requested by the customer. An example of a PO (Purchase Order) from a customer for ordering bear milk.

3. Sales
   Sales use PO (Purchase Order) directly to visit customers, usually in market areas or certain shops. If they have received the order, they will immediately notify the admin to be inputted and it will be sent according to the customer's request.

4. Administration section.
   The admin will input the PO (Purchase Order) and print it into a sales invoice and travel document which will be given to the warehouse the day before delivery for immediate loading or packing.

5. Warehouse Section
   The warehouse section will do the loading or packing, usually the day before delivery so that the driver can send it directly to the customer's place.

6. Head of Warehouse
   The head of the warehouse will check all the goods that have been loaded, according to the General packing list form. Is it in accordance with the order or there are items that are not in accordance with customer

requests. If it is in accordance with the sales invoice, the warehouse head immediately assigns the driver to send it immediately. If not, the order form is returned to the salesperson.

7. Driver

    The driver sends an order to the customer according to the delivery time stated on the sales invoice, and when the goods have been received, the driver gives a sales invoice to the customer to be signed

8. Done

    Sales of Bear Brand Milk for the period from April 2021 to June 2021 at PT. Aneka Rasa Citra Sejati were 20,483 dozen. The highest sales in June were 9,687 doz., this is possible because in June 2021 covid cases are having an upward trend. Covid-19 cases increased to 2,156,465 cases, patients died increased by 463 to 58,024, recovered patients increased by 9,645 to 1,869,606 people (www.covid.go.id). So that sales in June increased significantly compared to April and May. April sales were 5,687 doz, and the lowest in May was 5,240 doz. Judging from the number of distributions, the highest distribution was at Toko Maju Bersama as much as 2500 duz, followed by Intisari store at 1900 Duz, and the lowest was at Toko Istana Surya with 10 duz.

B. Obstacles in Selling Bear Brand Milk Using ND6 and Solutions to Overcome it

In the implementation of sales, there are the following obstacles:

1. Customers still receive Bear Brand Milk whose cans are damaged, such as dented cans, leaky cans, and are also dirty.
2. It is still common to enter the wrong order of goods when it is done manually.
3. The bear's milk stock is systemized and the physical stock of bear's milk in the warehouse is sometimes still not the same
4. The delivery schedule to the customer is late because of the frequent addition of goods from the customer.
5. The ND6 program still has problems such as system errors and slow connections when product input occurs

    Next, how to overcome obstacles to the implementation of selling Bear Brand Milk using ND6 is as follows:

1. For customers who receive damaged goods, the solution is that the customer can return the damaged goods (return) to the company, and the good goods will be sent back.
2. For problems that still occur incorrectly inputting goods, the solution is for inputting required to use an item code so that it is easy to find items to be inputted for customer orders.
3. For the bear's milk stock problem, the solution is that the physical stock of bear's milk must be checked or recalculated manually by the head of the warehouse and then matched with the stock system again.
4. For shipping problems before sending, the solution is that the admin team must definitely check the PO (Purchase Order) again before the sales invoice is made and submitted to the warehouse head and make sure to return to the customer whether there are additional orders for goods or not.
5. For problems that occur when inputting products, the solution is to make sure to return to the ND6 system and call Customer Service to check and fix problems that occur when using ND6.

V. DISCUSSION

1. Selling Bear Brand Milk to PT. Aneka Rasa Citra Sejati during the covid 19 pandemic greatly increased because consumers understood that UHT milk, especially bear brand milk, could increase the body's immune system and contain vitamins, resulting in a surge in demand which had an impact on price increases and the scarcity of Bear Brand Milk stocks at PT. Various Taste of True Image.
2. The sales procedure at PT. Aneka Rasa Citra Sejati is carried out using the ND6 program, starting from the input of orders by consumers, submitted or entry orders by sales to the admin, for verification, then invoices and travel documents are made to be checked by the warehouse head ensuring that the goods ordered has been loaded, then the order will be sent by the driver.
3. As for the obstacles in the sales procedure, the stock of Bear Brand Milk is in the ND6 system and the physical stock of goods is sometimes different, some cans of Bear Brand Milk are damaged such as dents or leaks due to stacking.

VI. SUGGESTION

Based on the results and conclusions of the study, the suggestions that researchers can give are as follows:

1. When inputting orders, it is better for the administration to confirm back to the customer to ensure that the order will be made and sent, so that there are no complaints from the customer when the goods arrive at the customer's place.

2. Before the product is sent to the cutomer, the administration department must check with the warehouse and delivery person to check the product to be sent to ensure that there are no missing, damaged or out of stock items.

3. Storage of Bear Brand Milk should not be too stacked by paying attention to the maximum number of stacks, so as not to cause the can to be dented or leak.

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