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Analysis of Distribution and Promotion Channel Policy in Amplang Sa-Ijaan Business Kotabaru District

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Abstrak

Analisis Kebijakan Saluran Distribusi dan Promosi di Amplang Sa-Ijaan Kabupaten Kotabaru. Latar belakang penelitian ini dilakukan, karena mengetahui analisis kebijakan saluran distribusi dan promosi pada Perusahaan Amplang Sa-Ijaan Kabupaten Kotabaru. Tujuan penelitian ini dimaksudkan untuk mengetahui bagaimana peran kebijakan saluran distribusi dan promosi pada Perusahaan Amplang Sa-Ijaan Kabupaten Kotabaru. Manfaat penelitian diharapkan berguna dalam mengembangkan konsep kebijakan saluran distribusi dan promosi pada Perusahaan Amplang Sa-Ijaan Kabupaten Kotabaru. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian deskriptif-korelasi. Penelitian deskriptif-korelasi artinya peneliti mencoba mendeskripsikan kemudian mencoba menghubungkan adanya keterkaitan antara variabel independen dengan variabel dependen. Hasil penelitian menemukan bukti bahwa kebijakan saluran distribusi dan promosi pada Perusahaan Amplang Sa-Ijaan Kabupaten Kotabaru masih belum berjalan dengan baik, dan belum mencapai kemajuan. Hal ini didukung dengan bukti-bukti berupa; Badan Usaha Amplang Sa-Ijaan Kabupaten Kotabaru dalam melaporkan hasil produksinya belum mencapai target yang diharapkan, dalam melaksanakan promosi pimpinan atau pemilik Badan Usaha Amplang Sa-Ijaan Kabupaten Kotabaru belum merencanakan kegiatan promosi penjualan dengan baik dan terarah, sehingga masih terdapat kelemahan dalam penjualan, pemasaran masih dilakukan hanya di wilayah Banjarmasin dan sekitarnya, sedangkan melakukan promosi melalui kegiatan periklanan atau periklanan masih belum merata di wilayah pemasaran, dan Amplang Sa-Ijaan Kotabaru Usaha kabupaten nampaknya mengalami naik turun produksinya sehingga masih belum stabil.

Kata Kunci: *Kebijakan Distribusi, Promosi*

Abstract

Policy Analysis of Distribution and Promotion Channels in the Amplang Sa-ljaan Kotabaru Regency. The background of this research was carried out, due to know the analysis of distribution and promotion channel policies in the Amplang Sa-ljaan Enterprises Kotabaru Regency. The purpose of this study was intended to determine how the role of distribution and promotion channel policies in the Amplang Sa-ljaan Enterprises Kotabaru Regency. The benefits of the research are expected to be useful in developing the concept of distribution and promotion channel policies in the Amplang Sa-ljaan Enterprises Kotabaru Regency. The research method used in this research is descriptive-correlational research method. Descriptive-correlational research means that the researcher tries to describe and then tries to link the existence of a link between the independent variable and the dependent variable. The results found evidence that the distribution channel and promotion policies at the Kotabaru Regency Amplang Sa-ljaan Enterprises are still not going well, and have not yet achieved progress. This is supported by evidence in the form of; Kotabaru Regency's Amplang Sa-ljaan Business Company in reporting its production results has not yet reached the expected target, in carrying out the promotion of the leadership or owner of the Kotabaru Regency's Amplang Sa-ljaan Business company, it has not planned sales promotion activities properly and directed, so that there are still weaknesses in sales, marketing is still held only in the Banjarmasin area and its surroundings, while carrying out promotions through advertising or advertising activities is still unevenly distributed in the marketing area, and the Amplang Sa-ljaan Kotabaru Regency business seems to experience ups and downs in its production, the meaning is still unstable.

Keywords: *Distribution Policy, Promotion*

INTRODUCTION

Economic development includes the development of the business world which includes micro businesses, small businesses, medium businesses and large businesses which generally cannot be ignored. By looking at the current reality, it turns out that marketing problems are not just theories that emphasize concepts, but are actually needs for the business world, with this activity it is hoped that it can contribute to the success of the business carried out.

One form of development is the existence of industries that process raw materials into finished goods or that change the form of something from one that is not very useful to one that is more useful. Because with the existence of industry, it will be able to provide greater fulfillment of the need for the goods it owns, so that ultimately it will be able to create prosperity and prosperity for the people, especially the people who live in the area around the industrial location so that from the many sources of natural wealth found in this country, on the island of Kalimantan especially in South Kalimantan, Kotabaru Regency, there are a lot of marine fish products in abundance, one of which is mackerel fish, which is

spread across the islands of Kotabaru Regency, and this continues to be improved to become one of the regional superior products and ingredients for processed or home-made products to make culinary food. became Amplang.

This type of mackerel fish is used as raw material for processing Amplang, one of which is Amplang Sa-ljaan in Kotabaru Regency and there are even other types of fish which are used as raw material for making Amplang produced in Kotabaru Regency, besides the raw material for Amplang fish products from fishermen which are abundant in Kotabaru Regency, can also be made into crackers and other types, this is expected to grow MSMEs (Micro, Small and Medium Enterprises), and can also absorb a lot of labor for the local community, so that production activities such as making Amplang are alturistic from a people's perspective. so that producers do not only pursue maximum profits.

Marketing is an activity and action that must be carried out by the Amplang Sa-ljaan company in Kotabaru Regency to achieve maximum goals so that the goals of the organization or company can be fulfilled. This is carried out by the company to achieve maximum goals so that the goals of the organization or company can be fulfilled properly, in terms of Entrepreneurs are required to be more professional in carrying out marketing strategies through policies, so that the goods or services offered can be improved so that the Amplang Sa-ljaan Company, Kotabaru Regency, is one of the MSME companies, which produces authentic regional Amplang in Kotabaru Regency, and has received assistance from banking.

RESEARCH METHOD

In writing this thesis, the research methods used are Library Research and Field Research, namely field research using the technique of obtaining data by means of observation, interviews and documentation.

RESULT AND DISCUSSION

Distribution Channels Used Now

The distribution channel currently used by Amplang Sa-ljaan companies or businesses in Kotabaru Regency is direct distribution to retailers and to final consumers. In carrying out these sales, retailers buy amplang directly to the business location to distribute products. The Amplang Sa-ljaan Business in Kotabaru Regency does not have supporting subsidiaries in other areas, in order to help smooth distribution. So orders for this company's products must be made by telephone and sent or come directly to the Amplang business company, namely to Kotabaru Regency. For retailers who live far from Kotabaru Regency, this makes

it quite difficult to distribute it to consumers, because they have to travel quite far to come to the food business, especially in choosing the type of product they want. So this results in retailers and consumers being more inclined to buy products from other companies or shops that also offer the same products and are located relatively close to them, because they only use the only distribution channel and are waiting for buyers to come to the company, so by The sales volume itself is relatively small. The distribution channels currently used by the Amplang Sa-ljaan business in Kotabaru Regency are as follows, below:

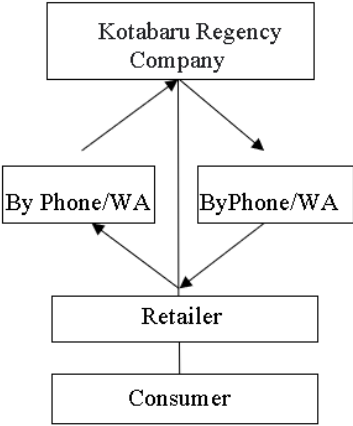


Chart 1. Distribution Channels Used in the Amplang Sa-ljaan Kotabaru Business

Source: Amplang Business Kotabaru Regency, 2023

From the table above, the Amplang Sa-ljaan business currently used is = Producer ⇒ Retailer ⇒ Consumer, which means "Products are distributed from producers through new retailers to consumers (principal - retailer - consumers), where the retailer This is a wholesaler with a retail sales/distribution function. Manufacturers do not serve consumers directly, because purchases from retailers are on a large scale (large parties), but they also do not serve wholesalers, because by going directly to retailers, the distribution chain becomes very short. A short distribution chain has many advantages, including making it easier to monitor the market, producers can find out the condition of their products very quickly, and are able to find out consumer profiles very quickly. In fact, the best distribution at the moment is like this, namely go retailer, and it would be even better if the retailer was your own, or had many of your own retailers. This distribution model practice has been widely implemented, especially in the current sector, products from the principal enter the retailer through a special warehouse (distribution center) which serves several retail sales points.

In terms of the policy that has been implemented by the Amplang Sa-ljaan Kotabaru Business, it is printing brochures, but these brochures are not distributed anywhere except

for visitors who come and ask for the brochures.

Best Distribution Channel

As the author has previously stated, the Amplang Sa-ljaan business already has two producers who have different locations, namely the Amplang Sa-ljaan business one and the Amplang Sa-ljaan business two, and also already has a warehouse as a retailer, both at the Amplang Sa-ljaan producer. ljaan one and Amplang Sa-ljaan two are in the Kotabaru Regency area and are planned or held outside the area, while consumers who want to buy this product directly by telephone or come to the company, therefore in order to increase the sales volume of the Amplang Sa-ljaan Business Leader Kotabaru should be able to develop business through opening business branches as partners in order to expand production distribution channels. To add to existing distribution channels, you can also rent a place located in the middle of the city or a strategic place for selling furniture, as well as collaborating with other partners located outside the city area, such as Banjarmasin, Hulu Sungai, Central Kalimantan and East Kalimantan.

However, the additional costs so far are not so burdensome for consumers because they have already received savings, namely:

1. Transportation costs for sending Amplang Sa-ljaan products are borne by the company.
2. There is a general statement from the company that Amplang goods or products will be guaranteed to reach their destination in good condition. With the many advances in the Amplang Sa-ljaan business, the appropriate distribution channels that should or will be used by the Amplang Sa-ljaan Business in Kotabaru Regency, according to the author, are as follows:

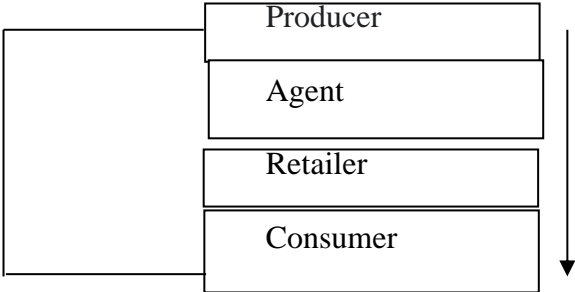


Chart 2 Best Distribution Channels for Amplang Sa-ljaan Business, Kotabaru Regency

Source: Processed, 2020

This chart shows the model from Producer ⇒ Agent ⇒ Retailer ⇒ Consumer, without going through large retailers, so in this model, producers sell their products to agents and agents to retailers then from retailers directly to consumers, without going through wholesalers. So based on the distribution channels mentioned above, sales can be done by:

1. From producers or entrepreneurs directly to agents.
2. From agents who market to retailers or collectors, then
3. Sell directly from retailers to the public

In adding to existing distribution channels, company leaders must know the methods or methods of retailers that determine the quantity, so the next step can be taken in selling goods directly to consumers or buyers. There are three ways that can be taken and taken into account as leaders consider. companies in selling goods directly to consumers or buyers, namely:

1. The seller is in a certain place (for example a shop) consumers come to the seller's place to choose the goods to buy.
2. Sales are made by sending the goods according to the order or order.
3. By offering it directly to consumers or buyers.

Because distribution channels are greatly influenced by consumer purchasing patterns, market conditions are a determining factor in channel selection. Several things that Amplang Sa-ljaan companies or businesses in Kotabaru Regency can pay attention to to increase sales are:

1. Direct offer to consumers, this offer can be made through agents and retailers, either door to door by distributing brochures to the public, especially those who have the potential to purchase the products offered.
2. Geographic distribution channels mean that the company has distribution representatives for each region, such as:
 - a. The amount for the volume of orders in certain areas. As it is known that the City of Banjarmasin consists of several districts, the company must be able to analyze which areas have the highest frequency of purchases from consumers.
 - b. Purchasing habits, consumer purchasing habits ultimately greatly influence policy and distribution, these buyer habits include:
 - 1) The ability to spend the money.
 - 2) Interested in cash purchases.
 - 3) Want things that are practical, not complicated.
 - 4) Impressed by the service.

There are many ways that company leaders can use and pay attention to when distributing goods and services to buyers to achieve maximum profits. It is true that there are agents who distribute directly to consumers, but it is better to go through retailers first, because usually retailers know more about the situation in the field. Meanwhile, other agent companies that distribute products through intermediaries, must really know and trust the

intermediary, so that they don't make mistakes in their distribution, which will be detrimental to the amplang business. So, as the leader of the Amplang Sa-ljaan Kotabaru business, in marketing or distributing goods, don't go directly to end consumers, you have to go through agents and retailers who are considered the best and most profitable for the Amplang Sa-ljaan business.

Promotion Policy

For every company, the goal to be achieved is profits which are realized more than this goal is through sales, therefore promotion is a very important tool in supporting business activities in increasing sales results. Nowadays we can see that promotion has become an inseparable part of the company's attitude in marketing its products. Entrepreneurs are convinced that with promotion they can sell and increase the number of sales. If the promotion is not successful, it will increase the company's costs and can even cause failure for the company. As we stated in the previous chapter, promotion is a flow of information created to move a person or organization to action that creates exchange in marketing.

Promotion Channels Used Now

The promotional policy implemented by the Amplang Sa-ljaan Kotabaru business can be seen from the promotional activities that the author explained in the previous chapter, so the promotional activities used are promotional activities in the form of selling personnel and social media (WA, FB Instagram and others). By implementing promotional activities in the form of personal selling and social media, the Amplang Sa-ljaan business hopes that the sales volume of its produced goods can generate maximum profits.

Best Promotion Channels

As the author stated in the previous chapter, the Amplang Sa-ljaan Kotabaru business uses promotional activities in the form of personal selling and social media, which is indeed increasing but is considered still small, so on the contrary promotional policies can support increasing the volume of product sales in the Amplang Sa-ljaan business Kotabaru not only uses promotional activities through sales personnel and social media but must also use other forms of promotional activities as follows:

- a. Sales promotion
- b. Publicity
- c. Advertising

This is the research analysis that the author can propose as an effort to increase the volume of production sales through distribution and promotion channel policies. By implementing appropriate distribution and promotion channel policies, it is hoped that it

will continue to be sustainable in the face of very tight competition and can increase profits or earnings (profit) in the next or future period.

CONCLUSION

1. The Amplang Sa-Ijaan business in Kotabaru Regency in being responsible for its production results has not reached the expected target, this is due to the lack of promotion carried out.
2. In an effort to introduce its products so that consumers can find out in remote areas, the Amplang Sa-Ijaan Business, Kotabaru Regency is programming promotional activities using sales personnel and social media.
3. In carrying out promotions, the leadership of Amplang Sa-Ijaan Business, Kotabaru Regency has not planned sales promotion activities properly and in a targeted manner, so that there are still weaknesses in sales.
4. Marketing in the ampalang sa-Ijaan business in Kotabaru Regency is still only in the surrounding Banjarmasin area, and parts of Central Kalimantan, so it seems that it must continue to spread to all areas of Kalimantan and Java.
5. In carrying out promotions through advertising or advertising activities, marketing is still not evenly distributed in marketing areas, in this case the reason is that the Amplang Sa-Ijaan Business in Kotabaru Regency only depends on the provision of funds and profits.
6. The Amplang Sa-Ijaan business in Kotabaru Regency has seen the realization of sales in terms of marketing its products, not only from producers to retailers and consumers, but must also be brave from producers to agents, agents to retailers and retailers to consumers so that sales can be wider and big again.

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