

Optimizing The Role Of Members In Increasing The Sales Of Campus Cooperative Business

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ABSTRACT

In Indonesia, the role of local businesses or business units established by a community has not proven successful, as business units built conventionally. Thus, often in increasing sales/profits, they use traditional methods, namely role optimization. Naturally, this simple technique is quite effective in maintaining the existence of business units, but in a broader and long term scope, it is necessary to apply a competitive business strategy. The purpose of this study is to analyze the optimization of the role of business unit members at a private university in South Tangerang. The research method used is descriptive quantitative, in which the research sample is based on numbers, in this case the financial statements are used as the basis for analysis and conclusion. The research data used is the financial reports of the Pamulang University campus business units in 2021. The results of the research show that the member role strategy is very effective for local business units on campus. Evidently, in the 2021 financial report, the largest number of purchases come from members, most of whom are campus lecturers and education staff. Thus, this strategy needs to be maintained with a good profit sharing scheme, so that a mutually beneficial cycle is built.

Keywords: Campus Business Unit, Sales, Role of Members, Income, Profit

INTRODUCTION

Recent business developments are getting tougher with competition, change, and uncertainty. This situation gave rise to sharp competition between companies, both due to increasing competitors, increasing product volume, as well as the rapid increase in technology (Hayati, 2021). This forces companies to pay more attention environment that can affect the company, so that the company knows the strategy what kind of marketing and how should be applied in the company (Porter, 2017). Companies must be more careful in reading and anticipating market conditions so as to create quality products, provide quality services which can satisfy consumers so that they can win the competition (Ariza & Aslami, 2021). Enterprise need to recognize its strengths and weaknesses in competition (Alma, 2018). It will be very assisting companies in recognizing the conditions of their own companies, as well as taking advantage of them

every opportunity that exists and avoid or minimize threats from the environment external. This statement was also expressed by (Guiltinan, 2018), where in determining competitive strategy and making decisions, a manager must recognize what are the weaknesses, strengths, threats, opportunities that the company has and recognize possible competitive advantage.

Business development is very important to carry out and maintain, because when business development is successfully carried out, it means that the business actor has been successful in achieving his profit target (Stanton, 2016). Business development is carried out with the aim of creating *value creation* in order to provide added value to the company and prioritized *on downstream industry dan by product*. Many businesses are thriving and successful. However, it cannot be denied that there are also many entrepreneurs who experience stagnation (businesses do not develop). Because of that they closed their business or moved to another business, then moved again. And so on and in the end the business will close too. This is what will make people afraid of becoming entrepreneurs and think wrongly about entrepreneurship.

Business challenges, especially in 2019-2021, are not only challenges from competitors, but also challenges due to the Covid-19 pandemic. At present, the global Covid-19 pandemic has presented an unprecedented challenge for individuals, the economy, financial markets, financial institutions and governments. What is most visible is the enormous economic disruption throughout the world, including in Indonesia itself. In the OECD Report (*Organisation for Economic Co-operation and Development*) stated that this pandemic has implications for the threat of a major economic crisis which is marked by the cessation of production activities in many countries, falling levels of public consumption, loss of consumer confidence, falling stock markets which ultimately lead to uncertainty. Of course, all of this seriously threatens the Indonesian national economy. As the impact of the Covid-19 pandemic continues to grow in Indonesia and other parts of the world, it is affecting different people and communities in different ways (Sumarni, 2020).

The Campus Business Unit is one of the business units of PT Sejahtera Bersama Sasmita which runs its business in the field of selling various kinds of consumer needs products both internal to Unpam, namely Unpam lecturers and students and the community in general. The existence of a very strategic Campus Business Unit, which

is in the Unpam environment, can reach thousands of potential consumers from Unpam lecturers and students so that it can increase sales volume and business income. Even though the Campus Business Unit was established during the Covid-19 pandemic, businesses in the Campus Business Unit were able to survive with regular customers from Unpam's own lecturers and students. In addition, the Campus Business Unit is also used as a place for entrepreneurship practice for Unpam students in entrepreneurship courses, so that sales of products in the Campus Business Unit will survive and have added value that can foster an entrepreneurial spirit for both lecturers and students.

THEORETICAL BASIS

Business

Business in a broad sense is a general term that describes an activity and institution that produces goods and services in everyday life (Amirullah, 2015). According to Louis and David (2017), business (business) consists of all activities and business to make a profit by providing the goods and services needed for economic system, some businesses produce tangible goods while others do provide services. While behavior is a person's actions in life daily. Therefore, business is an individual action and a group of people create value through the creation of goods and services to satisfy needs society and gain profits through transactions (Williams, 2017).

Sale

Sales activities are complementary activities or supplements to purchasing, to allow transactions to occur. So buying and selling activities are one unit to be able to carry out the transfer of rights or transactions (Tjiptono, 2015). Therefore, selling activities like selling activities as well as buying activities, consist of a series of activities which include creating demand, finding the buyer, negotiating prices, and payment terms. In this case, the seller must determine the policies and procedures to be followed to enable the implementation of the established sales plan (Assauri, 2017).

Business Income

Revenue is an increase in the company's capital due to the sale of the company's products. Inflows of assets or other increases in the assets or settlement of the entity's liabilities (or a combination of both) from sending goods, providing services, or other activities that are the main operations or central operations of the company (Sunyoto,

2020). Income is money income received and given to economic subjects based on the achievements submitted, namely in the form of income from professions carried out alone or individual businesses and income from wealth. The amount of a person's income depends on the type of work (Sukirno, 2016).

METHOD

According to Sugiyono (2019), population is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. According to Sugiyono (2019) The sample is part of the number and characteristics possessed by this population. The population of this research is the financial reports of the 2021 Campus Business Unit. The sample for this research is the sales report of the 2021 Campus Business Unit.

The data collection method used by the author is by means of documentation, namely data collection by recording data from documents companies needed in research. In this study, the data that obtained using the financial statement documentation method includes sales report and income statement.

In this study, data were analyzed using descriptive quantitative techniques, namely by analyzing the data that had been collected as it was without meaning to make general conclusions. Descriptive quantitative data analysis techniques are used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions. (Sugiyono, 2019) The data that will be analyzed and explained descriptively is the ratio of lecturer purchases and the 2021 Campus Business Unit sales report. Purchase ratio data is needed to explain how much contribution lecturer purchases make to products in the Campus Business Unit so as to increase revenue Campus Business Unit. Sales data is used to see the development of Campus Business Unit sales in 2021 whether there is a significant increase with the contribution from purchasing lecturers to products in the Campus Business Unit

RESULT

By looking at the potential side of the existence of a Campus Business Unit within the University Pamulang and also easily accessible to the general public, this can significantly become Unpam's business unit which can grow rapidly because it gets

income, especially from regular customers, namely Unpam lecturers and students who number thousands and the community around Unpam.

Based on the data obtained from the Monthly Transaction Reports of the Campus Business Unit, the researcher summarized the frequency of purchase transactions made by Unpam lecturers who transacted every month using several types of transactions, namely accounts receivable, credit, cash, transfers and *multipay*. Overall there are 4,881 lecturers who have contributed to purchasing products at the 2021 Campus Business Unit.

The researcher conducted a ratio analysis, namely that there was an increase in the number of transactions that occurred from February to February. August 2021 and fluctuates from September to December 2021. Based on the type of transaction, lecturers made the most cash purchases, namely 2425 lecturers or 50%, then the second most were receivable transactions, namely 2301 lecturers or 47%, *multipay* transactions 81 lecturers or 2%, transactions via transfer namely 64 lecturers or 1%, and at least using a credit system, namely 10 lecturers or 0.2%.

In utilizing these 5 transaction methods, lecturers have contributed to increasing sales at the Campus Business Unit every month, even though there have been a few months of decreased transactions but it has not had a significant effect on making a loss in value for the Campus Business Unit. The development of transactions every month in 2021 is based on the number of lecturers, namely the highest transaction frequency is in August 2021, namely 608 lecturers and the lowest is in February 2021 which is possible still in the transition period at the turn of the year.

The development of the percentage of lecturer purchasing contributions each month, namely, in March there was an increase in the frequency of transactions, namely 58 lecturers or 31%, then in April there was an increase in the frequency of transactions, namely 78 lecturers or 32%, but in May there was a slight decrease, namely 9 lecturers were reduced or -3%, but soared in June and experienced an increase again, namely 293 lecturers or 94%, but decreased. back in September, which was reduced by 73 lecturers or -12%, decreased again in October, namely reduced by 70 lecturers or -13%, then increased again in November, namely 57 lecturers or 12%, at the end of the year, namely in December, it increased again namely 40 lecturers or 8%. Overall, fluctuations in the contribution of lecturers who make purchases at the Campus Business Unit are

still at a stable level as seen from the decrease in the number of lecturer contributions which does not exceed 17%, meaning that 83% of lecturers play an active role in making purchases at the Campus Business Unit and play a role in increasing the Business Unit's business income. Campus.

In making product purchase transactions, of course lecturers as consumers in Campus Business Units have different purchasing power, of course influenced by the following factors (Sunyoto: 2014): 1) The price of the item itself, 2) The price of other related goods. 3) Level of income per capita. 4) Tastes or habits. 5) Total population. 6) Distribution of income. 7) Producers' efforts to increase sales.

The gain from the main operating activities in a company is income, namely the receipt of sales proceeds which are included in operating income. Income earned on transactions in the supply of goods or services or other business activities are transactions that are directly related to activities in earning income for the benefit of the owner (Muria, 2018).

Based on data obtained directly from the Campus Business Unit, the sales level of the Campus Business Unit in 2021 obtained from purchases made by Unpam lecturers can be seen that the source of business income for the Campus Business Unit comes from selling products in stores, overall income both originating from receivables, cash purchases, transfers, as well as *multipay* continues to increase in February s.d. August 2021 and fluctuates from September to. December 2021.

The researcher conducted an analysis, namely in March sales increased by Rp. 22,509,664 or 96%, in April sales increased by Rp. 50,794,716 or 110%, in May sales increased by Rp. 5,108,408 or 5%, in June sales increased by Rp. 8,725 .691 or 9%, but in July it decreased slightly to IDR 16,274 or -0%, then slightly decreased again in August, namely IDR 3,605,501 or -3%, experienced an increase again in September, namely IDR 20,152,751 or 19 %, decreased again in October, which was IDR 27,396,010 or -22%, decreased again in November, namely IDR 14,657,301 or -15%, and increased again in December, namely IDR 5,547,930 or 7%.

The average sales value obtained from Unpam lecturers is IDR 90,887,777.91, the maximum sales value obtained from Unpam lecturers is IDR 110,687,408 and the minimum sales value is IDR 23,548,929. Based on this analysis, in general it can be said that the contribution of Unpam lecturers in increasing sales is quite large so that it

can encourage the Campus Business Unit to be able to develop its business continuity. Even though there was indeed a decline in sales, the decline never exceeded 22% from the previous month's sales, which means that it can be said that it is still stable and has not experienced significant losses.

Referring to this analysis, it shows that the fluctuating value of the Campus Business Unit's operating income in several months has decreased, which can be influenced by several factors, including (Mulyadi, 2018): 1) Conditions and sales capabilities. 2) Market conditions. 3) Capital. 4) Company operational conditions. Apart from that, according to Mulyadi (2018) the factors that affect income are: 1) product. 2) Price. 3) Distribution. 4) Promotion.

CONCLUSION

The contribution of lecturers in making purchases at the Campus Business Unit fluctuates in in 2021 even though 4881 lecturers have contributed to improving business income of the Campus Business Unit which is one of the business units in the environment Pamulang University which provides various kinds of product needs especially for lecturers, students and society in general.

Looking at the analysis of the sales development of the Campus Business Unit in 2021, overall there will be an increase in operating revenues in 2021 although there is still a slight decrease in sales but this does not have a significant impact on the development of the Campus Business Unit's business.

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