



ANALYSIS OF EXPORT AND IMPORT ACTIVITIES IN PT. BUANA MAS CITRA LESTARI

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Abstract The very rapid development of business in the world has led to the emergence of international trade which is divided into two types, namely exports and imports. Realizing the importance of export and import activities, it was found that there are many roles that carry out the flow, one of which is the role of freight forwarding such as PT. Buana Mas Citra Lestari. Researchers formulate the problem in this research into a documentation and cost determination process at PT. Buana Mas Citra Lestari. The method used in this research is a qualitative approach, then the type of this research is descriptive qualitative and the nature of this research is explanatory research. The population in this study was PT. Buana Mas Citra Lestari Medan branch, which was founded in 2010, and samples consist of documents and costs for the period July 2018 – July 2019. Data collection methods were carried out using observation techniques, documentation study techniques, interview techniques, and library study techniques. The research results show that there are imperfections in documentation and cost determination at PT. Buana Mas Citra Lestari Medan caused by the lack of computerization and management systems in place.

Keywords: Export, Import, Documentation, Costs.

I. Introduction

The increasingly developing trade process in the world can be seen from the emergence of international trade which is divided into 2 types, namely exports and imports, which has created many opportunities but also challenges for companies.

Regardless of the source, the overall effect of this export and import trade is to provide benefits to the country carrying out these activities because this directly influences the country's economic growth.

To support the export and import process, several are needed one of the roles is a freight

forwarding company such as PT. Buana Mas Citra Lestari is required to do its best in serving customers, because it must be able to avoid mistakes that result in redress, which means there should be corrections to errors in the BC 1.1 data which has been issued at the end of the document submission period by the shipping company to the Directorate. The General of Customs and Excise (DJBC) acts as the gateway to international trade flows and is required to maximize positive influences and minimize negative influences.

However, in the exchange of goods and services across sea and land it is not uncommon

for problems to arise which can be caused by differences in language, exchange rates and procedures in each country as well as several internal factors such as document preparation and imperfect preparation of goods.

The Directorate General of Customs and Excise is obliged to properly supervise all goods to be exported or imported, so if goods are found whose documents have not been submitted after the deadline, they will be subject to redress. This condition has been experienced by PT. Buana Mas Citra Lestari Medan branch due to delays in submitting documents on the Sinar Bali ship as the mother vessel and voyage number 077W in November 2018, this delay resulted in one container being stuck at the port and the warehouse in Belawan unable to carry out the stripping process.

II. LITERATURE REVIEW

According to Sutedi (2014: 12), exports are trade by removing goods from inside to outside the Indonesian customs area by complying with applicable regulations. Exporters are business entities, whether in the form of legal entities or not, including individuals who carry out export activities.

According to Fahmi (2019: 167), exports are the sale of a product by a nation or company abroad with the hope of making a profit in the form of foreign currency. Export decisions are made with careful planning, including paying attention to competitors in similar products in foreign markets. This means that the products exported are the best types of products

According to Ekananda (2014:9-11), many people, government institutions, or companies carry out activities selling goods abroad. Activity This is called exporting, and the person or entity who does it is called an exporter. The aim of the exporter is to make a profit. The price of goods exported abroad is

more expensive than at home. If it is cheaper, exporters are not interested in exporting the goods in question. Without these conditions, export activities will not be attractive and profitable. With export activities, the government earns income in the form of foreign exchange. The more export activity, the more foreign exchange the country earns. Generally, goods exported by Indonesia consist of: two types, namely petroleum and natural gas (oil and gas) and other than petroleum and natural gas (non-oil and gas). Goods that include oil and gas include kerosene, gasoline, diesel and LPG. As for goods which includes non-oil and gas as follows.

1. Industrial output. Examples include plywood, confectionery, palm oil, office equipment, chemicals, fertilizer and paper.

2. Agricultural and plantation products. For example, sugar, coconut, rubber, coffee and copra.

3. Sea and lake products. For example: fish, shrimp and shellfish.

4. Non-oil and gas mining products. Examples include gold ore, nickel ore, copper ore and coal.

Many factors can influence the development of a country's exports. Some of these factors come from within the country and abroad, including the following:

1) Government policy in the field of foreign trade. If the government provides convenience to exporters, exporters will be encouraged to increase exports. Several conveniences These include simplifying export procedures, providing production facilities for export goods, eliminating various export costs, and providing export facilities.

2) State of the market abroad. The forces of demand and supply from various countries can influence prices on world markets. If the quantity of goods demanded in the world

market is less than the quantity of goods supplied, then prices tend to fall. This situation will encourage exporters to reduce their exports.

3) Exporter agility to take advantage of market opportunities. Exporters must be clever in finding and exploiting market opportunities. That way, they are expected to be able to obtain a wide marketing area. Exporters must be experts in the field of marketing strategy.

III. RESEARCH METHODS

This research was conducted at PT. Buana Mas Citra Lestari Medan branch located at Jalan Pemuda Baru II number 16 Medan starting from September 2019 – February 2020.

Research Object The research object used by researchers in this research is all export and import activities at PT. Buana Mas Citra Lestari Medan branch.

The data collection techniques used by researchers are observation techniques, interview techniques, documentation study techniques, and library techniques which involve the role of PT. Buana Mas Citra Lestari Medan branch.

The type of data used by researchers is qualitative research data which can represent the flow of export and import activities at PT. Buana Mas Citra Lestari Medan branch

The data sources used by the author in this research are:

1. Primary data

Primary data is basic data obtained from company documents related to the analysis of export and import activities.

2. Secondary Data

Secondary data is other supporting data obtained through results interviews or statements from company leaders.

3.5. Operational definition

The operational definitions contained in this research are as follows:

1. Export is trade by removing or sending from within the customs territory to outside the territory of a country. Trade between these countries complies and is subject to the provisions of each country itself. Just as exporters in Indonesia, in carrying out their export trade, comply with the internal export provisions or regulations issued by the government, such as determining commodities that are prohibited from exporting and those that are allowed or allowed to be exported, where these commodities are divided into commodities whose exports are supervised, commodities whose quality control is implemented by showing the quality certificate, then the commodities whose trade system is regulated are exported can only be exported by registered exporters, export commodities that must be inspected by a surveyor because the raw materials come from abroad or are subject to export tax. (Risa, 2018)

2. According to Berata (2014:7), "In simple terms, imports are the activity of bringing goods from outside the Indonesian region or also known as the customs area into the Indonesian territory or within the customs area."

The data analysis technique used by researchers is descriptive analysis technique. This is because researchers analyze data by describing or illustrating the available data.

IV. RESEARCH RESULTS AND DISCUSSION

Based on the data above, it can be seen that PT. Buana Mas Citra Lestari is a company that operates in the export and import sector as freight forwarding.

The organizational structure consists of branch managers, finance, customer service,

export and import documentation, messengers, operational staff, and drivers who have their respective duties and responsibilities. However, if you look at it, this company does not have a marketing department, so this task must be carried out by customer service and assisted by the branch manager.

PT. Buana Mas Citra Lestari's Medan branch also has limitations such as only being able to provide services that use certain types of containers because there is little cooperation with outside parties. Apart from that, PT. The Medan branch of Buana Mas Citra Lestari also does not yet use a computerized system to its full potential, such as still using the old manifest module, using Excel to create invoices and B/Ls so it is prone to problems.

The following is some discussion regarding exports at PT. Buana Mas Citra Lestari Medan branch:

1. The company's organizational structure is very effective and efficient for carrying out the export process at PT. Buana Mas Citra Lestari Medan branch is because the export division employees who work there for a certain period of time will be held on a job roll so that everyone is able to understand all the duties and responsibilities within the company and can fill in for each other if others are unable to attend. So the employees subject to work shifts are customer service and export documentation staff.

2. Export documentation systems can actually look very different from each other but complement each other so that the entire process can run smoothly there are differences in countries, packaging and goods For example, for normal goods, they usually only require documents such as SI, PEB, NPE and VGM, whereas for specially packaged goods they will require additional documents such as MSDS, LOI, COA, DG form and there is a fumigation certificate but it is available only If there is a request that a fumigation check will be provided before the goods are sent. This is due to good cooperation between countries in securing exported goods so that they will arrive and be well received.

3. All costs incurred can be based on an agreement between the sender, each agent and

the warehouse used to create a sense of comfort in transactions. This can be seen from the existence of a Letter of Credit which makes it easier for parties abroad to make transactions safely and quickly because it involves a bank that is trusted to carry out international activities.

4. The booking receipt provided by the shipping line is useful for withdrawing empty containers from depots that can provide them. Before withdrawal, usually the EMKL department or directly from the sender will check the availability of the container to see whether it is suitable for use or whether maintenance must be carried out first.

5. For export costs, usually more will be charged for documentation costs, because if the container available is immediately categorized as immediately suitable for use, then there will be no additional costs such as fumigation certificate fees, container cleaning fees, and other repair costs.

V. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

The conclusions in this research are:

1. PT. Buana Mas Citra Lestari Medan branch is a freight forwarding company in international trade activities which is divided into export and import. Documents contained in export activities including Shipping Instruction (SI), booking receipt, Verified Gross Mass(VGM), Goods Export Notification (PEB), Export Service Note (NPE), Letter of Credit (LC), Bill of Lading (BL), outward manifest, while the documents contained in import activities are shipping instructions (SI), booking receipt, packing list, Goods Import Notification (PIB), Debit Note (DN) and Credit Note (CN), Bill of Lading (BL), inward manifest, delivery order.
2. Export activity costs contained in PT. Buana Mas Citra Lestari Medan branch are VGM fees, seal fees, fumigation fees, stuffing fees, lift on container charges, while import activity fees are demurrage

charges, lift of container charges, THC fees, stripping fees, delivery orders, document fees, guarantees containers.

3. There are 2 types of cargo for exports and imports applied by the company, namely Less Container Load (LCL) and Full Container Load (FCL) with container sizes of 20 feet, 40 feet, 45 feet which can be packaged with dry cargo, high cube, reefer and flexybag. .
4. PT. Buana Mas Citra Lestari Medan branch has several shortcomings in using the computerized system that has been determined by customs, thereby increasing the risk of redress.
5. Roll over in PT. Buana Mas Citra Lestari Medan branch could occur due to limited cooperation

5.2. Suggestion

1. Able to look for more work partners to minimize costs problems that arise for consumer satisfaction
2. Adding container availability so that consumers who use PT. Buana Mas Citra Lestari Medan branch as freight forwarding is increasing in number.
3. Adding marketing staff will mean there will be people who work specifically for marketing, so there will be no double positions and more focus on tasks in their field.

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