

Strategy Formulation Export Import of Perishable Goods (Survey at PT Multi Terminal Indonesia)

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Abstract. Perishable goods are items that require special handling because perishable items themselves include easily decayed, damaged items and a strong scent. Of the many export and import shipping activities in Indonesia, there are always items that are easily damaged. Indonesia is also included in one of the exporters that have a role in shipping perishable goods to several countries. One of the main shipments from Indonesia is seafood and vegetables. For handling perishable items, the most important thing is maintaining a temperature in cold storage. Storage of perishable items requires time for cold storage. The purpose of this study is to discuss the export flow and the process of importing perishable goods and handling carried out in warehouses. The method used in this study was carried out by observation and interviews with the company to study the entire process of activities and research to assist in the process of knowledge of handling damaged goods and assisting all preparations to maintain the quality of goods.

Keywords: perishable goods, strategy, eksport, import, cold stroge

Introduction

The development of exports and imports in Indonesia is very fast, but not only in Indonesia, the development of exports and imports that have occurred in various export and import countries also has good development. Good export and import activities between countries are based on the cooperation of the country itself with other countries. And other factors that make the country itself capable of carrying out export and import activities are because each country has natural resources that are prioritized. Exports become a reference in knowing how fast economic development in each country. While imports mean goods that enter into a country to fill production needs or can be consumed. import is a trading activity by entering goods from abroad into the Indonesian customs area by prevailing rules and regulations (Marolop Tandjung, 2011: 379). Export and import activities have an important role in sales in the world because they can provide benefits that are quite large for industry players and state revenues.

Perishable goods are perishable items, have a strong scent and are easily destroyed and require special handling from the delivery to the receipt of the goods to their destination. And in handling perishable goods many challenges must be maintained properly so as not to cause unwanted risks. Because if perishable goods suffered physical damage will reduce the quality of goods and the value of selling goods on the market.

In food industry activities, which require perishable goods they must keep food safe while remaining safe and not endangering consumers. If the quality of food obtained is not good then the food consumed is also not good and can disrupt health and reduce selling value. Perishable goods distribution must be done quickly if the goods have arrived at the cold storage, the goods must be sent immediately to the consumer so that the quality remains good to the consumer.

Perishable goods handling activities not only carry out transfers from cargo to cold storage, but one of the most important activities is to periodically check the temperature in cold

storage and see whether the goods are well maintained or the goods become damaged or decay due to the temperature installed not following consumer demand.

Another obstacle if the perishable goods are rotten or damaged, usually packaging that is damaged due to the process of transfer or release from cold storage also requires more attention because the packaging is the main protective element of perishable goods itself. However, packaging damage can also occur if the buildup in the cargo is not well organized and according to applicable requirements.

Identification Problems

In the export and import shipments, many activities and documents need to be examined so that export-import shipments can run according to schedule. In terms of exports and imports, one of them is shipping perishable goods, which are easily damaged and damaged. Perishable goods require special storage called cold storage. Goods stored in cold storage usually require a temperature determined by the customer himself. Because if perishable goods are stored at an inappropriate temperature it will reduce the level of quality of the goods themselves. Decreasing the level of quality of goods can also occur if in carrying out cargo transportation or out of cargo if this is taking too long or left in a long cargo it can be ascertained that the quality of the item will decrease and the selling price will also decrease.

Literature Review

Eksport

According to Amir M. S (2004: 1), the notion of exports is an effort to sell commodities in Indonesia to other countries, by expecting payments in foreign currencies, and to carry out commodities using foreign languages.

Import

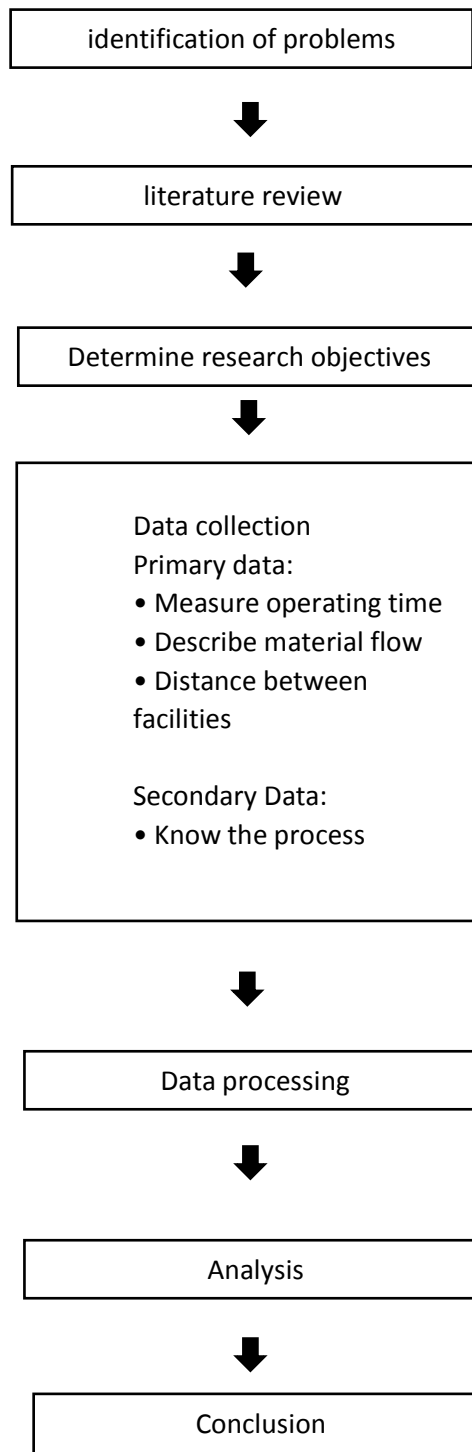
According to (Tandjung, 2011), the definition of import is a trading activity by entering goods from abroad into Indonesian customs areas in accordance with the provisions of applicable laws and regulations.

In the journal from Shukla and Jharkharia (2013) with the title Agri-fresh produce supply chain management: a state-of-the-art literature review of food is an agricultural product that is easily damaged or decayed with a certain time span such as meat, milk, eggs , vegetables, fish and fruits.

Research Method and Data Collection

In this journal the method used is qualitative, according to (Sukmadinata, 2005) the basis of qualitative research is constructivism which assumes that reality is plural, interactive and an exchange of social experiences interpreted by each individual. The data used in this study is primary data by observation into the company process and conducting interviews with Mr. Djoko Riswanto as VP Corporate Communication of PT Multi Terminal Indonesia.

For handling up to shipping perishable goods, business people must have a good strategy so that the quality of goods is maintained to its destination. A good strategy in handling this particular item will greatly help the company so as not to reduce the quality of the product, reduce the selling price of the product. The flow of research methodology.



Discuss and Results

Perishable good is an item that is easily decayed, damaged and most of these items are consumed by humans. In this study found several factors that became the background in safeguarding the quality of perishable goods, namely:

Effectiveness of transporting perishable goods

The process of loading perishable goods takes a short time, for example 10 container loading and unloading agreements at the port are 1 hour that within 1 hour tuna fish within 10

containers must be moved even if they can before the specified loading and unloading time tuna is finished. This is intended to prevent the physical condition and quality of tuna from changing due to delays in handling.

Location of container rentals or cold storage warehouses that are not too far from places where perishable goods are loaded. This is to shorten the time and save costs.

Procedure for receiving perishable goods cargo at PT. Multi Terminal Indonesia

At least 2x24 hours if the cargo wants to enter the cold storage warehouse, the consumer must send a notification to the warehouse. Because the warehouse can provide or prepare and clean and regulate the temperature of the cold storage room for next cargo storage.

When the cargo arrives, first check the condition of the goods and documents after all procedures are complete and nothing is missing, the cargo will be into to the cold storage.

Procedure for handling perishable goods in cold storage

Cleaning and setting the temperature according to the customer's request is done 1x24 hours before the goods enter into the cold storage. This aims to maintain the condition of the goods in the cold storage that they are not damaged and rotten.

The temperature set for each item in cold storage differs from one another according to consumer demand.

Separation of items stored in cold storage, even though there are items that can be put together in the same room but viewed from various aspects. This is so that the item that has a pungent odor is not mixed with the other items.

When the cargo has arrived at the destination dock, the item needs to be issued immediately and may not be stored in the cargo for more than three days. If the item has been released from the cargo, the item is immediately put into the cold storage to be immediately stored and sent to the consumer.

Process Management.

In cold storage storage there are a number of items that can be combined in one chamber to save storage space and there are also items that cannot be combined in one chamber cold storage.

Items that cannot be merged are categorized as follows:

- Items that have a strong smell
- Items that must be stored in minus temperatures or stored in the freezer
- Items that have different types (ex: fruit / vegetable and ice cream / meat)
- Items that have different handling

From the above categories, items not included in the category can be combined in one chamber.

Prevention

Failure in the process of perishable goods is always there, because every process from the start of the goods is carried by cargo, storage to the consumer, the process all has a high level of risk, therefore if there is a problem in handling the perishable process the goods will have an impact, it can make the item damaged or rotten and can also decrease the level of quality from grade A to the grade B this will affect the selling price in the market and disappoint customer satisfaction. One example of a failure that has ever occurred in handling perishable goods is that a customer from abroad orders 30 tons of tuna from Indonesia for industrial needs, when handling tuna which will be put

into a container there are some obstacles that cause physical conditions and quality of fish the tuna changes. The physical condition and quality of tuna changes because when it is put in a container for too long, the time spent is not according to the estimated.

Based on the above explanation there are several obstacles in handling perishable goods. And how to overcome some obstacles that occur as an example as follows:

Container rental near the location of transportation of goods

- Has many intermediaries
- Minimize the time of loading and unloading
- Periodic checking of goods

Conclusion

All aspects of export and import activities do require effective and efficient handling. Because the goods sent by ship will arrive at the destination for a long time, therefore the items to be sent or received need the best handling. In particular, perishable goods discussed in this study really require very fast management from the start of setting the temperature according to customer demand, the process of transportation and dismantling to storage in cold storage. Therefore every handling procedure discussed in this study can provide knowledge in the management of perishable goods and become the basis for discussion of case study research in the future.

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