

STRATEGY OF PT. JET AIR SERVICE WORLDWIDE IN MAINTAINING THE PERFORMANCE OF GOODS SHIPMENTS USING SEA TRANSPORTATION DURING THE COVID-19 PANDEMIC

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Abstract: The purpose of this research is to find out what are Jet Air Service's strategies during COVID 19 pandemic in maintaining the performance of shipping goods by sea transportation. The method used in this study was a qualitative method with a descriptive approach. The results of this study explain that the strategies used by Jet Air Service in maintaining the performance of goods shipments by sea transportation during COVID 19 pandemic situation are helping each branches financially, listening to suggestions and input from all employees, taking advantages of loans from global offices, maximizing the system that has been created by the company for news update, and providing transparency regarding the shipment of goods to customers.

Keywords : *Jet Air Service Strategies, shipping performance, , Covid-19, Sea Transportation, Shipments*

INTRODUCTION

Port is a place consisting of land and waters with certain boundaries, a place for management and business activities that are used as a location for ships to lean on, get on and off passengers, and load or unload goods, in the form of terminals and ship docked equipped with safety facilities and security, port support activities as well as the place of transfer between modes of transportation. (Government Regulation No. 61 of 2009 concerning Ports).

According to (BPS, 2020) in 2019 4th quartal to 2020, there was a decrease in exports and imports caused by the Covid-19 virus. The performance of exports and imports throughout the first semester of 2020 has

decreased on an annual basis. Export value decreased by 9.90%, while import value decreased at 32.55%

WHO declared the Corona Virus Disease 2019 (Covid-19) pandemic as a global pandemic. Covid 19 has hampered the activities of many sectors, one of which is in the economic sector, namely export-import activities, and also on the performance of shipping goods.(Suparman, Heryadi, and Edi 2019). One of the companies affected by the Covid-19 pandemic is PT. Jet Air Service.

The COVID-19 pandemic in Indonesia forced the government to make new regulations regarding Large-Scale Social Restrictions (PSBB). PSBB is a restriction on certain activities of residents in an area suspected of being infected with Corona Virus Disease 2019 (Covid-19) in such a way as to prevent the possible spread of Corona Virus Disease 2019 (Article 1 Government Regulation Number 21 of 2020). PSBB forced companies to limit their business activities, which had an impact on the company's business. PT. Jet Air Service is one of the companies affected by PSBB Regulations, thus, this company experienced a decreased in amount of shipment

PT. Jet Air Service (PT.JAS) which opened a branch in Indonesia in 2008 is a global standard freight forwarding company that provides services that focus on air and sea (LCL and FCL), import, export, domestic services (air, sea and land), licensed custom brokers, and distribution.

Based on the above background, the researcher wants to see what steps or strategies used by PT. JAS so that the researchers raise the title of the study "How is the strategy of PT. JAS during the Covid-19 pandemic in maintaining the performance of shipments of goods by sea transportation during the pandemic Covid-19?"

The formulation of the research problem is "What is the strategy of PT.JAS during the Covid-19 pandemic in maintaining the performance of goods shipments by sea transportation during the Covid-19 pandemic?"

The general objective of this research is "To find out how PT.JAS strategy during the Covid-19 pandemic was to maintain the performance of export-import shipments during the Covid-19 pandemic"

Covid-19

COVID-19 is an infectious disease caused by a newly discovered type of coronavirus. This new virus and the disease were unknown before the outbreak began in Wuhan, China, in December 2019. COVID-19 is now a pandemic occurring in many countries around the world. (WHO, n.d.)

Strategy

Strategy is a number of decisions and actions to achieve goals in adjusting organizational resources to the opportunities and challenges faced in the industrial environment (Mudrajad Kuncoro, Ph.D., 2005)

According to (Husein Umar, 2010), strategy is a tool to achieve a company's goals in relation to long-term goals, follow-up programs and resource allocation priorities.

Performance

According to (Moeheriono, 2012) a performance is a description of achievements in the implementation of program activities or policies to achieve organizational goals, objectives, vision and mission as outlined in an organization's strategic planning.

Shipment

According to Law Number 38 of 2009, a shipment is a unit of written communication, electronic mail, packages, logistics, or money sent through postal operators. According to the Big Indonesian Dictionary (KBBI), the meaning of the word shipment is goods sent. Sending can be interpreted in two directions, from sender to receiver and receiver to sender.

In the shipment of goods using containers there are two delivery systems.

1. FCL (Full Container Load) is a delivery of goods using one full container owned by one shipper. All the goods in the container belong to one person and not mixed with other people's goods.

2. LCL (Less Container Load) is a delivery of goods using containers in which the goods in one full container belong to several shippers. So in one container there are mixed goods owned by different people.

RESEARCH METHODOLOGY

This interview activity was held at PT.JAS WORLDWIDE office located in Mega Kuningan in September 14, 2022. This study used descriptive qualitative methods with unstructured interview techniques. Primary data were obtained from source person.

RESULT AND DISCUSSION

During the Covid-19 pandemic, the quarters are divided into 4, namely quarter 1, quarter 2, quarter 3, quarter 4. In quarter 1 and quarter 2 the condition of PT. JAS decreased, the number of orders drastically decreased.

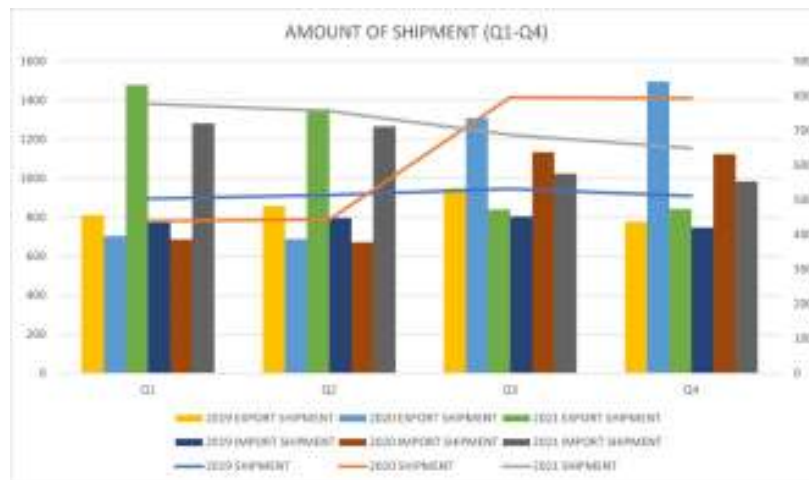
Based on the results of interviews with the informant, Mr. Rahmat Kurniawan S.E as the head of the sales division of PT.JAS WORLDWIDE Indonesia, there are several strategies carried out by PT.JAS that will be explained below .

During a pandemic, every time one of their workers was infected with Covid-19 they would lockdown the port so that there were no shipments. As a result of the implementation of the lockdown, the price of trucking had also increased drastically, which normally was only Rp. 1 million - 2 million only but at that time it reached Rp. 40 million - 50 million.

During the Covid-19 pandemic not many deliveries were running. However, PT JAS still applied the sales target that had been set in 2019. As a result, the set target is still achieved.

Then in quarter 3 and quarter 4 PT.JAS began to move forward. The progress of PT.JAS in quarter 3 and quarter 4 was because WHO had started prevention movements such as the distribution of medical equipment such as medical gloves, masks, oxygen tube, and hazmat suits. The prevention movement made by WHO had a good impact on PT. JAS because of the large number of shipments from and to foreign countries for medical equipment needs. At that time PT.JAS started to increase because PT.JAS also handled

shipments for pharmacy, medical equipment and Covid-19 relief. Then at the end of 2020 the delivery curve of PT. JAS started to rise slowly.



Dealing with the Covid-19 pandemic, there are several strategies implemented by PT. JAS as follows:

1. Supporting and helping each other financially between branches.
This means that if one branch is having financial difficulties, the other branch will help the troubled branch
2. Ensuring all employees receive salary.
PT.JAS which is headquartered in the United States or other branch offices will provide loan funds to branches that do not reach the shipment target, so that employees can still receive salaries.
3. Conducting business activities overseas, which aims to increase the number of shipments and company revenue.
4. Utilizing a loan from the global office, to help with operational costs during the Covid 19 pandemic
5. Listening to suggestions and input from all employees about their opinions on what the company should do during the Covid-19 pandemic
6. Maximizing the system that has been created by the company (JAS.com) to update all news about Covid-19

7. Always providing transparent information regarding the shipment of goods to customers

The results of the implementation of strategies that have been made and implemented make PT. JAS survive and run its business Through finding out about the latest news in the country of origin or the country of destination for the shipment of goods, PT. JAS can also find out what commodities can be approach, such as masks and medical equipment to continue to support its business so that its business activities can continue.

During the Covid-19 pandemic, PT. JAS set rate adjustments during the Covid-19 pandemic. In sea freight there is a GRI (Global Rate Increment) which is set for every voyage. Besides GRI, there are also other additional costs such as PSS (Peak Season Surcharges) and BAF (Bunker Adjustment Factor). Therefore, the rate determined by PT. JAS should be based on these 3 factors.

During the pandemic, there was a scarcity of space and containers in Asia and Europe due to the trade war between China and the United States. The strategy carried out by PT. JAS, in dealing with the scarcity of space at that time, was to maximize the function of the procurement division which was obliged to find solutions to the scarcity of space in the worldwide section. Specifically in the territory of Indonesia, the strategy used by PT. JAS was to make work agreements with small shipping companies such as KMTC, CITC, and CNC.

The strategies taken by PT. JAS in dealing with competitors are as follow:

1. Do not make false promises or promise customers things that are not accurate, such as price reductions, availability of container space, and speed of delivery.
2. Always provide price transparency to its customers.
3. Clearly inform the risks and possibilities that will occur when sending goods during the Covid-19 pandemic.

With this strategy, it is hoped that it will lead to customer trust and satisfaction.

During the Covid-19 pandemic, the commodity that made PT. JAS rebound was automotive due to the high demand for vehicle spare parts. This is because mining companies need spare parts for their operational vehicles, and there are factories that launch new spare parts models and sell their products online.

With the strategy implemented, the delivery performance of PT.JAS slowly increased. Nevertheless, the issue that PT.JAS cannot take care of is the duration of the shipment because PT.JAS only plays a role in picking up goods from the warehouse and taking care of customs clearance. For delivery PT. JAS uses third party services for loading/unloading and shipping. PT. JAS can only monitor the delivery of goods through the JAS web tracker system and Cargo C1.

PT. JAS does not apply a switching market, but there is a target market that will be a priority if one of the target markets experiences an increasing trend. PT. JAS target market during this pandemic is Industrial, FMCG, Aerospace, Pharmacy, Military and Defense, and Automotive. PT. JAS also always looks at the trend that is "up" so they can focus on that trend.

CONCLUSION

Based on the results of this study, it can be concluded that in dealing with the Covid-19 pandemic, PT. JAS has carried out shipping activities by sea transportation. Although there has been a decrease in the number of shipments but it still can return to stability. PT. JAS also can optimize the use of the www.JAS.com system which produces good results such as making all customers know the latest information for current conditions. PT JAS has successfully survived the covid-19 pandemic by supporting each other financially between branches, utilizing loans from the global office properly, and ensuring that its employees continue to receive their salaries with assistance from the global office.

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