

Conference Paper

Using Commercial Letters in Handayani Mart Sekaran in the Disruption Era

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Abstract

The purpose of this study is (1) to find out the commercial letters used in Handayani Mart (2) to find out which commercial letters are not used in Handayani Mart. In this study is using descriptive qualitative approach. Commercial letters used by Handayani Mart are sales-purchase agreement letters and employment contract agreement letters. For other types of commercial letters such as letters of request for offers, offers, orders, announcements, and certificates made by digital / electronic means. Suggestion in this study are for managers of Handayani Mart should make a central or centralized letter application so that the letter are same in their management, both letters for internal and external requirements.

Keywords: District Era, Commercial Letter, Handayani Mart

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1. Preliminary

Letter is a piece of paper or more that contains conversation (material of communication) delivered by someone to others, for personal or organization / institution / agency. As for conversation in the must be in accordance with the procedure for written language. The contents or intent of the letter can be in the form of something notice, request, statement etc. Where as meant with "correspondence" or often called correspondence is activities each other write letter. So, if someone write letter to others, and who accept letter then reply on the letter received, then activities that is called "correspondence" or correspondence (mutual write letter).

Communication by letter is still relevant and more effective and economical although other media can used, for example telephone, HP, internet, email etc.

In an organization / institution / agency correspondence could done, both internal or external. That means in something institution deliver part or department could using communication media with way each other write letter (correspondence). Similarly, between organization / institution / agency could communicate with "correspondence".

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Letter based on fill in or interests, letter could classified namely (a) commerce letter or business letter, that is letter used as tool communication problem business among businessman or business corporation in run activities his business; (b) Official letter, is letter used in the environment of government as tool communication in run activity official service, (c) Social letter, that is letter used by institution / agency as tool communication in run activities that are of a nature non profit, (d) another letter, is letter that can used in a manner fast for something sudden interest or should held in a manner motion fast. Letter this could written by un-follow / less pay attention applicable rules in use letter on generally. Letter this could tangible, telegram (when this already not used), e-mail, fax and (e) Personal letters is a letter used as tool communication between family or relatives. Content of letter personal is about family and friendship. Another case letter application written work by someone aimed at circles government or business this including letter personal is nature official.

Announcement letter is a letter that is used by a person organization to announce something to the other party either a person or an organization, which is done in certain ways, such as; the announcement posted on the bulletin board or mass media.

In the business world, notices are notification to other parties, both individuals and organizations. For example, a letter notifying about moving office addresses, changing telephone numbers, changing company logos, changing company leaders, changing prices, opening new representative offices, and launching new products.

Order letters are one of business letter that has not been found in the business world, both in companies engaged in processing, trading and service. Order letters are letters made by someone, a group of people, or an organization to order goods or service to other parties to meet their various needs. In other words, order letter can be done by individuals or business organizations.

Certificate is a letter in which explains something to another person / party. Which explains about something to suppliers or consumers so that the information they get can be more clear. This letter was issued to reduce the misunderstanding that can be caused from a business transaction.

Letter of claim is a letter issued of there is a violation of the agreement between he parties with each other. This letter was issued based on the existence of an indictment on a matter. Letter of claim should be made completely and correctly so that it cannot be denied by other parties and can be legally applicable.

A letter of demand and offer is a letter issued by a prospective buyer that contains a list of items you want to buy, and usually also contains the type of goods, the number of items, the quality of the goods, the discounted price given.

A letter of offer is a letter intended for prospective buyers whose contents are in the form of offers of goods or services, this is a reply letter from the letter requesting an offer.

In an era disruption expected in an increasingly sophisticated technology makes all things can be done easily, quickly, and efficiently. This seen the existence of supporting tools such as computers and mobile phone supported by the available applications. In the business world we can use mobile phones to communicate effectively and efficiently, as well as communicating with relationships that are close and far away. In addition to the use of mobile phones business unit also helped with the computer-facilitated a variety of application such as Under Windows and MYOB to his business interests.

When disruption era is already a lot of business units to switch to using technology for one of its business activities in terms of correspondence. Many correspondence activities have shifted to electronic media such as electronic mail (e-mail), fax, and others. But not all business units have used electronic media as a means of correspondence in their business activities, there are also business units that still use manual method for certain reasons. It makes us want to examine more deeply about the disruption era of commercial mail of existing units in Sekaran, Gunungpati, Semarang.

One of existing business units is Handayani Mart, Handayani Mart is one business unit engaged in commerce where the entry and exit of goods is recorded using a digital-based system. One example is the use of a cash register for the sale goods, the web for promotional or marketing purposes, and the Under Windows system to help calculate existing inventory in warehouses and stores. This proves that Handayani Mart has converted several business activities that are manual to digital-based systems.

Formulation of the problem in research this is What are commercial letters used in KPRI Handayani Mart in the disruption era? The researcher's goal is for knowing commercial letter in KPRI Handayani Mart in the disruption era.

2. Method

In carrying out this activity the survey was started with a place where we ensured the place to be the object of observation and the willingness of the KPRI Handayani Mart to be willing to give observation permission. After conducting survey activities, we were directed to directly communicate with the KPRI Handayani, which is a retirement agency of the Handayani Mart business unit. The form of communication suggested at the time of the survey was to send a letter of permission for observation directly to KPRI Handayani.

This is our response by making a letter of permission for observation to the faculty and sending it directly to KPRI Handayani. When submitting the observation permit, KPRI did not directly get the agreed confirmation because they also had to ensure the existing schedule with the availability of human resources that could be used as resource persons in this observation activity. For the further information, their parties request contact from one of our members to inform them of their willingness to carry out the observation of this commercial letter.

Observation and interview first doing on November 5th, 2018 at 11.00 WIB at KPRI Handayani. During the observation process the information retrieval technique that we used was a direct interview with Handayani who was represented by Mr. Tri Atmojo as the accounting staff of KPRI Handayani. The questions that we ask is a list of questions that we have made before carrying out observations with Handayani.

Observation and interview second doing on November 7th, 2018 at 09.00 WIB which lasts for 25 minutes. Preparation of direct reports we did after the second interview was finished. Then the results of our first and second interviews combine into one complete report with more detailed and accurate information.

Briefly the observation method that we do is as follows observation, interview, and documentation. Technique observations made is non participation that is observe and take notes related phenomena directly with aim implementation observation the field.

Interview. In data searching in business units, we doing question and answer directly with related parties with object research, namely Handayani Mart. Documentation. To getting the documents in the form of the letters in Handayani Mart as well as some documentation when conducting observations. The results of the observations that we conducted will be discussed further in the result section.



Figure 1: Interview

3. Results and Discussion

Scheme of commerce letter based on results research

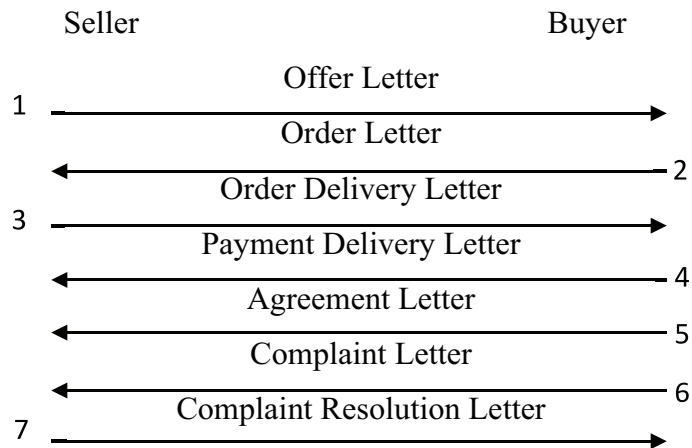


Figure 2: Business Letter Models (2)

From the supplier will introduce product for sale by KPRI Handayani Mart. Supplier fill this form provide by KPRI Handayani Mart. KPRI Handayani choose items that will bought. After supplier receive order, they are directly process and send it at KPRI Handayani Mart later send evidence payment on party supplier. After the item testimony first, if many are interested the KPRI Handayani Mart will file sustainable cooperation on supplier. Indomart will send letter which agreement the contents about ethics agreed business two split part. Complaint letter will given by KPRI Handayani Mart on supplier if there is defective / non-goods corresponding. From supplier will feel regrets so they return goods or replace it with money.

Based on the observation, the commercial letter issued by KPRI Handayani Mart there are two types of letters that are sale and purchase agreement letter and employment contract agreement letter.

At KPRI Handayani Mart agreements with outsider such as mineral water distributors are carried out by issuing a sale and purchase agreement letter. The sale and purchase agreement letter was carried out by Handayani Mart with several partners especially in *Aqua* and *Sukabela* mineral water products. The form of MOU sale and purchase agreement letter. In making the sale and purchase agreement letter, three hands of the management board must be affixed, namely the Chairperson, Secretary, and Treasurer or representative from other management and managerial partners. The format of the sale and purchase agreement letter is divided into two right and left columns. The right part uses Indonesian and the left part uses English.

This sale and purchase agreement letter has an expiry date, so the contract extension and agreement renewal must be carried out every year to facilitate the activities of Handayani and partners. For violations of existing agreements such as invoice payment limits there are no sanctions, usually the violation is especially in the case of payment of invoices due past the due date to partners unable to arrive on time based in agreed time by both parties, then with these reasons sanctions are not applied for the convenience of both parties.

At Handayani Mart, employment contract agreement letter only applies to employees whose have tenure is under 10 years and must be renewed every time the contract is completed. For employees whose tenure is over 10 years, they no longer use employment contracts because they are classified as permanent employees.

Based on Rizal Yose's book stating that there are nine commerce letter, namely notification letters, announcement letters, demand request letters, offer letters, order letters, sale and purchase agreement letters, employment contract agreement letters, complaint and affidavits letters (Rizal Yose, 2003: 3). But it turns out when we survey directly in the field, especially in the Handayani Mart is apparent that a letter exists. Of the eight letter there are only two that are still used by Handayani Mart, while the rest change into other media. For example, order letters that have been switched to mobile media and other digital media.

4. Conclusion

The commercial letter in disruption era that have been reviewed have not all been used by KPRI Handayani Mart. Based on the observations that we have done, we can draw conclusions that at KPRI Handayani Mart there are only 2 commercial letters, namely the sale and purchase agreement letter and employment contract agreement letter. For other types of commercial letters have already switched to digital media. For example, order letters that have been switched to mobile media and other digital media. This proves that the distribution era create business units trying to insert the advanced technologies in their business activities to improve the effectiveness in work and in the process of minimization of expenses. In additions, this was carried out as a response of the business unit to the competition in the disruption era, which emphasized ease, speed and efficiency in the business units activities.

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