

APPLICATION OF E-LEARNING ROLE PLAY FOR SUPPLY CHAIN MANAGEMENT IN REMOTE AREA SALES FORCE TO IMPROVE DISTRIBUTION PERFORMANCE

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Abstract:

PT HMS is a distribution company that distributes FMCG (Fast Moving Consumer Good) products. This distribution company is determined to distribute its products from the manufacturer/factory to the hands of consumers in a fresh condition, suitable for consumption, at prices according to recommendations and easily accessible to consumers. The distribution of FMCG products is carried out by the sales distribution system from warehousing to retail. From retail then distributed to consumers. Improving the distribution system, especially improving and developing the distribution system, including control and developing sales competence in the field, is very necessary to achieve the company's targets, namely Sales Volume and distribution. E-learning role-play simulations for supply chain management (SCM) can be highly effective in training and development contexts. Here's how role-play simulations can be utilized in e-learning for SCM: Supplier Negotiations, Demand Forecasting and Planning, Inventory Management, Logistics and Distribution. Risk Management. Collaborative Planning, Forecasting, and Replenishment (CPFR). Ethical and Sustainable Supply Chain Practices: Incorporate role-play scenarios that address ethical dilemmas and sustainable practices in SCM. Learners can explore issues like fair labor practices, environmental impact, and ethical sourcing decisions. Benefits of using e-learning role-play simulations for SCM include: Experiential Learning, Enhanced Engagement, Skill Development, Realistic Context When designing e-learning role-play simulations for SCM, it's essential to ensure scenarios are relevant, challenging, and aligned with learning objectives. Providing feedback and debriefing sessions after simulations can further enhance learning outcomes by reinforcing key concepts and encouraging reflection on decision-making processes.

Keyword : E-Learning, Role Play, Supply Chain Management

Abstrak:

PT HMS merupakan perusahaan distribusi yang mendistribusikan produk FMCG (Fast Moving Consumer Good). Perusahaan distribusi ini bertekad untuk menyalurkan produknya dari produsen/pabrik sampai ke tangan konsumen dalam keadaan segar, layak konsumsi, harga sesuai rekomendasi dan mudah dijangkau oleh konsumen. Pendistribusian produk FMCG dilakukan dengan sistem distribusi penjualan mulai dari pergudangan hingga retail. Dari eceran kemudian didistribusikan ke konsumen. Pembinaan sistem distribusi, khususnya perbaikan dan pengembangan sistem distribusi, termasuk pengendalian dan pengembangan kompetensi penjualan di bidangnya, sangat diperlukan untuk mencapai target perusahaan yaitu Volume Penjualan dan distribusi. Volume Penjualan dan Distribusi. Simulasi permainan peran e-learning untuk manajemen rantai pasokan (SCM) bisa sangat efektif dalam konteks pelatihan dan pengembangan. Berikut ini bagaimana simulasi permainan peran dapat dimanfaatkan dalam e-learning untuk SCM: Negosiasi Pemasok, Peramalan dan Perencanaan Permintaan, Manajemen Inventaris, Logistik dan Distribusi. Manajemen risiko. Perencanaan Kolaboratif, Peramalan, dan Pengisian Ulang (CPFR).

Praktik Rantai Pasokan yang Etis dan Berkelanjutan: Menggabungkan skenario permainan peran yang mengatasi dilema etika dan praktik berkelanjutan dalam SCM. Peserta didik dapat mengeksplorasi isu-isu seperti praktik ketenagakerjaan yang adil, dampak lingkungan, dan keputusan pengadaan sumber yang etis. Manfaat menggunakan simulasi permainan peran e-learning untuk SCM meliputi: Pembelajaran Berdasarkan Pengalaman, Peningkatan Keterlibatan, Pengembangan Keterampilan, Konteks Realistis Saat merancang simulasi permainan peran e-learning untuk SCM, penting untuk memastikan skenario relevan, menantang, dan selaras dengan tujuan pembelajaran. Memberikan sesi umpan balik dan pembekalan setelah simulasi dapat lebih meningkatkan hasil pembelajaran dengan memperkuat konsep-konsep utama dan mendorong refleksi dalam proses pengambilan keputusan.

Kata Kunci: E-Learning, Pelatihan, Manajemen Rantai Pasok

PENDAHULUAN

In carrying out its duties to distribute FMCG (Fast Moving Consumer Goods) products produced by PT. HMS, Tbk., and/or ITS AFFILIATES and distributed by PT. Panamas, Sales Executives need guidance or direction in carrying out routine activities every day. This Sales Executive operational guide is the standard used by Sales Executives in all Panamanian representative offices throughout Indonesia.

Distribution is one aspect of marketing. Distribution can also be interpreted as marketing activities that try to expedite and facilitate the delivery of goods and services from producers to consumers, so that their use is in accordance with what is needed (type, quantity, price, place and when needed). Another definition is the activity of distributing goods and services made by producers to consumers so that they are widely distributed.

A distributor company is an intermediary that distributes products from manufacturers to retailers. After a product is produced by a factory, the product is sent (and usually also sold) to a distributor. The distributor then sells the product to retailers or customers.

Distribution activities function to bring producers closer to consumers so that goods or services from manufacturers can be easily accessed by consumers

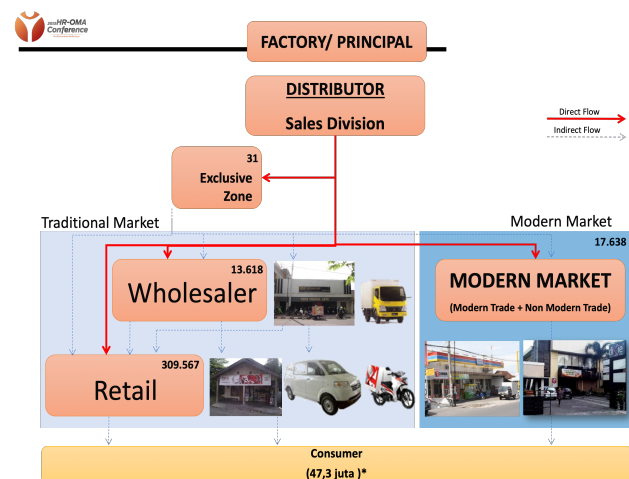
The distributor's duties in general are:

- Purchase goods and services from larger manufacturers or traders.
- Classifying goods or sorting them according to type, size and quality
- Introducing traded goods or services to consumers, for example with billboards or advertisements

The objectives of distribution activities carried out by individuals or institutions are as follows:

1. The continuity of production activities can be guaranteed
2. The goods or services produced can be useful for consumers
3. Consumers get goods and services cheaply

(<http://artikelsiana.com/2014/11/pengertian-distribusi-fungsi-fungsi-kegiatan.html>)



Gambar 1. Struktur Distribusi

LITERATURE REVIEW

Distribution is the process of delivering products and services from producers to distribute FMCG (Fast Moving Consumer Goods) products produced by PT. HMS, Tbk., and/or ITS AFFILIATES and distributed by PT. Panamas, Sales Executives need guidance or direction in carrying out routine activities every day. This Sales Executive operational guide is the standard used by Sales Executives in all Panamanian representative offices throughout Indonesia.

METHOD

3.1 Research Design

The research method used is the Narrative Descriptive Method. The explanation is a literature study and field observations and assessments of the distribution process and competencies possessed by the company's sales executives. In this research, a concept for improving work sequences and work flow charts will be prepared, socialized and controlled in all sales executive activities.

3.2. Data collection

Data Collection Techniques

Data collection techniques are measuring tools needed to carry out research (Nasir, Hastono 2006).

(1). Primary Data

Primary data is when data collection is carried out directly by researchers (Eko Budiarto, 2001: 5). Primary data in this study was obtained by conducting physical examinations of respondents for three consecutive days, which were carried out on respondents who worked in the morning shift,

(2). Secondary Data

Secondary data is when the desired data collection is obtained from other people and not carried out by the researcher himself (Eko Budiono, 2001:5).

Secondary data obtained includes a general description of workers in the hot press unit, number of workers, length of service, production process, as well as data on the health history of workers in the hot press unit obtained from the company polyclinic.

(3). Research Instruments

Research instruments are tools that will be used for data collection (Soekidjo Notoatmojo, 2002:48)

Tensimeter, stethoscope, environmental temperature measuring instrument, globe thermometer, and notes to help group variables.

3.3.Data Processing

To find out the meaning of the collected data, data processing and data analysis are carried out.

This activity requires the following steps:

- (a). Editing/ Editing Data
- (b). Data coding
- (c). Entry/Entering Data
- (d) Cleaning/Data Cleaning
- (e) Data Presentation (Output Data)
- (f) Data Analysis (Data Analyzing)

Variabel Definition

Customer: Every outlet in the Sales Division distribution channel (Wholesaler, SRO, RRO, and Agent) which is a Sales Division customer

Wholesaler: Distribution channel whose activities focus on resale (re-saler) to retailers who are their downline

SRO: Special Retail Outlet is a distribution channel belonging to modern trade whose business focus is distributing/selling products to consumers directly which has a modern organization, modern management, separate functions and modern systems.

RRO: Retail Routine Outlet is a traditional retail distribution channel whose business focus is selling or distributing products to consumers directly in a traditional way

Sales Call: Sales process which includes sales activities, product recalls and data collection from customers

Direct Visit: Sales call made by making a direct visit to the customer's location

D-Day: The day when the Sales Executive makes a direct visit

D-1: One day before D-Day

W-1: One week before D-Day week

BPPB: Collection and Return of Goods Receipt

Additional Load: Additional goods carried out by the Sales Executive, either before going to the field or while in the field; adjustment for additional items from the supervisor. The mechanism is to make additions on the Handheld and input them again by the Back Office. Additional load is carried out if there are additional products while the journey is running. The interface process to Oracle must be carried out after carrying out the additional load process in the iSMS back office.

Back Office : Admin; Aplikasi iSMS Back Office akan mengakomodir kegiatan sbb: Pembuatan Routing (Journey) harian Sales Executive, Pembuatan & Update Produk, Pembuatan & Update Price List, Melayani Aktifitas Penjualan Agent sekaligus proses KN (jika ada), Rekonsiliasi Barang & Keuangan (pada sore hari), Interface (Konektifitas) dengan Oracle Finance (untuk Update Available Credit) pelanggan, Interface (Konektifitas) dengan Oracle Inventory.

BORA : Back Office Reporting Tools , adalah reporting tool untuk level MAS dan top manajemen. BORA berisi parameter yang disebut sebagai KSI (Key Sales Indicator) yang menggambarkan performa distribusi per outlet di tiap area. BORA merupakan suatu aplikasi bisnis objek yang dapat diakses melalui aplikasi jaringan citrix

Call card : Callsheet (dalam istilah lama) dibuat di back office untuk keperluan survey, program, dsb. yang bersifat temporer.

FORT : Front Office Reporting Tool; adalah Reporting Tool untuk level supervisor, disajikan dalam aplikasi Excel. Aplikasi ini di-install pada Notebook supervisor. FORT akan mendukung

analisa dan evaluasi target penjualan & distribusi, analisa KSI (Key Sales Indicator) dan territorial management secara lebih efektif. Performance distribusi per outlet dan per Sales Executive, bisa dimonitor via aplikasi ini. Masing-masing supervisor hanya bisa melihat & menganalisa aktifitas Sales Executive dan customer yang dia tangani.

Generate journey : The process of combining the journey and initial load into one file which will be downloaded to the hand held which contains only one journey (Single Journey), usually for journeys within the city. Initial loads and journeys are made every day and the set starting date must start on Monday. Generate Multiple Journey is to create one file that will be downloaded from the back office to the handheld which contains several journeys at once. Usually used for out-of-town journeys. Generating multiple journeys refers to the multiple journey route plan. Note: Making Journey Generation is adjusted to the number of working days outside the city (5 days, so journey generation is made 5 days), initial load is made on the first day only.

Handheld: This is a handheld computer which is a type of PDA (Personal Digital Assistant) which is applied to all Sales Executives (DRP, SRO & RRO) for activities: Sales, Stock Recording, Price Survey, Product Visibility, Callsheet, Customer Info, Available Credit Info, Info Historical 3 last transactions, and information on inventory of goods in the car, & reporting. Do not use manual writing.

HH download: The process of moving journey data from the back office to hand held for the Sales Executive's visit the following day. This process is carried out in the back office before the Sales Executive conducts a sales visit.

Initial Load : The process of requesting a number of goods from Handal is carried out in the Back Office.

Journey : Routing; according to the old terminology.

Multiple journey: Journeys that are designed to last more than 1 day, the initial load is carried out on the first day only.

Out of route visit: Visits to other outlets outside the scheduled visits to that outlet, valid only for registered outlets.

Route plan: In old terms it is called the Sales Executive district. Route Plan Single Journey is a Route Plan created to carry out one journey, usually used on Sales Executive journeys in the city (Number of days in call cycle: 7 or 1 X 1). Multiple Journey Route Plan is a Route Plan created to carry out several journeys at once, usually used on out-of-town Sales Executive journeys (Number of days in call cycle: 14 or 1 X 2)

sales cycle: Call Cycle; in the previous terminology. This is the number of visits by Sales Executives to customer/outlet registers in one week.

Van to van stock movement: The process of rotating goods from one van to another. Carried out by Sales Executives in the field via Handheld.

Planograms

The display technique is to determine the order, grouping and number of brands that must be displayed by filling the outlet display area with one of the HMS or PMI brands. It is hoped that this will increase sales of HMS and PMI products at these outlets.

Product Sitting (Product Placement)

The product must be placed in a place that is not exposed to direct sunlight, is not easily exposed to flooding, is far from products that

have a strong odor such as soap and is safe from other disturbances that can cause damage and ultimately lead to BS products.

Rotasi

Rotation

The process of exchanging brand stock that is almost nearing its expiration date with a brand with a newer production code

a. Rotation out

Withdraw brand stock that is almost expired from the outlet and exchange it for the same brand but with a newer production code. The guideline for rotating out a brand is one month before the cigarette expires / B/S.

b. Rotation in

Selling brand stock to certain outlets, which is the result of rotation out from the previous outlet.

c. Reshuffling

Reducing excessive stock from one outlet to another outlet which is known to be fast moving for the brand

Benefits of Reshuffling:

Only take a certain amount so that the DL brand is maintained.

By taking outlet stock, the Sales Executive can exchange it for another brand that is not yet available in that outlet.

Withdrawal

Withdrawal of stock of a brand whose production code has expired and is not suitable for sale. Withdrawal can also be done when withdrawing old ribbons from the market if there are 2 types of ribbons for the same brand on the market.

PT HMS DISTRIBUTION SYSTEM

(1). DAILY OPERATIONS OF SALES EXECUTIVE

Sales Executive daily operations are generally divided into 3 stages, namely: Pre Journey activities, Sales Visit activities and End Journey activities.

Pre Journey: Activities carried out by the Sales Executive before visiting the register outlet in the field.

Sales Visit: Activities carried out by the Sales Executive during a visit to the outlet register.

End Journey: Activities carried out by the Sales Executive in the office after completing all visits to outlets (both single journey and multiple journey).

V. Discussion

It is necessary to prepare a Flowchart for Sales Executive performance mechanisms to control and improve their performance. Volume Penjualan dan Distribusi.

Simulasi permainan peran e-learning untuk manajemen rantai pasokan (SCM) bisa sangat efektif dalam konteks pelatihan dan pengembangan. Berikut ini bagaimana simulasi permainan peran dapat dimanfaatkan dalam e-learning untuk SCM: Negosiasi Pemasok, Peramalan dan Perencanaan Permintaan, Manajemen Inventaris, Logistik dan Distribusi. Manajemen risiko. Perencanaan Kolaboratif, Peramalan, dan Pengisian Ulang (CPFR). Praktik Rantai Pasokan yang Etis dan Berkelanjutan: Menggabungkan skenario permainan peran yang mengatasi dilema etika dan praktik berkelanjutan dalam SCM. Peserta didik dapat mengeksplorasi isu-isu seperti praktik ketenagakerjaan yang adil, dampak lingkungan, dan keputusan pengadaan sumber yang etis. Manfaat menggunakan simulasi permainan peran e-learning untuk SCM meliputi: Pembelajaran Berdasarkan Pengalaman, Peningkatan Keterlibatan, Pengembangan Keterampilan, Konteks Realistik

Saat merancang simulasi permainan peran e-learning untuk SCM, penting untuk memastikan skenario relevan, menantang, dan selaras dengan tujuan pembelajaran. Memberikan sesi umpan balik dan pembekalan setelah simulasi dapat lebih meningkatkan hasil pembelajaran dengan memperkuat konsep-konsep utama dan mendorong refleksi dalam proses pengambilan keputusan.

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