Seminar on the Importance of Good Relationships with Suppliers for Business Development and Continuity (Case Study on Promotion)

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Abstract

This seminar is an activity carried out to help students and the wider community gain knowledge about the importance of maintaining relationships with suppliers. The seminar method was chosen because it is more effective in conveying and receiving material. The main objective of the project to be achieved in this final project is to create or organize seminars on the importance of good relationships with suppliers for business development and continuity. Finding and determining the criteria for sponsors and donors, determining the promotional tools used such as brochures, advertisements, and banners, knowing the planning and realization of the promotion budget, knowing the obstacles that occur, looking for solutions to the obstacles encountere,d and evaluating seminar activities through feedback from participants. The results of the project show that the technical aspects of the promotion section's work in carrying out activities are divided into several stages, name,ly the stage of finding project sponsors and donors, determining project promotion tools, determining the promotion budget, constraints that occur, solutions to obstacles encountered and project evaluation.

Keywords: Seminar, Good Relationship, Suppliers, Business Development, Promotion.

1. INTRODUCTION

Today's business development is increasingly rapid and it affects the economic development of people around the world. With a business, it can create a lot of jobs and reduce unemployment in a region including Indonesia. However, in the current situation, there is a lot of competition between businesses, many companies are competing to gain market share and dominate the market, so that it triggers companies to continue to advance and innovate. In addition, a business should change its view from being product or service-oriented, to a supplier oriented view. One strategy that a business can use is to build good relationships with suppliers.

A supplier is one of the most critical or important chains for the profit and survival of most companies. Suppliers are parties that supply raw materials to factories. When meeting the needs of factories, companies may have more than one supplier, which can lead to conflict, so companies must be selective in choosing suppliers and be able to work with them. Suppliers intensively support the company's operating processes, usually in the form of unfinished raw materials, so that the quality of the suppliers can be seen in the final product that the company will sell to customers. The price given by the supplier has an impact on production costs and will have an impact on the price that is given to the customer.

According to Whitehead (2001) in Lukito and Ellitan (2021), Explains how cooperation is a precursor to long-term relationship values and how cooperation can arise from both parties' temporary interests without having to start with trust and commitment. Long-lasting relationships will be more valuable if the parties involved try to maintain each other. The formation of good relationships with suppliers will build a business's competitive advantage. A good form of cooperation will be beneficial for both parties, and it will greatly affect the development of the business going forward.

Lings (2000) in Lukito, and Ellitan (2021). Explains that humans are social creatures who need other individuals, members of other groups, associations, or institutions. So, the nature of mutual cooperation is a human need as a social being, where no one can avoid "needing the other party." Good cooperation between two or more entities (people or organizations) will achieve one or more common goals. A large company requires a strong distribution network, as do small and medium-sized companies. The company needs a strong distribution network throughout Indonesia. To succeed in achieving a goal, companies need a distribution strategy to increase sales and the number of customers needed to support sustainable business growth.

According to Harland and Knight (2000) in Lukito and Ellitan (2021). Define the role of the supplier network for the company as a medium where the company will be able to play a more active and optimal role in the management and operation of the supplier network, which includes product design, production, suppliers, marketing, and distribution. All these elements are then coordinated and adapted to environmental and market conditions.

Based on the background above, it is important to know how important it is to maintain good relations with suppliers by proposing a project for students, young entrepreneurs, and the people of Bengkalis entitled “Seminar on the Importance of Good Relationship with Suppliers for Business Development and Continuity (Case Study on Promotion)”.

2. TINJAUAN PUSTAKA

According to Souza et al (2022). The research title is Environmental Damage: When Anger Can Lead To Supplier Discontinuity. The result of this study are The results indicated that controllability has an influence on supplier discontinuity, as does anger (a negative emotion), when the supplier, rather than nature, has control over the environmental damage caused. The indirect effect of controllability was partially explained by anger. The direct and indirect effects of responsibility, on the other hand, where not significant, and were partially explained in a moderating role in the relationship between controllability and the non-retention of suppliers following environmental damage. The study contributes by identifying the behavioral role of the negative emotion that is experienced during management crises, thus having an influence on the decision making of individuals that is related to the discontinuity of suppliers following environmental damage.

According to Dewalska and Bilinska (2021). The research title is To What Extent Retail Chains Relationships with Suppliers Make the Business Trustworthy An Empirical Study on Fast Fashion in Pandemic Times. The result of this study are On the grounds of literature studies, as well as collected information, we can state that close and ethical cooperation with suppliers, based on socially responsible relationships, are becoming a more and more important part of the strategy for commercial chains. There are companies that use any legal measures to not fulfil their obligations as contractors and avoid paying for orders completed and in production.

According to Harun, Ahmad and Sabri (2021). The research title is The Influence Of Social Media On Social Capital Development Of Small Business Growth. The result of this study are considering how social media can be used as a way of bringing social capital together to advance the performance of the micro business in a recent pandemic breakout which leads to challenges for many entrepreneurs. Although many techniques are used in enhancing social capital, social media appear to be one of the best alternatives due to the emerging of information technology nowadays. Malaysian businesses may consider the use of recently famous social media platforms such as Facebook, YouTube, WhatsApp, Messenger, WeChat, etc. as one of the technological tools in boosting social capital to foster the sustainability of micro business performance. These tools would significantly valuable in establishing proper horizontal and vertical networking amongst AKR members. Entrepreneur business knowledge can be increased through sharing an idea, product information, purchases, and establish business networks are essential to further strengthening and enhancing their business performance

especially during the COVID-19 pandemic. The use of social media is not merely beneficial to AKR members but also to the FAMA as the implementing agency, and Implementation Coordination Unit, Prime Minister's Department (ICU PMD) to ensure the success and continuity of the project after a decade.

According to Lukito and Ellitan (2021). The research title is The Importance of Supply Network Development and Firm's Capabilities in Building Business Performance A Theoretical Review. The result of this study are Indicate that it is limited to the role of the supply chain management capability to improve company performance, but it does not show what strategies the supplier network should take to improve company performance. Supplier network (supply network) plays an importance role for the company so that they will be able to play a more active role and optimal in the management and operation of the network of suppliers that include product design, production, suppliers, marketing and distribution. Companies should emphasizes on partnership and synergy of working together with suppliers to expand market coverage This is to be done to improve competitiveness in the national and global level. Companies should make efforts to improve the quality of communication with both suppliers and distributors so that the internal business environment can be better organized first. Thus strengthening my competitiveness in the supply chain. Thus, Companies will be stronger in fostering cooperative relationships with old or new suppliers, which will accelerate their performance improvement.

According to Sarwoko and Nurfarida (2021). The research title is Entrepreneurial Marketing Between Entrepreneurial Personality Traits And Business Performance. The result of this study are showed that EM has a positive effect on business performance, and that SMEs focused on growth, opportunities, customers, networks, informal market analysis, and market proximity in their marketing activities can improve business performance. This can be achieved more easily if the SME owner/manager shows traits of extraversion, agreeableness, and conscientiousness. Another finding was that, amongst the Big Five entrepreneurial personality traits, extraversion, conscientiousness, and openness to experience determine business performance success. Therefore, extravert and conscientious SME owners/managers who are open to experience will influence the implementation of EM in SMEs, which will improve their business performance.

3. METODE PENELITIAN

This project uses three methods namely; project preparation plan, project implementation plan, and project accomplishment plan. Project preparation plan is a plan that must be prepared before starting project activities. The implementation of this Business Seminar project was held on Saturday, October 15, 2022 offline at the ADM Building Floor III which was attended by 109 participants who came from students and the general public from Bengkalis Regency. This seminar was filled by 2 (two) resource persons, namely Mr. Khairul Shaleh, M.H, a lecturer at the Bengkalis State Polytechnic and the supervisor of the Kelulut Honey Bee Cultivation Community Group. The second resource person is Mr. Erik Maunanta, S.E., M.E. He is the Founder of Kopikap and has been a Practitioner Lecturer at the Bengkalis State Polytechnic. The accomplishment of Business Seminar project activities is if the event has been carried out properly, knowing the obstacles encountered during project implementation and finding the right solution to overcome these obstacles.

Knowing the smooth running of the seminar is very important for seminar organizer. From filling out the completed questionnaire by participants, the committee can see the evaluation, suggestions and evaluation of seminar participants. From the picture it can be concluded that the 2022 Business Seminar event ran smoothly and received a positive response from the seminar participants.

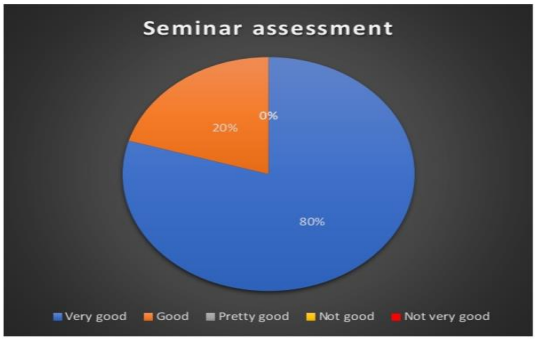


Figure 3.6 Seminar Assessment
Source: Processed Data 2022

4. HASIL PENELITIAN DAN PEMBAHASAN

This Business Seminar was held on Saturday, October 15, 2022 offline at the ADM Building Floor III which was attended by 109 participants who came from students and the general public from Bengkalis Regency. This seminar was filled by 2 (two) resource persons, namely Mr. Khairul Shaleh, M.H, a lecturer at the Bengkalis State Polytechnic and the supervisor of the Kelulut Honey Bee Cultivation Community Group. The second resource person is Mr. Erik Maunanta, S.E., M.E. He is the Founder of Kopikap and has been a Practitioner Lecturer at the Bengkalis State Polytechnic.



Figure 3.1 Event Poster
Source: Processed Data 2022

This Business Seminar 2022 is held by TR. Relationship Supplier. TR. Relationship Supplier was established on August 25, 2022. In addition to the group name, there is also a logo that is the identity of strengthening Business Seminar 2022 activities.



Figure 3.2 The Event Organizer Logo
Source: Processed Data 2022

The meaning of the logo TR. Relationship Supplier is a combination of two titles of the final thesis, namely:

1. TR means Trigona taken from one of the titles of the final assignment from the organizer of the activity.
2. Supplier relationship is taken from one of the titles of the final project from the organizers of the activities, which it is hoped that this seminar can increase knowledge about the importance of good relations with suppliers.
3. The hexagon means justice, meaning that the organizers have the same rights and obligations and can carry out their responsibilities optimally and effectively in organizing seminars.
4. The meaning of the color of coral, the color of coral is a derivative of the color orange which means enthusiasm and optimism.
5. The meaning of black color means strong, elegant and neutral.

Brochures aim to provide extensive information to external parties regarding the activities carried out while the purpose of banners is to provide extensive information to seminar participants and invite guests when events are held. Brochure and banner designs are made in the best possible way to attract the attention of those who read them.



Figure 3.3 Promotion Brochure
Source: Processed Data 2022



Figure 3.4 Activity Banner
Source: Processed Data 2022

In organizing the Seminar on the Importance of Good Relationships with Suppliers for Business Development and Continuity, the author gets cash from the main sponsor and donors. The sponsor and donors logo is included in the activity brochures and banners because they have contributed and supported this seminar.

Table 3.1 List of Sponsors at the 2022 Business Seminar

No.	**Name of Agency/Company/Individual**	Amount
1.	PBB (Pemuda Batak Bersatu)	IDR 500.000
2.	BUMDes Maju Bersama Desa Barbaran	IDR 300.000
3.	Sembilan Centi Meter Photography	IDR 250.000
TOTAL		IDR 1.050.000

Source: Processed Data 2022

Table 3.2 List of Donors at the 2022 Business Seminar

No.	**Name of Agency/Company/Individual**	Amount
1.	Putra DM Elektronik	IDR 500.000
2.	Toko Agung	IDR 300.000
3.	Kelompok Tani	IDR 300.000
TOTAL		IDR 1.100.000

Source: Processed Data 2022



Figure 3.5 Sponsored Documentation from PBB
Source: Processed Data 2022

Laporan The financial reports on the implementation of the 2022 Business Seminar are as follows:

Tablel 3.3 Realization of Use of 2022 Business Seminar Fees

No	**Items**	**Amount/ Volume**	**Unit**	**Unit price**	**Total**
CASH INFLOWS					
1	Participant registration fee	109	Person	IDR 1.090.000	IDR 1.090.000
	Sponsorship	3	Agencies	IDR 1.050.000	IDR 1. 050.000
2	Donor	3	Agencies	IDR 1.100.000	IDR 1.100.000
TOTAL					**IDR 3.240.000**
CASH OUTFLOW					
A. ADMINISTRATION					
No	**Items**	**Amount/ Volume**	**Unit**	**Unit Price**	**Total**
1	Proposal Making	20	Pcs	IDR 7.000	IDR 140.000

2	Letter	2	Sheet	IDR 250	IDR 500
3	Absence of the Committee and participants	4	Sheet	IDR 250	IDR 1.000
4	Registration Payment Receipt	2	Pcs	IDR 3.000	IDR 6.000
5	ATK	-	Pcs	-	IDR 30.000
TOTAL					**IDR 177.500**
B. MARKETING AND PROMOTION					
1	Brochure	40	Sheet	IDR 250	IDR 10.000
TOTAL					**IDR 10.000**
C. CONSUMPTION					
1	Consumption of event preparation	-	Person	-	IDR 50.000
2	Participants' snacks	109	Person	IDR 4.000	IDR 436.000
3	Committee Snack	15	Person	IDR 4.000	IDR 60.000
4	Bottle Drink	6	Bottle	IDR 3.000	IDR 18.000
5	Committee Lunch	15	Person	IDR 12.000	IDR 180.000
6	Guest Lunch	2	Person	IDR 20.000	IDR 40.000
7	Guest Consumption	4	Person	-	IDR 70.000
TOTAL					**IDR 854.000**
D. RESOURCES					
1	Honorary Speaker 1	1	Person	IDR 250.000	IDR 250.000
2	Honorary Speaker 2	1	Person	IDR 200.000	IDR 200.000
2	Resource Person’s Souvenir	2	Pcs	IDR 160.000	IDR 320.000
3	Resource Person’s Lunch	2	Person	IDR 20.000	IDR 40.000
TOTAL					**IDR 810.000**
E. EQUIPMENT, FACILITIES AND INFRASTRUCTURE					
1.	Committee Certificate	15	Person	IDR 3.000	IDR 45.000
2	Participant Certificate	109	Person	IDR 3.000	IDR 327.000
3	Banner 3x1,5	1	Pcs	IDR 135.000	IDR 135.000
4	ID Card	13	Sheet	IDR 250	IDR 5.000
5	Door prize	10	Pcs	IDR 13.000	IDR 130.000
6	Luct tape	1	Pcs	IDR 20.000	IDR 20.000

7	Gabus	1	Pcs	IDR 3.000	IDR 3.000
8	Sweepstakes Coupon	10	Sheet	IDR 250	IDR 4.000
9	Stamp	1	Pcs	IDR 86.000	IDR 86.000
10	Sound System Operator Fee	1	Person	IDR 50.000	IDR 50.000
11	Transportation	3	Person	IDR 30.000	IDR 30.000
12	Tissue	2	Pcs	IDR 8.000	IDR 16.000
TOTAL					**IDR 851.000**
F. OTHER COSTS					
1	Unforessen expenses	-	-	-	IDR 0
TOTAL					IDR 0
TOTAL ENTIRE EXPENDITURE					**IDR 2.702.500**

Source: Processed Data 2022

From Table 3.3 above, it can be seen that the revenue for organizing the 2022 Business Seminar comes from registration fees for participants, sponsors and donors, so the total funds collected are IDR 3,240,000 and cash out of IDR 2,702,000. This shows that this final project has been successful because from the financial report data above there is cash remaining of IDR 537,500 which can be seen from the amount of cash coming in less cash going out (IDR 3,240,000 - IDR 2,702,000 = IDR 537,500). The remaining funds obtained are divided equally among the core organizers for the cost of completing the thesis.

In the 2022 Business Seminar activities there are several aspects, one of which is a promotional aspect. The following cash out report on the promotion aspect can be seen in table 3.4 below.

Table 3.4 The Marketing and Promotion Outflow

No	Items	Planing	Realization	Persentage
1.	Proposal Making	IDR 100.000	IDR 140.000	IDR - 40.000
2.	Brochure	IDR 25.000	IDR 10.000	IDR 15.000
3.	Banners 3x1,5	IDR 100.000	IDR 135.000	IDR - 35.000
4.	Committe Certificate	IDR 30.000	IDR 45.000	IDR - 15.000
5.	Participant Certificate	IDR 400.000	IDR 327.000	IDR 73.000
TOTAL		IDR 655.000	IDR 657.000	IDR - 2.000

Source: Processed Data 2022

In the 2022 Business Seminar activities, costs for the promotional aspect of IDR 657,000,- are used to print brochures, print banners and print certificates for participants, committee and resource persons.

5. KESIMPULAN DAN SARAN

Based on the implementation of the 2022 Business Seminar on the Importance of Good Relationships with Suppliers for Business Development and Continuity in terms of the promotion aspect, the 2022 Business Seminar was attended by 13 committees, 2 speakers and 109 participants in seminar activities. This activity was carried out at the Adm Building Floor III on October 15, 2022. Criteria for Sponsors and Donors at the 2022 Business Seminar on the Importance of Good Relationships with Suppliers for Business Development and Continuity are to support the implementation of the seminar. Sponsors and Donors are given in the form of cash. Promotional tools carried out at the 2022 Business Seminar on the Importance of Good Relationships with Suppliers for Business Development and Continuity are physical promotion tools, namely brochures and billboards, while non-physical promotional tools are social media such as Facebook, Instagram and WhatsApp. Planning and realization of the budget for the 2022 Business Seminar on the Importance of Good Relations with Suppliers for Business Development and Continuity in terms of the promotion aspect is the total funds obtained from sponsors and donors of IDR 2,150,000, - and the total income from participant contributions is IDR 1.090.000,-. Funds that have been used up amounted to IDR 2,702,500, - While the costs incurred specifically for reviewing the promotional aspect amounted to IDR 657.000,-. The technical aspects of the work in the implementation of activities are divided into 4 stages, namely the project preparation stage, the project implementation stage, project completion and project reporting. The obstacle faced was that the schedule for the implementation of the activities was postponed from September 2022 to October 2022 due to waiting for the process of disbursing funds from sponsors and donors. In addition, activities must be adjusted to the class schedule of the organizing committee and seminars from similar communities. The solution going forward is to carry out activities in October 2022 after funds from sponsors and donors have been disbursed, then improve communication between the organizing committee so that they can optimize free time for event preparation, then make activity brochures earlier than similar programs which also hold seminars at the same time . The solution to the delay in the event is to remind participants via the WhatsApp group and provide optimal additional time to come to the activity site immediately.

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