

ANALYSIS OF EXPORT FLOW PROCESS ACTIVITIES OF CV. CANDRA GRAHA-C

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Abstract

This study aims to find out how the flow of CV. Candra Graha-C. This study uses a qualitative descriptive method that is explained systematically and described precisely and clearly. The data collection technique used is by using interviews, observation and documentation. The research result obtained from the export activities of CV.Candra Graha-C Bengkalis showed that the export process was in accordance with export-import procedures. CV export activity Process. Candra Graha-C started from looking for export commodities, arranging licensing documents, shipping processes, export flows and payment processes. Product export activities of CV.Candra Graha has been carried out in a very systematic and clear manner so that this business opportunity is large enough to be carried out by business people with the right procedures.

Keywords : CV.Candra Graha-C Bengkalis, Export Flow, Comodity, Supplier.

1. INTRODUCTION

International trade is an important aspect of a world economy. With international trade, countries will be mutually intertwined in an economic relationship that influences each other and the traffic of goods and services will create trade between nations. According to Irianif Sani, Muhammad Sahid, Sofiah Nanda Lubis (2022), foreign trade transactions, which are better known as export-import, are essentially simple transactions and are nothing more than buying and selling goods between entrepreneurs who are located in developing countries, different countries.

In Indonesia, exports are something that is often done, especially from agricultural products, this also does not rule out the possibility for regions such as Bengkalis to be able to export to other countries because they have quite abundant natural resources in the agricultural sector such as round coconut, areca nut, rubber, palm oil, sago and coffee.

According to the Bengkalis Regency Sectoral Statistical Data Compilation Book (2019), that the production of plantations in the Bengkalis sub-district in 2018 reached 5.458.00 tons, for 2019 it reached 5.646.00 tons while for Bantan sub-district in 2018 it reached 8.251.00 tons and fir 2019 reached 14.374.00 tons.

With this, Bengkalis Island has a considerable opportunity to export agricultural products to the international market. In international trade transaction, export procedures are very important and need to be considered, the flows and processes are also different form domestic trade, when viewed from the system there is almost no difference, but in reality it is very varied and diverse. The number of export commodities cannot be separated from export supporting facilities, with good and quality facilities will produce maximum result.

In order to maximize these facilities, it is necessary to have consistency in their implementation. To support this, good cooperation between exporters and the government is needed. Because the government it self has an important role in export activities either directly or indirectly. Exporters, both individuals and business entities, are required to follow the requirements/conditions set by the government, therefore in carrying out exports of course there

are many stages that must be prepared both from exporters, importers, interested agencies, documents required and the method of payment made.

One of the export actors in Bengkalis regency, namely CV. Candra Graha-C. He is an exporter as well as a document processing agent for the Bengkalis people in carrying out export activities to other countries such as Malaysia. With a high number of Bengkalis agricultural commodities, CV.Candra Graha-C takes advantage of this opportunity by exporting to other countries, of course this requires proper processing and flow of export activities Because proper management of export activities will have an impact on the value of the exports obtained.

Of course it is very important for business people to know about the export procedures that have been established by the ministry of finance of the republic of indonesia which oversees the Directorate General of Customs and Excise, which is a government agency that has a major role in dealing with determined regulations and export procedures in indonesia.

2. Related Theory

1. International Trade

According to Agoes Junaedy and Adi Kusrianto in the Indonesian Export Smart Book (2014), International Trade is trade carried out by residents of a country with residents of other countries. The population in question can be between individuals (individuals and individuals), between individuals and the government of a country, and the government of a country and the government of another country.

2. Export

According to the Directorate General of Customs & Excise, the definition of export is quite simple, namely the activity of removing goods from the customs area. Meanwhile, what is meant by customs area is the territory of the Republic of Indonesia which includes the land area, waters and air space above it, as well as certain places in the Exclusive Economic Zone and Continental Basin in which Law Number 10 of 1995 concerning Customs applies.

3. Export Procedure

According to Rodiatul Muthmainah, Doni Putra Utama (2019) The following is the Customs procedure for export activities based on the regulations of the Directorate General of Customs and Excise:

1. The exporter/proxy submits the Goods Export Notification (PEB) document to the Customs Office where it is loaded.
2. Export goods that are notified in the PEB will be examined after the notification documents are submitted.
3. If the examination of the PEB document shows that the filling in the PEB data is incomplete and/or inappropriate, a Notification Notification of Rejection (NPP) response is issued.
4. If the examination of prohibitions and/or restrictions shows that the document requirements have not been fulfilled, then a Notice of Notification of Document Requirements (NPPD) is issued.
5. In the event that the results of an examination of the Service Computer System show that it is complete and appropriate, and does not include goods whose export is prohibited or restricted, or includes goods whose export is prohibited or restricted but the export requirements have been met, and the goods are not subject to physical inspection, the PEB shall be given a number and date registration and issued NPE response.
6. In the case of a physical inspection, a Goods Inspection Notification (PPB) will be issued. If the physical inspection of the exported goods shows:
 - a. The results are appropriate, an Export Service Note (NPE) is issued.
 - b. Inconsistent results, forwarded to the Monitoring Unit for further research.

3. RESEARCH METHODOLOGY

This research is a qualitative research, the type of data used is primary and secondary data obtained from the results of interviews, observations, and documentation. The sample in this study was one person, namely as an exporter and importer of agricultural goods in Bengkalis.

4. RESULT AND DISCUSSION

1. Research Object Overview

CV Candra Graha-C is one of the companies in Bengkalis Regency which is engaged in export management services for agricultural commodities such as (round coconut, areca nut, copra and rubber). This company started operating in 1996, located at Jalan Yos Sudarso No.042, Bengkalis district. with NIB number: 8120304712253, NPWP: 01.755.097.1-218.00. Candra Graha-C is also supported by the location of the company's office which is quite strategic because it is near the loading and unloading pier for export and import goods.

At the beginning of its establishment, this company was directly and indirectly formed because it saw the people of Bengkalis carrying out a lot of illegal export activities so that it had a fairly high risk. The community is forced to carry out these illegal activities because of limitations in making permit documents which are quite a lot and complicated. With these problems, the company CV. Candra Graha-C as a solution for the community to help and facilitate the processing of export licenses so that the owners of goods can export goods officially and not against the law. This is also supported by the potential for plantation products in the Bengkalis area which are quite large and abundant.

In its development, CV. Candra Graha-C was initially engaged in two activity sectors, namely managing exports and imports of goods from Malaysia and Singapore. Then with the changes in regulations from the ministry, this company established another company, namely CV. Graha Jaya Mandiri as a company that manages goods import activities. So that the company CV. Candra Graha-C only focuses on managing goods export activities.

2. Characteristic of Respondent

In this research conducted on CV.Candra Graha-C which is located in the city of Bengkalis. In collecting and collecting research data, research respondents have the following characteristics:

Tabel 4.1 Name of Owner CV. Candra Graha-C

No	Name	Age	Gender	Position	Address
1	Masuri	53	Male	Pimpinan CV. Candra Graha-C	Bengkalis

Source: Processed Data 2022

3. Parties Related to Export Activities

The process of export activities carried out by CV Candra Graha-C besides involving the owner of the goods, the buyer, too involving several other parties such as Banks, Customs and Excise, shipping companies, quarantine centers, and the Department of Industry and Trade:

a. Owner

In this study it was found that CV. Candra Graha-C has four goods owners in Bengkalis Island who manage and provide goods to meet the demand for the Malaysian market which are classified in tabular form as follows:

Table 4.2 Name of the Supplier

No	Name	Commodity Type	Adress
1	Didik Sumanto	Kelapa Bulat, Pinang, kopera, Karet	Jl. Delima, Teluk Pambang
2	Masrur	Kelapa Bulat	Jl. Sepakat Pematang Duku
3	Alimi	Kelapa Bulat	Jl. Sriwijaya, Teluk Pambang
4	Iswanto	Kelapa Bulat, Kopera	Jl. Makmur, Kembung Baru

Source: Processed Data 2022

From table 4.2 above, that CV. Candra Graha-C already has four owners of goods, but in this study only one owner of goods that can be examined, namely Mr. Didik Sumanto, this individual business is a business of collecting and buying round coconut, areca nut, rubber and copra from the surrounding community and collectors.

b. Buyer

In this study it was found that CV. Candra Graha-C already has three buyers for agricultural commodities which are classified in tabular form as follows:

Tabel 4.3 Name of the Buyer

No	Name of Buyer	Adress	Country
1	Seri Rasa Food SDN BHD JC 3261	Jl. Mhh F2/2 Serkam Melaka Halal	Malaysia
2	Tbt Food Industries SDN BHD No.139	Jl. Industri 5 Taman Industri Anson 36000 Teluk Intan Perak Darul Ridzuan	Malaysia
3	Fama Corporation SDN BHD 5 Jalan 2/8	Dataran Templer Bandar Baru Selayang 68100 Batu Caves Selangor	Malaysia

Source: Processed Data 2022

c. Bank

In the export activities carried out by CV. Candra Graha-C, the bank is used as a third party when the importer is going to make a payment, the importer can pay through the bank in his country and then orders the delivery to the bank appointed by the exporter, namely BNI and Mandiri banks, so that the importer does not hand over the money directly to the exporter.

d. Customs and Excises

CV. Candra Graha-C really needs the role of Bengkalis customs and excise to facilitate the export of goods. In these activities Bengkalis Customs and Excise supervises the goods to be exported by examining export documents.

e. Shipping company

The shipping company PT. Duta Sukses Bahari plays an important role in the export activities of CV. Candra Graha-C, the shipping party will later bring the commodity goods to be exported to the unloading port in Malaysia.

f. Quarantine

The Bengkalis Quarantine Center really determines the success of an export activity because every agricultural product that will be exported will be examined, especially in the Bengkalis Quarantine Center to ensure that the goods carried do not contain hazardous materials.

g. Department of Industry and Commerce

The Department of Industry and Trade has a very important role in assisting business people with the completeness of the export documents needed, such as the Certificate of Origin (SKA) document.

4. Export Flow of CV. Candra Graha-C

Following is the flow of CV Export activities. Candra Graha-C starting from negotiations until the goods are delivered. Its activities can be described as follows:

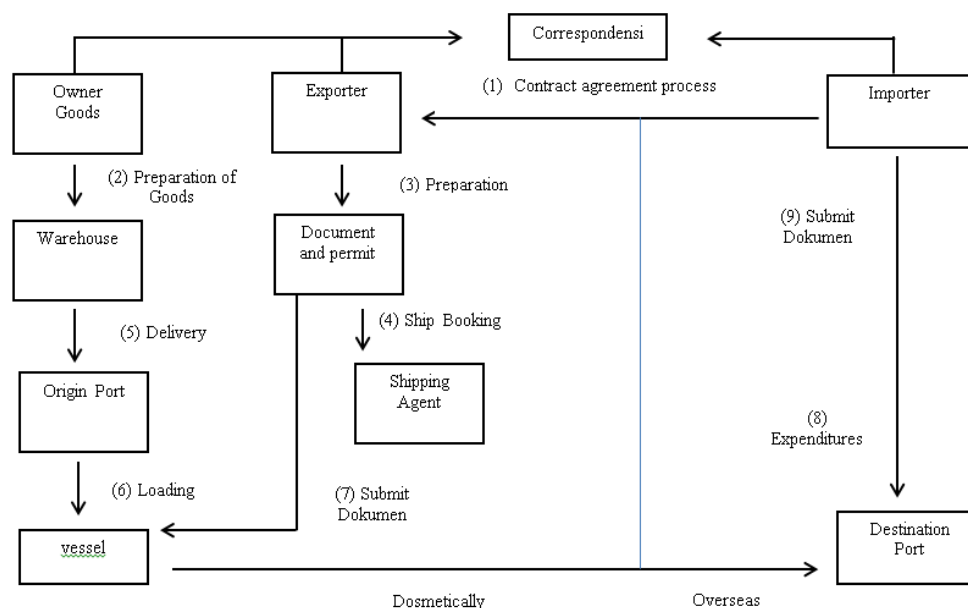


Figure 4.2 Export Flow Process at CV. Candra Graha-C

Source: Processed Data 2022

- CV. Candra Graha-C together with the owner of the goods corresponded to the importer to obtain a sales agreement.
- Then the importer will prepare the goods to be sent according to the agreement.
- While the CV. Candra Graha-C will prepare all documents and permits.
- Furthermore CV. Candra Graha-C will issue documents to order ships.
- Then the owner of the goods will send the goods from the owner's warehouse to the loading port.
- Then after the ship is at the loading port, the process of loading goods onto the ship will be carried out.

- g. Before the departure of the ship, the CV. Candra Graha-C will submit export documents to the ship.
 - h. After everything is complete and all the goods have been loaded, the ship will depart for the destination port.
 - i. When the ship arrives there, the port will issue the goods and their documents, for proof of ownership of the goods.
1. Export Commodity

Commodities exported to CV Candra Graha-C are agricultural products. Table 4.4 below contains a list of export commodities:

Tabel 4.4 Export Commodities CV Candra Graha-C

No	Comodity Types	Export Volume	Origin Of Goods	Destination Of Goods
1	Kelapa Bulat	130.000 Kg	Teluk Pambang, Bengkalis	Batu Pahat, Malaysia
2	Pinang	160.000 Kg	Teluk Pambang, Bengkalis	Batu Pahat, Malaysia
3	Kopra	2.850 Kg	Teluk Pambang, Bengkalis	Batu Pahat, Malaysia
4	Karet	150.000 Kg	Teluk Pambang, Bengkalis	Batu Pahat, Malaysia

Source: Processed Data 2022

Based on table 4.4 above, most of the commodities exported by the Goods Owners are agricultural commodities originating from Teluk Pambang Village, because in that area the supply of goods is quite abundant, so that many business actors grow in the area. Some of the exported commodities, such as round coconut, areca nut, and rubber, are the most routinely exported commodities to Malaysia. For this commodity, the company is able to export twice a month on average, with export capacities ranging from 50 tons-140 tons in one trip.

CV. Candra Graha-C in getting the goods from the owner of the goods who want to carry out export activities, usually the company will get information from the owner of the goods via telephone and come directly to the company office. Meanwhile, the owner of the goods obtains the goods through the people who sell directly and from private plantations.

Activities in searching for goods between the owner of the goods with CV. Candra Graha can be described as follows:

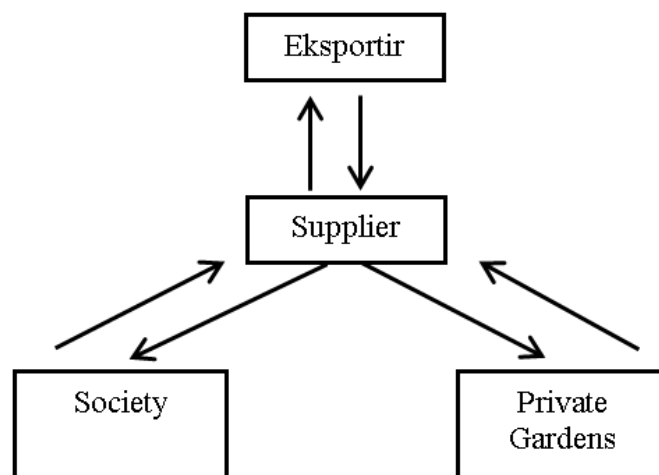


Figure 4.3 Source of goods

Source: Processed Data 2022

- a. CV. Candra Graha-C will look for owners of goods whose activities have not been legal by conducting counseling at cross-border ports.
- b. Then the CV. Candra Graha-C invites goods owners to cooperate.
- c. Then the owner of the goods will look for and collect the exported commodities through community and private plantations.
- d. Furthermore, the owner of the goods will carry out quality control until all the goods are collected.
- e. Goods that are ready to be sent will be handed over to CV. Candra Graha-C to be loaded onto the ship at the port of origin.

2. Destination Country And Buyer

Commodity export destination countries carried out by CV. Candra Graha is to Malaysia. This is because the closest country to the city of Bengkalis is Malaysia and managing files is easier compared to other countries. Previously CV. Candra Graha-C has collaborated with several buyers in Malaysia. With this long-standing collaboration, the relationship between CV. Candra Graha-C and buyers have reached a very close level of trust, so this makes it easier for CV Candra Graha-C to market or find new buyers for commodities to be exported with the help of buyers who have previously collaborated.

3. Export Documents CV. Candra Graha-C

The company documents used in these export activities are in accordance with the existing provisions, because it is proven by these procedures that the export activities carried out go well from year to year. Export documents used in export activities at CV. Candra Graha-C include:

- a. NPE.
CV Export Service Note. Candra Graha-C is a document issued by Bengkalis Customs and Excise as a protector for exported goods as well as a travel permit certificate. The NPE contains information such as: Identity of the customs office, Name of the exporter, Port of Loading, Packaging, Notes of loading of exported goods.
- b. Invoice.
Invoices from CV. Candra Graha-C is a trade invoice/goods detail note regarding goods values such as: Identity of exporter and importer, Invoice number, Price of goods, Quantity of goods, Total nominal price of goods to be exported.
- c. Packing List.
Packing list from CV. Candra Graha-C is a packaging document that contains: Sender's identity, Packing list number, Vessel name, Goods name, Goods type, Amount in packaging, Net weight, Gross weight.
- d. Goods Export Notification (PEB).
Notification of export of goods CV. Candra Graha-C is a customs document that is used for the export of goods, this document can be made online through the Service Computer System (SKP) at the Bengkalis Customs and Excise office, this document includes: Customs office address, Exporter and importer identity, Transport data, Export loading/port data, inspection point data, export goods data.
- e. Shipping Instruction (SI).
Shipping instruction is a document for shipping/ordering ship space instructions made by CV. Candra Graha-C which will later be submitted to shipping companies. SI is sent when the goods are ready and packed. This information document contains information such as: Shipping line and appointed Freight Forwarder, SI Date, SI Number, Goods name, Consignee, Net weight and gross weight, Date of shipment, Port of destination.
- f. Bill Of Loading.
Bill Of Loading CV. Candra Graha-C is an export document as proof of receipt of goods that have been loaded on board and issued by a shipping airline, which contains

information regarding: Shipper's Identity, Consignee's Identity, Ship's Name, Cargo Data, Loading Port, Unloading Port, Freight Details, Method of payment, Name of the consignee.

g. Certificate Of Origin (COO).

Certificate Of Origin (COO)/Certificate Of Origin (SKA) CV. Candra Graha-C is a certificate made by the Department of Industry and Trade to state the country of origin of the exported goods. This document contains information such as: Exporter and importer identity, COO number and date, Goods departure date, Destination port name, Vessel name and number, Origin criteria goods, number of goods, weight of goods.

h. Quarantine Certificate

Quarantine certificate is a letter issued by a quarantine center as well as guaranteeing the quality and health of goods. This letter will later be given to the importer.

i. Manifest

Manifest is a means of transportation document that is used to see what goods are transported on the ship. This document contains the address of the exporter and importer, the port of destination, the port of origin, and the type of goods being transported.

4. Payment Process

The payment system is made between the owner of the goods and CV. Candara Graha-C can make payments when all documents and requirements have been completed, this payment can be made directly by transfer or in cash at the CV company office. Candra Graha-C. The costs spent on document management start from 5 million.

The payment system made by the importer to the owner of the goods is to use Advance Payment, namely by making an advance payment of 30% of the total value of the goods exported and not subject to export duties, in accordance with the regulation of the Minister of Finance of the Republic of Indonesia number 1/PMK.010/2022 , that the export duty is subject to Bark, Cocoa Beans, Oil Palm Fruit and their derivative products, as well as metal mineral processing products.

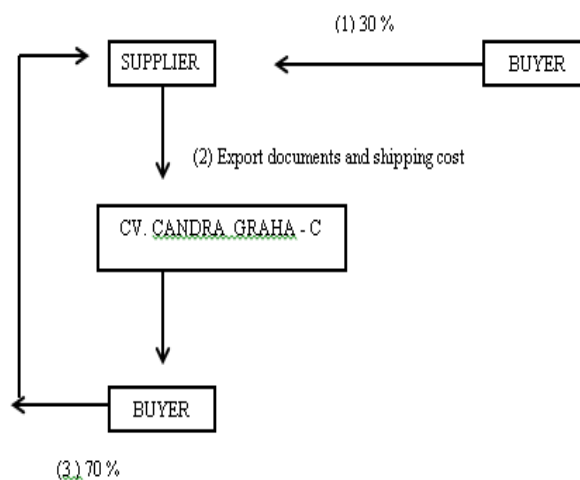


Figure 4.4 Process Payment

Source: Processed data 2022

- a. First the contract is agreed (phone) the Buyer will pay 30% of the total value of the goods.
- b. Then Supplier pays the cost of export documents and shipping to CV. Candra Graha – C Next CV. Candra Graha- C sent the goods to the buyer
- c. After the buyer receives the goods. the buyer will make a 70% payment to the supplier.

5. Shipment Process

The process of shipping goods is carried out using a bulk system directly to the ship / without containers, then after the goods are loaded, the ship will take the goods directly to the destination point indicated by the importer. The ship will also bring all the complete export documents and in this shipping process the Cv. Candra Graha-C uses a wooden ship with a capacity of 180,000 kg. The system used in shipping is using the FIFO (Free In Free Out) system because loading costs will be borne by the owner of the goods, while loading and unloading costs will be borne by the buyer/importer.

6. Export Goods Submission Process

The process of handing over goods can be classified as follows:

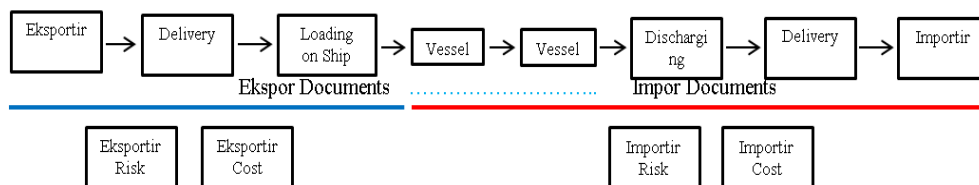


Figure 4.5 Procedure for Shipping Free On Board (FOB) Goods

Source: Processed Data 2022

In the delivery of the goods CV. Candra Graha-C delivers goods using the Free On Broad (FOB) method, in which the seller will bear all the risks during the transit of the goods from the warehouse to the ship and costs both in terms of document processing until the documents are handed over to the ship. Then the risks and costs when the goods are on board will be borne by the buyer.

Discussion

Based on the results of the research above, the flow of export activities is inseparable from several aspects, namely in creating smooth export activities, legality such as Business Establishment Deed, Certificate of Domicile, Taxpayer Identification Number (NPWP), Trade Business License, are important points in proving that CV . Candra Graha-C is appropriate as an export service agent, so that importers will have more confidence in the export activities carried out.

In the process of CV documents. Candra Graha-C has used documents according to procedures because they can carry out the export process well from year to year. Based on a related theory, Rodiatul Muthmainah, Doni Putra Utama (2019) in a research journal with the

title Evaluation of Export Activity Procedures. Documents that must be prepared when carrying out export activities such as Invoice, Packinglist, PEB (export notification of goods), NPE (export service note), Shipping Instruction, Outward Manifest, COO (certificate of origin), Bill of Loading. Other documents such as certificates from agencies such as quarantine centers.

One of the payment processes carried out in Bengkalis agricultural commodity export activities is between CV. Candra Graha-C has been running well, in this payment process they use the Advance Payment method or prepayment via bank transfer. This prepayment is made by them because cooperation and high trust have been established with the importer, which states that the prepayment process can be carried out after negotiations and after the goods and documents are prepared. This export procedure is similar and in accordance with that in the Indonesian Export Smart Book written by Junaedy A, Kusrianto A (2014), in an ongoing business agreement the importer will pay 30% as a DP and 70% will be paid after the goods are shipped.

The procedure for the delivery of goods carried out in the export of agricultural goods through CV. Candra Graha-C uses the Freight on Board (FOB) method, the owner of the goods must really prepare starting from the costs and risks borne during delivery. This method is used to determine the responsibilities and risks of exporters and importers, so that the process of export activities can be conveyed quite clearly between the two parties. This export procedure is similar and in accordance with that in the Indonesian Export Smart Book by Junaedy A, Kusrianto A (2014), the exporter is only obliged to bear the price until it reaches the port.

The shipping process is carried out using non-containers, namely loading goods with a bulk system directly to the ship / without containers, with the FIFO (Free In Free Out) system, then after the goods are loaded, the ship will take the goods directly to the destination that the importer has appointed and brought the completeness of document . This export procedure is similar and in accordance with that in the Indonesian Export Smart Book written by Junaedy A, Kusrianto A (2014), that the cost of loading the ship will be borne by the exporter, and the unloading from the ship will be borne by the importer, the ship will only provide the ship.

5. CONCLUSION AND SUGGESTION

1. CV. Candra Graha-C is a document management service agent. In exporting agricultural products in Bengkalis, company legality such as Business Establishment Deed, Certificate of Domicile, Taxpayer Identification Number (NPWP), Trade Business License, must be owned.
2. CV. Candra Graha-C is a forum and solution for people who want to carry out export activities but do not have legality and permits. Then you can use a CV agent. Candra Graha-C for document management and legality.
3. Aside from being an agent who provides document management, CV. Candra Graha-C can also help find a buyer if the owner of the goods does not have his own buyer and help negotiate sales agreements with importers.
4. Flow of CV export activities. Candra Graha-C is in accordance with export procedures in general, both in terms of document procedures, such as invoices, packing lists, PEB, NPE, Bill of loading, Manifest, certificate of quarantine center, and shipping documents and payment systems.

5. CV export activities. Candra Graha-C, namely starting with finding the owner of the goods by conducting counseling to people who want to export, looking for shipping expeditions for shipping goods, and looking for importers.

Suggestions that can be taken into consideration in exporting Bengkalis agricultural products to CV. Candra Graha-C and the owner of the goods, Mr. Didik Sumanto, namely CV. Candra Graha-C in order to be able to further expand the range of its marketing services besides Malaysia and for goods owners in order to further increase the types of agricultural export products and create added value for their agricultural products so that they get a wider market.

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