

CHAPTER I

INTRODUCTION

A. Background of the Research

Every company has a goal to get the maximum profit from the sales process that is carried out. The amount of profit generated can be used as a benchmark for the success of the company. Profit is the net income derived from the difference between the selling price and the total cost of raw materials, production costs and services (Rudianto, 2012 cited in Maryani, 2017). The first thing that must be done to increase profits is innovate products according to customer needs. New innovations aim to maintain continuity of the company's progress from market competition. Seeing opportunities and understanding customer preference is also important concern for increasing profit. Because with this opportunity the company will try to offer new products or designs that are suitable based on function, size, capacity, power, efficiency and lifespan. So that, it can develop old products become the new innovation.

Based on productivities, companies can be grouped into three types, namely trading company, manufacturing company, and service company. A trading company is a company that carries out a buying and selling process without processing raw materials. Manufacturing company is a company that produces or process raw material into finished material which are then

distributed. While service company is a company that sells service to the customers (Rudianto, 2012 cited in Maryani, 2017).

PT Phoenix Industri is included in the type of manufacturing company in which there is a raw material processing. To fulfill customer needs and achieve the sales target that desired by the company, there is a teamwork that must run in it. Sales management and sales activities in the office are important to achieve company goals. Without people who takes responsibility in sales field, some other roles have to work harder, because each role has the own responsibilities. Communication and solidarity can also improve teamwork that tied to do their job. Supervision, which is a routine inspection of sales activities to ensure that they are moving in the right direction so that the company's goals can be achieved, is an important component of sales management (Bangkalang, 2019, p.258).

Sales management is one of the key factors in the success of contemporary company. When significant shifts occur, sales managers have a responsibility to respond with fresh selling strategies. In addition to being the most expensive component of the marketing mixture for the majority of businesses, sales also become the closest connection between company to consumer. Consequently, one of the most significant manager roles is managing the sales team (Johnston, 2016, p.1).

In contrast to salesman, who are responsible for dealing with customers or going directly to the field to introduce products or present product

specification to customers. Sales administrator plays a role as a person who works behind the scenes to achieve the targets successfully. In carrying out the responsibilities, sales administrator must be familiar with the products sold by the company whether in units or parts, because there is often confusion between price and product. Operating computer and typing are the crucial skills that must be owned by a sales administrator, a lot of job to be done in a computer system. As sales administrator who has the main job of inputting and processing document for example purchase order, delivery order and sales invoice that must be typed correctly.

Moreover, the record of sales transactions is very important, if it is done incorrectly then the result of the recording will be wrong. It can be detrimental to the company for example, in inputting product items, sales administrator must be corresponding in term of unit, type, quantity, and size. Nowadays, in the technological era, recording sales transaction requires a computer system, it can make easier to process financial data and business decision quickly and safely (Larasati, 2020, p.19).

The last important is how a sales administrator establish good communication with customers. In manufacturing company sales are carried out in a large quantity, so the company provides a payment period to the customer by using the right method for billing process. And this is the responsibility of sales administrator in managing account receivables. Customer is king, as a sales administrator have to treating the customer well in order to earn the trust.

PT Phoenix Industri is a company that requires the role of sales administrator to complete the inputting sales transaction start from receiving purchase order from marketing staff, preparing delivery order documents, listing jobs for goods that out of warehouse, preparing billing documents to customers and also filing the documents. Likewise managing sales receivables, if they are properly managed it will affect the company's finance and have an impact on the progress of the company.

B. The Scope of the Problem

Based on the above background, the research problem is formulated, that is the job description of sales administrator at PT Phoenix Industri in 2023.

C. Question of the Research

Based on the problems above, this research is conducted to answer the research question, they are:

1. What are the obstacles which are found as a sales administrator in PT Phoenix Industri?
2. What is the solution of those obstacles?

D. The Objective of the Research

The objective of the research is an answer for the question of the research:

1. To identify the problems as a sales administrator in PT Phoenix Industri.
2. To find out the solution of the problems.

E. Significant of the Research

The significant of this research, in theoretically expected to contribute to improving sales administrator performance, especially at PT Phoenix Industri. In practical terms, the result of this research can provide suggestions regarding what should be improved by a sales administrator in carrying out the role.

The research is useful, not only for the writer but also for the readers especially those who study English or have firm interest of Sales Administrator. From doing the research theoretically, it hopes could find the solution on how to know the critical situation of sales administrator in PT Phoenix Industri.

Virtually, this research is useful for many intention and purpose depend on what field the learners are involved in:

1. For the Writer

The writer knows the role of sales administrator in the company, and find out how the sales procedure flow. The writer looking back at Pre Advance Vocabulary lesson in 3rd semester especially the terms of Parts and Type of Business Letter. The writer could get more experience and increase her skill particularly in Administration sector and with this internship opportunity the writer has the possibility to try applying for a job as a sales administrator armed with experience and knowledge.

2. For the Reader

This paper can give the readers a beneficial thing in providing informative preference and knowledge for the readers who takes a job for diploma scientific paper in administration sector.

F. Systematization of the Research

The systematic of this paper is meant to make the writer easier in taking understanding this paper. This writing is divided into five chapters as follows:

Chapter I is introduction. This chapter contains the background of the research, the scope of the problem, the question of the research, the objective of the research, the significance of the research, and the systematization of the research.

Chapter II Theoretical description. This chapter explains the definition of Job Description, Administration, Sales Administrator, The Ethical Codes of Sales Administrator and Relevance of the Research.

Chapter III Company Profile. This chapter explains the historical background and profile of Pt Phoenix Industri and organization structure of PT Phoenix Industri including the role of position.

Chapter IV Report of observation findings. This chapter explain the observation result as a Sales Administrator in PT Phoenix Industri.

Chapter V Conclusion and Suggestion. This chapter explains the conclusion and suggestion of this paper to Pt Phoenix Industri.