

CHAPTER I

INTRODUCTION

A. Background of the Study

Distribution management is an effort to remove goods or services from manufacturers and consumers. Then the important factor that should not be ignored is to choose precisely the distribution channel, the company's decision on distribution determines how the products it makes can be reached by consumers. The company develops strategies to ensure that products distributed to customers are in the right place. Therefore, it is necessary to understand the proper distribution channel in a business. Distribution channels are channels used by manufacturers to distribute products to consumers or various activities of the company that are seeking to make products up to consumers' hands.¹

With regards to the distribution problem that is often encountered is first, fault in the scales of goods, at the time of delivery of goods to the destination and there is less when in the weigh back, not by the data already recorded, usually, the problem occurs due to the depreciation of the scales on the goods that are already in the, But while on the way and until the goal occurs depreciation of goods, especially the wet stuff becomes dry like shallots, garlic, and ginger. However, after that, the distribution part that participates in the goods are reporting to the central distribution office will be the problem, so that it is quickly resolved. Second, when the goods have been received and reached the destination, but there are still stalls that are late in the data input and payment then there is a buildup of debt in the stall and the distribution office part of the distress to buy the raw material needs next. But after that problem, part of the distribution office confirms to each branch stall to quickly input the data and pay the debt in a way, giving the announcement in each weekly gathering.²

¹ M. Fuad, "*Pengantar Bisnis*", (Jakarta: Gramedia Pustaka Utama, 2006), p. 129.

² Interview to Trisna, morning, date 17-Mar-2018, Jam 12:30 at the office of

Thirdly, there is still a Supplier that is less concerned with the quality of goods that should be in accordance with the already defined and standard according to the Office distribution Center, finally, sometimes a lot of raw materials are easily rotten and not fresh in the warehouse. When the incident is done continuously by the supplier then the distribution part warns Supplier and confirmed to pay attention to the quality of goods that will be in the distribution office if still repeated, then the distribution office part will stop the supply of goods from Supplier that violates the agreement and does not comply with the rules that have been submitted and made by the distribution office, and take the goods from Fourth, there is a reduced quality of goods when not in the distribution place of goods, because every warung that shopping in different markets, the quality of goods will also differ. And all that will negatively impact the quality of taste in every Waroeng special Sambal Yogyakarta. Then the special sambal stall set up the distribution office so that all the goods will be managed by each stall, must take the goods from the central distribution office, so that all the stalls become one taste.³

I chose special Waroeng Sambal, because there is one waroeng that has good management and already has a very high income and already pretty much has a branch, even now in the year 2018, already has 85 branches of stalls throughout Indonesia and in Yogyakarta area, there are 18 branches and already open 1 branch in Malaysia, but there is also Waroeng Serba Sambal which is almost the same name with Waroeng special Sambal will but all the sambal does not have many branches such as Waroeng special sambal in Yogyakarta, and all the sambal is also standing still not too long, the Sambal is well-established in 2-April-2013 and in the year in the year 2018 all-purpose Sambal has 32 branches delivered by Mr. @serbasambal, While the Waroeng of Sambal Yogyakarta stood since 2002 in August and started 2004 have begun to open branches in the Area of Yogyakarta and in

distribution of Warung special Sambal Yogyakarta.

³ Observation result on 21st-March-2018, Wednesday morning. Place at the central distribution office on JL. Kaliurang Km 5, Grompol Gang No. 1

2006 have opened 82 branches throughout Indonesia. Therefore the author chose the special Waroeng of Sambal into the object of research.

In Islamic ethics or more commonly referred to as morality is one of the three basic elements of Islam in addition to Aqidah and sharia. Rasulullah Saw In his life also became a signifies example in the application of ethics, including in his daily life as an entrepreneur. In doing Business Prophet Muhammad always pays attention to honesty, hospitality, applies Islamic business principles in the form of values Siddiq, Amanah, Tabligh, and Fathonah, and moral values and justice. And in the thought of Islamic ethics is more understood as morality or Adab which aims to educate human morality.⁴

As mentioned in Early Juliyani's article titled "Business Ethics in the Islamic Perspective" in his journal explains that Islamic business ethics is a moral in conducting business in accordance with Islamic values, so in carrying out its business there is no need for concern, because it is believed to be something good and true. The value of ethics, morals, morality or morality is the values that encourage man to be a complete person. Like honesty, truth, justice, Independence, happiness and love. When this value of ethics is performed it enhances the human essence completely. Everyone can have a set of knowledge about value, but the knowledge that directs and controls the behavior of Muslims there are only two namely the Qur'an and Hadith as the source of all values and guidelines in every joint life, including in business. Ethics or morality has a very important position for human life, both as individuals members of the community and members of a nation. The glory of the people of the earth depends on their morality, and the destruction of the Earth is also caused by the immorality of the human being. Human life requires moral, immoral human life is unlikely to last.⁵

⁴ Yosi Mardoni, "*Etika Bisnis dalam Perspektif Islam*", (Kewirausahaan Dalam Multi Perspektif, 2017), p. 32

⁵ Erly Juliyani, "*Etika Bisnis Dalam Persepektif Islam*", (Jurnal Ummul Qura Vol VII, No.1 Maret 2016). p. 65

From some previous research most only discuss distribution in the Islamic Economy of Equitable relief of welfare through distributive justice which is written from Anita Rahmawaty and there is also Rodliyah Khuza'i who discusses business ethics in Islamic perspective, and Achyar Eldine, Muhammad Saifullah, Niki Lukviarman, Early Juliyani, Yasmin Ghašani Panharsi, Wayan Firdaus Mahmudy, Desi Fajar Rahayu, Arlina Nurbaity Lubis, rev Triono they discuss prosperity, distraction channels, employee performance, Zakat distribution management as well as marketing products and services, therefore authors want to discuss and analyze about "analysis of distribution management in Islamic business ethics". But the author is more focused on the Islamic business ethics discussion in its distribution.

B. Problem Formulation

From some of the problems described above, there are at least two problems that the researcher wants to study in this research

1. How to apply distribution management at Waroeng sambal specials?
2. How is the distribution management in Islamic business ethics at the Waroeng of Sambal Yogyakarta?
3. How to analyze alternative strategies by Internal and external routes using SWOT in special Sambal?

C. Purpose of Study

1. To know how to apply distribution management at Waroeng Special sambal.
2. To know the management of distribution in Islamic business ethics in Yogyakarta special Waroeng Sambal.
3. To know the alternative strategy by Internal and external routes using SWOT in special Sambal.

D. Benefits of Research

1. Academic Benefit

Perhaps the result of this research can be a cornerstone in developing knowledge about distribution management in Islamic

business ethics. In addition, it is also a value-added scientific knowledge in distribution management in Islamic business ethics.

2. Practical Benefits

For students who expect this research can improve the best entrepreneurship quality by implementing distribution management in Islamic business ethics.

E. Research Methods

1. Research Setting

This study uses qualitative research types. Menurut Moleong, qualified research is a study used to understand a phenomenon experienced by the subject in the study.⁶ Qualitative methods are used in research with natural objects that make researchers as key instruments.⁷

2. Types of Research

The research site is located at Jl. Kaliurang KM 4.5 Gang Grompol. Depok Sleman Yogyakarta at distribution headquarters. Data is obtained using in-depth interview techniques, observations and documentation. The information in this research came from the worker at Waroeng special Sambal.⁸

3. Data and Sources of Data

a. Interview

According to Lincoln and Guba, interviews are a conversation to acquire certain intentions between two parties (assessor or interviewer and interviewee) by intent on contracting people, organizations, events, and verification and expanding the information obtained from others. This research

⁶ Koenjoto, “*Metode penelitian*” (Alfabeta, kediri 2009). p 14

⁷ Sugiyono, “*Metode penelitian kualitatif untuk penelitian yang bersifat eksploratif, enterpretif, interaktif dan konstruktif*”, (Alfabeta, bandung 2017). p. 9

⁸ Lexy J. Moleong. “*Metodologi Penelitian Kualitatif Edisi Revisi*”, (PT Remaja Rosdakarya, Bandung 2016), p. 186.

uses unstructured interviews or free interviews without using systematic interview guidelines in the form of an outline of the problem to be asked.⁹ Unstructured interviews are chosen because the objects being researched are conducting a live interview of the management or employees in the special distribution office of Sambal Yogyakarta to obtain the necessary data.

b. Observation

Bogdan and Biklen say that observation is a written record of what is seen, heard and experienced in the framework of the collection of field data in qualitative research.¹⁰ Observation is usually used to analyze and conduct systematic recording by observing the behavior of people or individuals directly in the field in order to create a broad picture of the observed problems. Observations at this stage include general observation of all things that are infection with research, then identifying aspects of concern and restriction of observation objects and recording.¹¹

This research is a direct research to support the correctness of respondents in answering questions and reducing any errors that may arise.

c. Documentation

The documentation comes from the Word document that has liquid records of past events. In this case Bogdan mapped “In most qualitative research traditions, Phrase personal documents are used extensively to refer to each of the first-person narratives produced by an individual describing his own

⁹ Sugiyono, “*Metode penelitian kualitatif untuk penelitian yang bersifat eksploratif, enterpretif, interaktif dan konstruktif*”, (Alfabeta, bandung 2017). p. 413

¹⁰ Lexy J. Moleong. “*Metodologi Penelitian Kualitatif Edisi Revisi*”, (PT Remaja Rosdakarya, Bandung 2016). p. 209

¹¹ Basrowi dan surwandi, “*Memahami penelitian kualitatif*”, (rinea cipta, jakarta 2008) p 94.

actuate, experience and Belief“.¹² Documentation in qualitative research takes a considerable role, data from the documentation is used when there is a deficiency and can redisplay some data that may not have been obtained. Such data may be in the form of written notes and images necessary to assist in analyzing the data. As for the research on this documentation obtained from Will Kraton, will be monthly, and other known sources as official websites that support.¹³

4. Data Analysis Techniques

SWOT stands for Strength, Weakness, Opportunities, and Threats. As its name suggests, SWOT analysis is a useful strategic planning technique for evaluating strength and weakness (Weakness), Opportunities and Threats (Threats) in a project, both ongoing projects and new project planning. SWOT analysis can not only be used in business, but it can also be used on our own personality in career development.¹⁴

The SWOT analysis was first introduced by Albert S Humphrey in the 1960s in the Lead research project at the Stanford Research Institute which uses data from 500 Fortune companies.¹⁵

Strength or shortened to “S”, which is the characteristic of the organization or project that provides advantages/advantages compared to others.

Weakness (weakness) or abbreviated with “W”, which is characteristic related to weakness in the organization or project compared to the other.

¹² Sugiyono, “*Metode Penelitian bisnis*”, (Bandung : Alfabeta 2017). p. 476.

¹³ Subandi, “Deskripsi kualitatif sebagai satu metode dalam penelitian pertunjukan”, (Harmonia, Volume 11, No.2 / Desember 2011). p. 177.

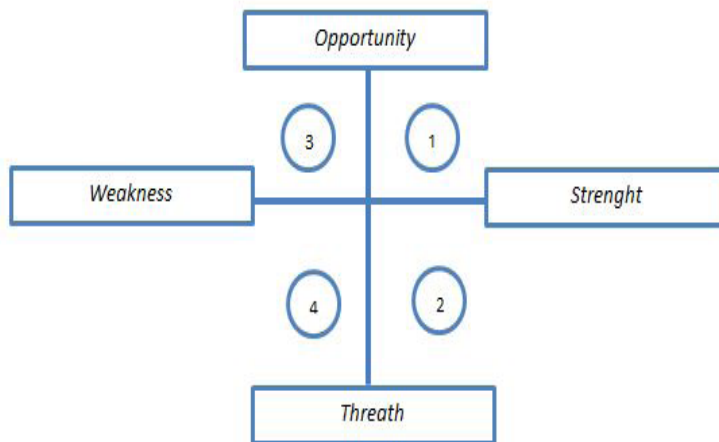
¹⁴ Nizar Sapta Nuary, “Strategi Pemasaran Dengan Pendekatan Analisis SWOT Pada PT. Super Sukses Motor Banjarmasin”, (Banjarmasin, Vol 2, No 1, Maret 2016). p. 5

¹⁵ Ibid. 6

Opportunities (Opportunity) or abbreviated as “O”, i.e. opportunities that can be utilized for the organization or project to be able to thrive in the latter days.

Threats (hazard) or abbreviated “T”, namely threats that will be faced by the organization or project that can inhibit its development.

Of the four basic components, strength and Weakness (weakness) are internal factors of the Organization/project itself, while Opportunities (opportunities) and Threats (threats) are external factors that affect the development of the organization or project. Therefore, SWOT analysis is also commonly referred to as Internal-external analysis and the SWOT matrix is also commonly known as the IE matrix (IE Matrix).¹⁶



a. Factors affecting SWOT Analysis

The factors affecting all the four basic components of the SWOT analysis are¹⁷ :

- 1) internal factors (strengths and weaknesses)

¹⁶ Nizar Sapta Nuary, “Strategi Pemasaran Dengan Pendekatan Analisis SWOT Pada PT. Super Sukses Motor Banjarmasin”, (Banjarmasin, Vol 2, No 1, Maret 2016). p. 8

¹⁷ Ibid. 9

- a) Resources owned
 - b) Financial
 - c) Internal organizational overload or weakness
 - d) Previous organizational experiences (both successful and unsuccessful)
- 2) External factors (Opportunities and Threats)
- a) Trend
 - b) Culture, socio-political, ideology, economy
 - c) Capital Resources
 - d) Government regulations
 - e) Technological developments
 - f) Events occurring
 - g) Environment