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## Method of Selling Backfill Land in the HAS (H. Akhmad Sodik) Kebonbatur Mining Area

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**Abstract:** The method for selling embankment land in the HAS (H. Akhmad Sodik) Kebonbatur mining area is a sales strategy designed to optimize the sale of embankment land effectively and efficiently. This research aims to analyze and develop sales methods that are appropriate to market conditions and the characteristics of backfill products produced at the mining location. The approach used includes identifying target markets, analyzing consumer needs and preferences, and implementing marketing strategies involving price, promotion and distribution. The research results show that the sales method applied is able to increase sales significantly and meet market needs well. It is hoped that these findings can make a positive contribution to the development of the landfill mining business in Kebonbatur and become a reference for similar business actors in implementing effective sales strategies.

**Keywords:** Sales of landfill, HAS mining, marketing strategy, target market identification, consumer needs, promotion, distribution, Kebonbatur.

### 1. INTRODUCTION

The landfill mining industry has an important role in infrastructure development in Indonesia. Filled soil is a basic material that is widely used in construction projects, such as building roads, buildings and land compaction. One of the famous landfill mining areas is in Kebonbatur, which is managed by HAS (H. Akhmad Sodik).

The sale of landfill from mining areas faces various challenges, including market competition, demand fluctuations and price changes. Therefore, an effective sales method is needed to optimize sales and ensure business continuity.

This introduction aims to provide a general overview of the importance of the method of selling filled land in the HAS Kebonbatur mining area, as well as the background and objectives of this research. This research will examine various aspects that influence sales, such as identifying target markets, analyzing consumer needs and preferences, and implementing appropriate marketing strategies.

Through this research, it is hoped that a sales method can be found that can increase the efficiency and effectiveness of selling embankment land in the HAS Kebonbatur mining area, so that it can contribute positively to business growth and meeting market needs. It is also hoped that this research can provide practical guidance for similar business actors in developing effective and sustainable sales strategies.

create an abstract and keywords for the Sales Method

## 2. THEORETICAL FOUNDATION

### A. Sale

#### 1) Understanding Sales

Sales are the source of the company's livelihood because sales are the main source of income for the company. The greater the sales, the greater the income that will be obtained.

According to several experts, "sales is an activity consisting of sales transactions for goods or services, both credit and cash. (Mulyadi, 2010). Sales also means the process of selling activities, namely from determining the selling price until the product is distributed to consumers (buyers). (Nafarin, 2009)

#### 2) Types of Sales

##### a. *Trade Selling*

This can happen when manufacturers and wholesalers allow retailers to try to improve the distribution of their products. This involves dealers with promotional activities, demonstrations, inventory and new products.

##### b. *Missionary Selling*

In *missionary selling*, sales are attempted to be increased by encouraging purchases to purchase goods from company distributors.

##### c. *Technical Selling*

Trying to increase sales by providing suggestions and advice to final buyers of goods and services by showing how the products and services offered can overcome these problems.

##### d. *New Business Selling*

Trying to open new transactions by turning prospective buyers into buyers. This type of sales is often used by insurance companies.

##### e. *Responsive Selling*

That is, every salesperson is expected to be able to react to buyer requests. (Swastha, 2010)

## **B. Relation**

Relations are relationships between a number of entities that come from different sets of entities. The rules for describing relationships are as follows:

- 1) Relas is expressed in the rhombus symbol
- 2) The relationship name is written inside the rhombus symbol
- 3) The name of the relationship is an active verb
- 4) As far as possible, name the relationship using a name that is easy to understand and can state its meaning clearly

Below you can see the types of relationship cardinality which are divided into three parts, namely as follows:

1. One to One Relationship (*One to One / 1:1*)

A one-to-one relationship is a type of relationship that can only be carried out by one *entity* or one attribute with another *entity* or one attribute.

2. One to Many Relationship ( *One to Many/ 1:M*)

A one-to-many relationship is a type of relationship that can only be carried out by one *entity* or one attribute with several other *entities* or attributes.

3. Many to Many Relationships ( *Many to Many / M:M*)

Many-to-many relationships are a type of relationship that can only be carried out by one *entity* or one attribute with several other *entities or attributes and several entities* or attributes with several other *entities or attributes*.

## **C. Understanding Systems**

In simple terms, a system can be defined as a collection or collection of elements, components or variables that are organized, interact with each other, depend on each other and are integrated.

Systems theory, which was first described by Kenneth Boulding, especially emphasizes the importance of paying attention to each part that forms a system.

Systems theory says that every element of organizational formation is important and must receive complete attention so that managers can act more effectively. What is meant by elements or components of organizational formation here are not only the parts that appear physically, but also things that may be abstract or conceptual in nature such as mission, work, activities, informal groups, and so on. (Sutabri, 2012)

## D. System Characteristics

A system has certain characteristics or properties that indicate that it can be said to be a system. The characteristics in question are as follows:

a. System Components ( *Components* )

A system consists of a number of components that interact with each other, meaning they work together to form a single unit.

b. System Boundaries ( *Boundaries* )

It is an area that limits the system to other systems or the system and its external environment. This system boundary allows a system to be viewed as an inseparable unit.

c. External Environment of the System ( *Environment* )

Is a form that exists outside the scope or boundaries of the system that affects system operations. The external environment of this system can be beneficial or detrimental to the system.

d. System Connector ( *Interface* )

A system connector or *interface* is a medium that connects a system with other systems. This link allows resources to flow from one subsystem to another. The output from one subsystem becomes input for another subsystem through a link. In this way, system integration can occur to form a single unit.

e. System Input ( *Input* )

The energy entered into the system is called system input, which can be in the form of maintenance ( *maintenance input* ) and signals ( *signal input* ).

f. System Output ( *Output* )

The resulting energy is processed and classified into useful output. Output is input for other subsystems such as information systems.

g. System Processing ( *Process* )

A system can have a process that will convert input into output.

h. System Goals ( *Objective* )

A system has definite goals and objectives and is *deterministic*. If a system does not have a goal then the system's operation is useless. A system is said to be successful if it achieves the planned targets or objectives.

## **E. Database**

Some definitions of databases, namely:

- a. A collection of data that is logically related and is an explanation of that data designed with the aim of finding the data needed by a company or organization. A database can also be said to be a collection of data that is integrated with each other because the database is designed to be used by many users, holds operational data as well as explanations regarding that data, and avoids duplication of data.
- b. A data element that is integrated and logically related. Databases combine records previously stored in separate *files* into a single data element. (Indrajani, 2011)

## **3. METHODOLOGY**

### **1. Data Type**

Based on the source, research data can be grouped into two types, namely:

#### a. Primary data

Data obtained by the author directly from the data source. Primary data is also called original data or new data. To obtain primary data, the author must directly collect the research object, namely sales data.

#### b. Secondary Data

Data obtained by the author from various existing sources (author as second hand)

### **2. Data collection technique**

The author used several methods in this research, namely as follows:

#### a. Primary data collection

##### 1) Observation

The data collection method is carried out by conducting direct observations of events related to the management of sales data at the HAS Kebonbatur Mining.

##### 2) Interview

The data collection method was carried out by means of dialogue with the leadership and employees of HAS Kebonbatur Mining to obtain the data and information needed by the author in preparing the Final Assignment.

b. Secondary data collection

Carried out through case study activities through sources: Reference Books, Final Project Reports in the library or information from the internet.

#### 4. RESULTS AND DISCUSSION

This sales application program was created to assist in sales process activities. The dialog screen structure contains several alternatives or main sub menu options after the user enters the login as administrator. The landfill sales application program includes:

##### 1. Login Form

The login form is an access right to the application that begins with entering *the username* and *password* that have been determined previously, then continues by clicking the OK button.

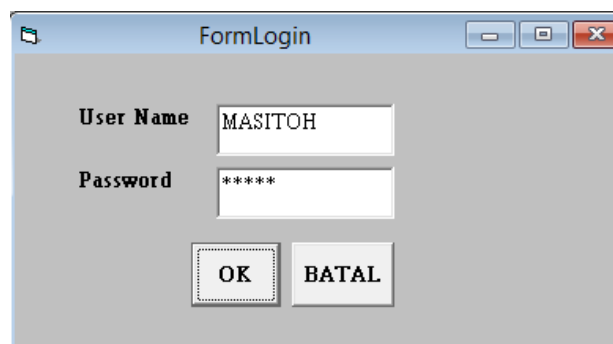
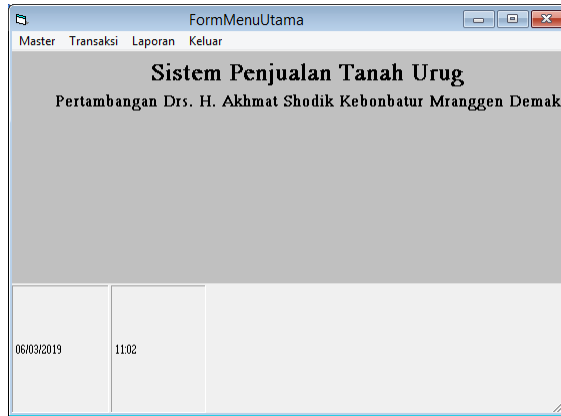


Image Image of Login Form

##### 2. Main course

The menu display is created to select the application that will be run by the user. The main menu includes:

- a. Master, namely in the form of Land Data, Customer Data, User Data, Change Password.
- b. Transactions are in the form of Sales Data.
- c. The reports are in the form of Land Price Data Reports, Customer Data Reports and Sales Data Reports.



Main Menu Image

### 3. Data Main Menu

#### a. Land Data

The land data form is used to enter data on land being sold. The display form is as follows:

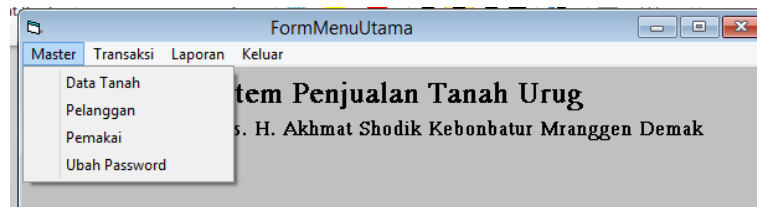


Image of Land Data Main Menu Form

Daftar Harga Tanah			
Kd Tanah	Uk Kendaraan	Muatan	Tarif
▶ KT001	Besar	8-10	Rp 210000,00
KT002	Sedang	5-7	Rp 180000,00
KT003	Kecil	2-4	Rp 100000,00

Image of Land Data Form

Steps to run the Land Price Form:

- a. Select Land Price Data on the Main Menu, Click the New button then input the Land Code, Vehicle Size, Load and Tariff.
- b. Click the Save button to save the data.
- c. Click the Edit button to change the data that needs to be changed.
- d. Click the Cancel button to cancel data saving.
- e. Click the Delete button to delete data.
- f. To view the report, click the Report button, OK.

Kd_Tanah	Uk_Kendaraan	Muatan	Tarif
KT001	Besar	8-10	Rp210.000
KT002	Sedang	5-7	Rp180.000
KT003	Kecil	2-4	Rp100.000

Soil Data Report Image

- g. Click the Exit button to exit the Land Data Form.

**b. Customer data**

The customer data form is used to enter customer data. The display form is as follows:

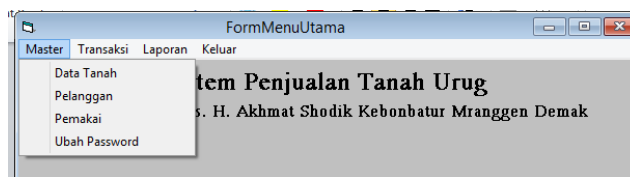


Image of Customer Data Main Menu Form



The screenshot shows a window titled 'FormPelanggan' with a sub-header 'Data Armada Pelanggan'. It contains several input fields: 'IdPelanggan' (value: Id001), 'NoPlat' (value: H8889IJ), 'Nama' (value: DARYOSO), 'Alamat' (value: KEMBANGARUM), and 'NoHP' (value: 089777666555). Below the fields are buttons for 'BARU', 'SIMPAN', 'EDIT', 'HAPUS', 'BATAL', 'LAPORAN', and 'KELUAR'. At the bottom, there is a table with the following data:

IdPelanggan	Noplat	Nama	Alamat	NoHP
Id001	H8889IJ	DARYOSO	KEMBANGARUM	089777666555
Id002	h111lyn	masitoh	kebonbatur	089777666222

The status bar at the bottom right indicates 'Jumlah data saat ini = 2'.

Image of Customer Form

Steps to run the Customer Form:

- Select Customer Data on the Main Menu, click the New button then input Customer ID, License Number, Name, Address, Mobile Number.
- Click the Save button to save the data.
- Click the Edit button to change the data that needs to be changed.
- Click the Cancel button to cancel data saving.
- Click the Delete button to delete data.
- To view the report, click the Report button, OK.

The screenshot shows a window titled 'DataReportPelanggan' with a zoom level of 100%. The report content is as follows:

PERTAMBANGAN BATUAN (Tanah Urug)  
**Drs. H. AKHMAT SHODIK**  
 Ds. Kebonbatur Kel. Kebonbatur Kec. Mranggen  
 Kab. Demak, Provinsi Jawa Tengah

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LAPORAN DATA PELANGGAN

IdPelanggan	Noplat	Nama	Alamat	NoHp
Id001	H8889IJ	DARYOSO	KEMBANGARUM	089777666555
Id002	h111lyn	masitoh	kebonbatur	089777666222

Image of Customer Data Report

- And click the Exit button to exit the Customer Form.

#### 4. User Main Menu

Form is used to input user data or cashier data. The display form is as follows:

The screenshot shows a window titled 'FormMenuUtama' with a menu bar containing 'Master', 'Transaksi', 'Laporan', and 'Keluar'. A dropdown menu is open under 'Master', listing 'Data Tanah', 'Pelanggan', 'Pemakai', and 'Ubah Password'. The main content area displays:

**System Penjualan Tanah Urug**  
 s. H. Akhmat Shodik Kebonbatur Mranggen Demak

Figure 4.10 Main User Menu Form

UserName	Password	NamaPemakai	Alamat	Kota	Telp	Level
TASYA	TASYA	TASYA	KEBONBATUR	TASYA	089777666555	KASIR
LINA	12345	LINA	SEMARANG	SEMARANG	089777666111	KASIR

Image of User Form

Steps to run the User Form:

- Select User on the Main Menu, click the New button then input User Name, Password, User Name, Address, City, Phone Number, Level.
- Click the Save button to save the data.
- Click the Edit button to change the data that needs to be changed.
- Click the Cancel button to cancel data saving.
- Click the Delete button to delete data.
- And click the Exit button to exit the User Form.

## 5. Main Menu Change Password

*form* is used to change user data or cashier data. The display form is as follows:

Image of the Change Password Menu Form

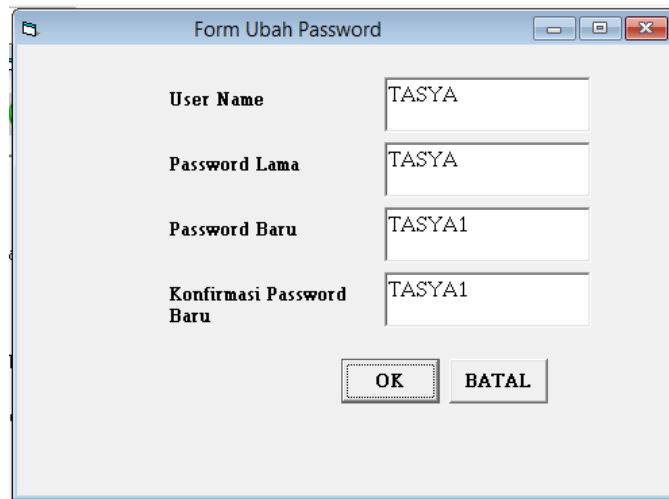


Image of Change Password Form

Steps to run the Change Password Form:

- Select Master on the Main Menu, select Change Password, then input Old Password, New Password, and Confirm New Password.
- Click the OK button then the password will be updated.
- Cancel button to cancel the password change.

## 6. Main Menu Sales Transactions

Form is used to input all sales transactions. The display form is as follows:

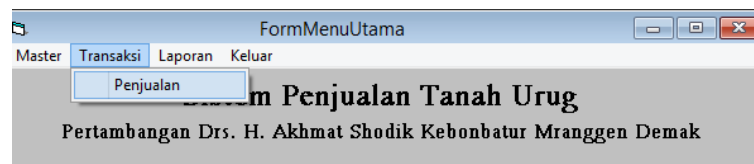


Image of Sales Transaction Main Menu Form

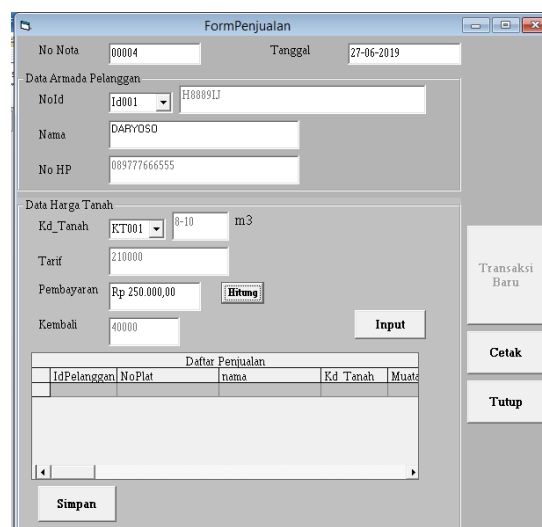


Image of Sales Transaction Form

Steps to run the Customer Form:

- a. Select Sales Transaction Data on the Main Menu, click the New Transaction button to carry out a sales transaction then select the list in the Customer ID and Land Kd columns, enter the nominal payment amount in the payment column.
- b. Click the Calculate button to calculate the change.
- c. Click the *Input button* to input into *Datagrid* .
- d. Click the Save button to save to *Database* .
- e. To view the report, click the Print button, OK.

PERTAMBANGAN BATUAN (Tanah Urug)						
Drs. H. AKHMAT SHODIK						
Ds. Kebonbatur Kel. Kebonbatur Kec. Mranggen Kab. Demak, Provinsi Jawa Tengah						
LAPORAN DATA PENJUALAN						
Tanggal	IdPelan	Noplat	Nama	Kd Tanah	Muatan	Tarif
26/06/201	Id001	h8889ij	daryoso	KT002	5-7	Rp180.000
26/06/201	Id001	h8889ij	daryoso	KT001	8-10	Rp210.000
26/06/201	Id001	h8889ij	daryoso	KT001	8-10	Rp210.000
27/06/201	Id002	h1111yn	masitoh	KT002	5-7	Rp180.000
27/06/201	Id001	H8889IJ	DARYO	KT001	5-7	Rp180.000
28/06/201	Id001	H8889IJ	DARYO	KT002	5-7	Rp180.000
01/07/201	Id002	h1111yn	masitoh	KT001	8-10	Rp210.000
03/07/201	Id002	h1111yn	masitoh	KT003	2-4	Rp100.000
03/07/201	Id001	H8889IJ	DARYO	KT001	8-10	Rp210.000
<b>Total Penjualan</b>						<b>Rp1.660.000</b>

Image of Report of All Sales Transactions

- f. Click the Close button to exit the Sales Transaction Form.

## 7. Report Main Menu

### a. Soil Data Report

The land data report is used to view the entire land price list. The display form is as follows:

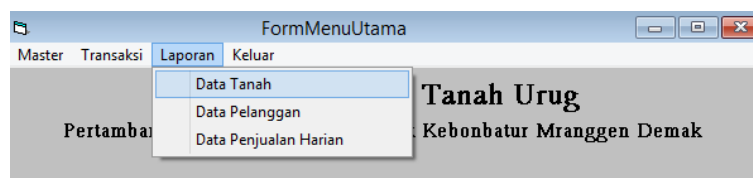


Image of Land Data Report Main Menu Form

The screenshot shows a window titled "DataReportTanah" with a zoom level of 100%. The report header includes "PERTAMBANGAN BATUAN (Tanah Urug)", "Drs. H. AKHMAT SHODIK", and "Ds. Kebonbatur Kel. Kebonbatur Kec. Mranggen Kab. Demak, Provinsi Jawa Tengah". The main title is "LAPORAN DATA TANAH". Below this is a table with four columns: Kd\_Tanah, Uk\_Kendaraan, Muatan, and Tarif. The data rows are as follows:

Kd_Tanah	Uk_Kendaraan	Muatan	Tarif
KT001	Besar	8-10	Rp210.000
KT002	Sedang	5-7	Rp180.000
KT003	Kecil	2-4	Rp100.000

At the bottom, there is a page navigation bar showing "Pages: 1".

Soil Data Report Image

Steps: Select Land Price List Report Data on the Main Menu, then the Land Price Report will appear

**b. Customer List Report.**

The customer list report is used to view the entire customer list. The display form is as follows:

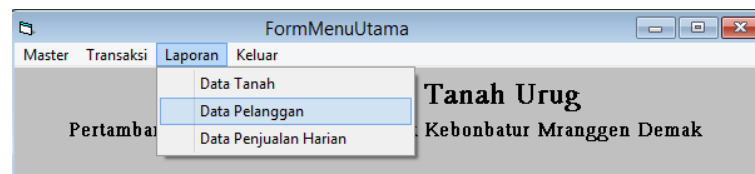


Image of Main Menu Form Customer Data Report

The screenshot shows a window titled "DataReportPelanggan" with a zoom level of 75%. The report header includes "PERTAMBANGAN BATUAN (Tanah Urug)", "Drs. H. AKHMAT SHODIK", and "Ds. Kebonbatur Kel. Kebonbatur Kec. Mranggen Kab. Demak, Provinsi Jawa Tengah". The main title is "LAPORAN DATA PELANGGAN". Below this is a table with five columns: IdPelanggan, Noplat, Nama, Alamat, and NoHp. The data rows are as follows:

IdPelanggan	Noplat	Nama	Alamat	NoHp
Id001	H8889IJ	DARYOSO KEMBANGAR	kebonbatur	089777666555
Id002	h1111yn	masitoh	kebonbatur	089777666222

At the bottom, there is a page navigation bar showing "Pages: 1".

Image of Customer Data Report

The steps are to select Customer List Report Data on the Main Menu, then the Customer Data Report will appear

**c. Daily Sales List Report**

The sales list report is used to view daily sales transactions. The display form is as follows:

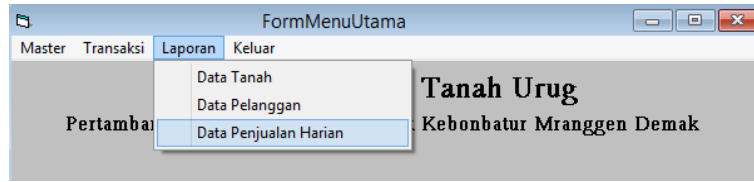


Figure 4.21 Main Menu Form Daily Sales Data Report

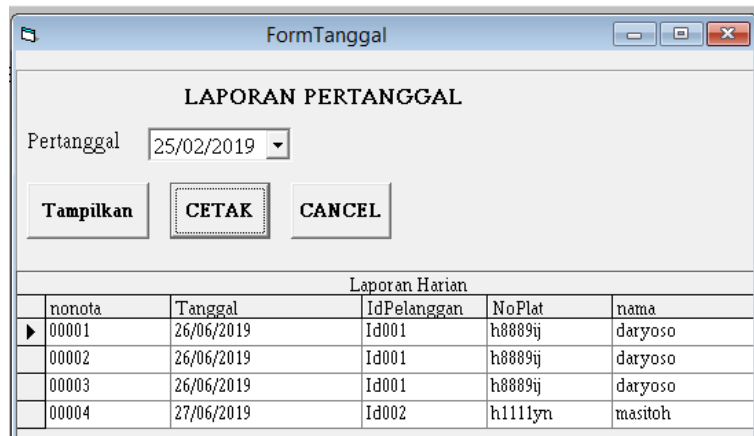


Image of Report Form as of Date

Steps: Select Daily Sales List Report Data on the Main Menu, fill in the desired date, month and year then click Show, then the Daily Sales Data Report will appear. If you want to see the entire Daily Sales Data, click the Print button. Then it will appear as follows.

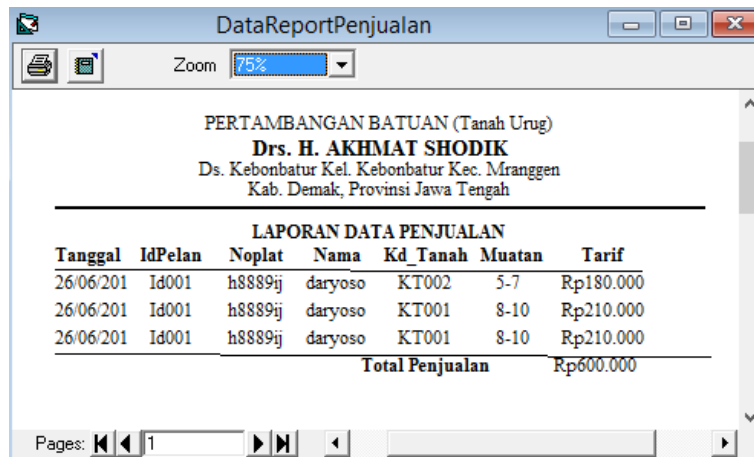
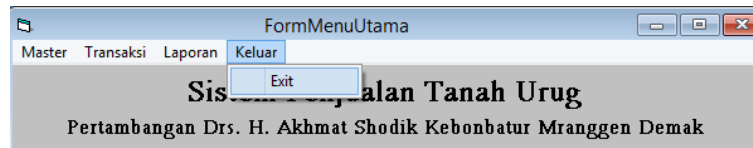


Image of Daily Sales Report Data

And the Cancel button to exit the Date Form.

## 8. Exit Form



Exit Form Image

Steps to run the Program Exit Form:

Click exit if you want to leave the sales program.

## 5. CONCLUSION

The conclusions obtained based on the final assignment that the author has completed are as follows:

1. Assist cashier staff in customer service so that customer service can be faster.
2. Speed up the preparation of reports that will be submitted to the administration department.
3. The risk of data loss is reduced and the file search process is easier and faster because a password and file backup system has been implemented.

## BIBLIOGRAPHY

BIBLIOGRAPHY DOES NOT EXIST