

**ANALYSIS ON HOW THE SEASONAL IMPACT OF
SALES AND MERCHANDISING
AT UD.BINTANG SEMERU**



SITA DEVY KHORINUS

3303016003

**INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA**

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SITA DEVY KHORINUS

3303016003

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APPROVAL PAGE

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ANALYSIS ON HOW THE SEASONAL IMPACT OF SALES AND
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By :
SITA DEVY KHORINUS
3303016003

Approved and Well Received by
Reviewer

Advisor I,



Dr. Dra. Ec. Lydia Ari Widyarini, MM.
NIDN: 0727036701
Date: 18/06/2020

Advisor II,



Dr. Wahyudi Wibowo, ST., MM.
NIDN:0715047402
Date: 18/06/2020

VALIDATION PAGE

Thesis is written by : Sita Devy Khorinus NRP 3303016003

Has been examined on July 9, 2020 and declared to have passed by the Panel of Examiners

Head of Examiners :



Dr. Dra. Ec. Lydia Ari Widyarini, MM.
NIDN: 0727036701


Confirmed by:

Dean of Business Faculty,

Head of Department,



Dr. Lodovicus Lasdi, MM., Ak., CA., CPA.
NIDN, 0713097203



Robertus Sigit Harbowo,
Lukito,
CN=Robertus Sigit Harbowo,
Lukito, OU=Head of
Management Department,
O=Widya Mandala Surabaya
Catholic University,
E=hod-manage@ukwms.ac.id
I am approving this document
Surabaya, Jawa Timur, IDN
2020-07-27 12:33:27

Robertus Sigit H.L., SE., M.Sc.
NIDN, 0703087902

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For the sake of scientific development, I as a student of Unika Widya Mandala Surabaya:

I, the undersigned below:

Name : Sita Devy Khorinus

NRP : 3303016003

Thesis Title : Analysis on How The Seasonal Impact of Sales
and Merchandising at UD. Bintang Semeru

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PREFACE

Praise God Almighty, for the presence of plenty of mercy and His grace, so that the writer can complete the thesis with the title: ANALYSIS ON HOW THE SEASONAL IMPACT OF SALES AND MERCHANDISING AT UD.BINTANG SEMERU. This is to meet one of the conditions and completed studies in order to obtained a Bachelor of Management and Economic And Business Faculty Widya Mandala University.

Appreciation and thanks to My parents always support me in everything , my closest friend Gracia, Jeremy , Abigail also always support when I'm working my thesis. The final word the author realized that in the writing of this thesis is still far from perfection. Therefore,the authors invoke suggestions and criticisms which is build for the sake of perfection and may be useful for all of us. Amen

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Appendix 1. Purchase and Sales Bookkeeping Record

ABSTRAK

Setiap perusahaan memiliki aset dan pendapatan dalam bisnis. Manajemen persediaan sangat penting, beberapa tidak efisien dalam proses manajemen dapat menyebabkan ketidakstabilan dalam penjualan. UD. Bintang Semeru menggunakan sistem tampilan musim tertentu berdasarkan permintaan dan stok barang yang ada. itu bisa menjadi masalah bagi para peneliti untuk ingin menganalisis lebih lanjut tentang masalah yang ada dan membantu memecahkan masalah yang mungkin terjadi di tahun depan, setidaknya untuk meminimalkan masalah ini. dengan melihat perbedaan dalam penjualan dan stok barang, peneliti menggunakan deret waktu untuk menentukan perubahan akibat perubahan cuaca.

Penelitian ini bertujuan untuk menganalisis prakiraan penjualan dan persediaan barang dagangan yang menjadi objek permasalahan dalam penelitian ini atau fenomena yang terjadi pada objek penelitian adalah tentang bagaimana kapan penjualan dan barang dagangan dipengaruhi oleh faktor musiman.

Tujuan dari penelitian ini adalah untuk mengurangi atau meminimalkan masalah pada sistem penjualan dan persediaan barang yang salah sehingga ada kelebihan atau kekurangan barang dalam mengumpulkan data peramalan dan penjualan barang dagangan. Hasil penelitian ini yang menunjukkan perusahaan tidak menggunakan formula apa pun untuk menemukan masalah. Penelitian ini menggunakan metode ARIMA dalam Minitab untuk ramalan penjualan dan Open to Buy untuk mengetahui stok yang ada untuk persediaan, data penjualan dan pengumpulan stok dari catatan pembukuan, dengan pembahasan dalam prediksi ini informasi yang diperoleh untuk penjualan dan stok.

Kata kunci: Persediaan, ARIMA, Open to Buy, catatan pembukuan

ABSTRACT

Every company has assets and income in the business. Inventory management is very important, some are not efficient in the management process can lead to instability in sales. UD. Bintang Semeru uses a viewing system of certain seasons based on existing demand and stock of goods. it can be a problem for researchers to want to analyze more about existing problems and help solve problems that are likely to occur in the next year, at least to minimize these problems. by looking at differences in sales and stock of goods researchers use time series to determine shifts due to weather changes.

This research aim to analyzing sales forecast and stock in merchandise inventory the problem objects of this study problems or phenomena that occur in the object of research are about how when sales and merchandise are influenced by seasonal factors. the purpose of this study is to reduce or minimize problems in the sales system and taking stock of the wrong goods so that there is excess or lack of goods the collect data of sales forecasting and merchandising.

The result of this research that show the company didn't use any formula to find a problem. This research use method ARIMA in Minitab for sales forecast and Open to Buy to find out stock on hand for inventory, the data sales and stock collect from bookkeeping record, with the discussion in this prediction information is obtained for sales and stock.

Keywords: Inventory, ARIMA, Open to Buy, bookkeeping record