

INTRODUCTION TO THE ROLE OF RESELLERS IN THE DISTRIBUTION OF GOODS THROUGH OUTREACH TO TRADERS AT THE GUWANG ART MARKET

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ABSTRACT

Direct socialization is a stage of socialization carried out face to face without using media or communication intermediaries with the aim of providing knowledge to the public. One form of this effort is the socialization of the Introduction to the Role of Resellers in the Distribution of Goods through Outreach to Traders at the Guwang Art Market. The target of the activity is traders at the Guwang Art Market. The form of activity is in the form of direct socialization by coming directly to the Guwang Art Market by visiting the traders. There are 3 program, namely: 1) Program 1 Explanation of the Reseller concept and its role in facilitating the distribution of goods at the Guwang Art Market; 2) Program 2 Introduction and Strategy to Become a Successful Reseller; 3) Program 3 Filling in the Questionnaire Form. The benefits of this activity are apart from increasing understanding about the position of resellers in the supply chain, the benefits of being a reseller, the process of distributing goods, as well as several examples of resellers in the community, it can also help to become a successful reseller, especially at the Guwang Art Market.

Keywords: distribution; socialization; resellers; traders

INTRODUCTION

In the era of industry 4.0 which continues to develop rapidly, the role of individuals or groups as resellers is becoming increasingly important. The changing global business landscape characterized by high technology integration, better connectivity and deep digital transformation has changed the way businesses operate. Industry 4.0 brings a revolutionary concept that combines advanced technologies such as artificial intelligence (AI), Internet of Things (IoT), cloud computing, robotics, and data analytics to create unprecedented efficiency, innovation, and business opportunities.

As a reseller in the industry 4.0 era, you have greater access to global markets and stronger tools to grow your business. Technology allows resellers to connect with manufacturers, distributors and customers more efficiently and effectively. Through the online platform, resellers can manage stock, interact with customers, analyze market trends, and optimize their operations quickly and precisely. The ability to adapt and utilize advanced technology is the key to success in the industrial era 4.0 (Pradana & Reventiary, 2016). As a reseller, you have the opportunity to leverage inventory management software, e-commerce platforms, and digital marketing strategies to expand your market reach and increase sales. The flexibility in integrating this technology into your business strategy will provide a significant competitive advantage. Apart from that, becoming a reseller in the industry 4.0 era allows for closer collaboration between business people. Resellers can work together with manufacturers and suppliers to develop products or services that are more innovative and in line with market needs (Rachman & Purwoto, 2005).

Active involvement in a digitally connected business ecosystem enables resellers to build strong partnerships, share knowledge, and optimize supply chains to provide added value to customers. In this context, this paper will discuss further the strategic role of being a reseller in the industrial era 4.0, as well as the benefits and challenges faced in utilizing technology to

increase the efficiency and effectiveness of business operations. As time goes by and as time goes by, the demand for a commodity increases quite drastically, this is also due to the development and evolution of the industrial world and the buying and selling system, which previously only involved direct purchases, but now you can make online purchases or buying and selling transactions.

Resellers are individuals or parties who distribute goods from producers or distributors. Resellers have several scopes or scopes, some have reached a wide scope and even have a number of regular customers (Puspitasari et al., 2018). Of course, in becoming a reseller we have to learn several things so that we can be categorized as a good reseller, where the reseller can read the market well and can meet the needs of its consumers. Of course, there are many challenges when we want to be a good reseller, starting from the difficulty of finding a manufacturer to use for stock or a permanent supplier, the difficulty of reading market demand which continues to change, and even the difficulty of promoting goods to be bought and sold due to a lack of knowledge about good advertising. directly or online (Hallikainen et al., 2022). However, these problems do not mean we cannot find solutions, from the problems above we can find solutions, including forecasting market demand on a scale for the next few years and the next few months so that we as resellers can estimate how much we will stock an item. and we can optimize storage costs, learn theory or everything about marketing and advertising both offline and online. By looking at the urgency of the importance of a reseller for the smooth flow of goods in our community from the PKM (Community Service) team of POLTRADA BALI Introduction to Resellers in the Distribution of Goods through Outreach to Traders at the Guwang Art Market carried out outreach by providing an explanation of the benefits and advantages of being a reseller at industrial era 4.0.

METHOD

PKM activities introducing the role of resellers in the distribution of goods are carried out directly using the outreach method to sellers at the Guwang Art Market. PKM activities are carried out as a form of community service by Bali POLTRADA Logistics Management lecturers and cadets. The target participants in PKM activities are traders selling art goods at the Guwang art market. The activity will be held in July 2023, at Guwang Market, Gianyar Bali. The steps for this socialization activity are team formation, identification of participants, formulation of objectives, preparation of socialization materials, implementation of socialization, and evaluation. At the identification stage the author carried out a direct survey at the Guwang Art Market. At the preparation stage, socialization teaching materials were prepared, including: 1) Power Point (PPT) socialization material on Introduction to the Role of Resellers in Goods Distribution; 2) Brochure on the Role of Resellers in Goods Distribution; 3) Reseller Stickers and Keychains; 4) Snacks for traders; 5) PKM socialization banner. In the evaluation section the author provides a gform link <https://linktr.ee/p3mpoltrada> which can be filled in by lecturers, cadets and the community. The test results were analyzed by looking for percentages to determine the success of satisfaction of the respondents after the socialization was carried out. This activity is said to be successful if 90% of participants express satisfaction with the PKM activities that have been implemented.

RESULTS AND DISCUSSION

Team Building

The activity of introducing the role of resellers in the distribution of goods through outreach to traders at the Guwang Art Market is based on PKM activities organized by P3M POLTRADA Bali in accordance with the Decree of the Director of the Bali Land Transportation Polytechnic Number: KP-Poltrada Bali 261 of 2023. Implementation Team from the DIII Transportation Management Study Program Jalan consists of 3 lecturers, 2 staff, and 9 cadets.

Participant Identification

PKM activities in the context of introducing the role of resellers in the distribution of goods through outreach to traders at the Guwang Art Market have a target, namely traders at the Guwang Art Market. This is a form of service to the community by looking at the alignment of the goals of the reseller role with the trading profession, namely art dealers.

Goal Formulation

The objectives were formulated based on the needs of the socialization participants, namely providing knowledge to the public about the position of resellers in the supply chain, the benefits of being a reseller, the process of distributing goods, as well as several examples of resellers in the community. Knowledge is a provision for socialization participants to understand better what a reseller is, so they are able to apply the knowledge gained when becoming a reseller so that it can help them become a successful reseller, especially at the Guwang Art Market. As an increase in business expertise, it can provide prospective resellers with information about business management, marketing, and other aspects of business, which can help them become more competent in running their business. This knowledge is also very useful as a provision when the general public wants to become a reseller in the distribution of goods. later. For their peers, they can be pioneers of traffic safety. This socialization can also help companies or manufacturers increase sales of their products by reaching a wider market through resellers.

Preparation of Outreach Materials

The preparation stage is carried out by preparing socialization materials. The socialization materials used are media that can distribute socialization materials. There are several socialization materials used to optimize participant learning, both visually, auditorily and kinesthetically. Where the use of various media as socialization materials can increase participants' understanding (Raharjo et al., 2022). The following is a description of the outreach materials used:

1. PPT Socialization for Traders

PPT is presented in language that is easy to understand and uses images to clarify the material. PPT material includes: supply chain, role and position of resellers in the supply chain, as well as implementation of the reseller system in the distribution of art goods. The following is an example of a PPT slide in Figure 1



Figure 1. PPT Role of Resellers in Goods Distribution

Based on Figure 1, it is known that PPT slides use images that can activate participants' thinking processes. Images are used to explain distribution conditions in the supply chain in the country that are easy for young and elderly traders to understand. In the PPT there are pictures of suppliers, wholesalers, retailers, consumers and others to help the participants' understanding process. There it is also briefly explained what the advantages of being a reseller are, what the concept of wholesalers and retailers are as resellers.

2. Brochure on the Benefits of the Role of Resellers in Goods Distribution

This PKM activity brochure is used to provide a little information about resellers and the types of resellers, as well as the advantages that can be obtained by becoming a reseller in the distribution of goods. Apart from that, with this brochure it is hoped that participants will be interested in becoming resellers with many benefits. The brochure page is shown in Figure 2.



Gambar 2. Brosur Peran Reseller Dalam Distribusi Barang Kepada Masyarakat

3. Reseller and MLOG Study Program Stickers

In this socialization activity, stickers were also used, which participants could take home as souvenirs. Several models of stickers were distributed to participants, with the aim of reminding participants of the outreach activities provided by Bali Police Logistics Management Cadets about the benefits of resellers. Stickers can be attached to participants' favorite items later. The sticker model is as in Figure 3.



Figure 3. MLOG Study Program Sticker and Invitation Sticker to Become a Reseller

4. Reseller Role Banner

In the PkM activities, banners were made containing pearls of wisdom to motivate participants to become quality resellers both in terms of concept and quality of work. This banner is also used for documentation activities as proof of the implementation of PkM activities.



Figure 4. Reseller Motivation Banner

Implementation of Socialization

Implementation of activities to socialize the role of resellers in the distribution of goods at the Guwang Art Market consists of 3 stages or activity programs.

Program 1 Explanation of the Reseller Concept and its Role in Facilitating the Distribution of Goods at the Guwang Art Market

Program 1 is filled with in-depth explanation activities about the concept of resellers and their role in facilitating the distribution of goods at the Guwang Art Market. Delivery of material is carried out interactively with traders or resellers at the Guwang Art Market. The material presenter explained that resellers are individuals or groups who buy goods from producers or distributors and then resell them to final consumers. Apart from that, it also explained the important role and benefits obtained by resellers in the goods distribution industry, namely being able to expand the distribution range of goods, so that consumers can easily get the products they want without having to visit the manufacturer or distributor directly. The material presenters and traders discuss interactively as in Figure 5



Figure 5. Conveying the concept and role of resellers in the distribution of goods

Program 2 Introduction and Strategy to Become a Successful Reseller

In Program 2, information sharing activities were carried out regarding the process of becoming a successful reseller. Traders received an explanation of how to become a successful reseller, including starting from the steps that must be taken, choosing the products to sell, building business network partners, to the right marketing strategy. Introductory activities and strategies to become a successful reseller are in Figure



Figure 6. Introduction and Strategy to Become a Successful Reseller

Program 3 Filling in the Questionnaire Form

In Program 3 Filling Out the Questionnaire Form, traders or resellers are invited to fill out a questionnaire form evaluating activities carried out by the Bali Regional Police regarding the Socialization of the Role of Resellers in the Distribution of Goods at the Guwang Art Market. Filling out the questionnaire is intended as evaluation material and so that the activities carried out or delivered can provide benefits to resellers in the Guwang art market. Questionnaire filling activities in Figure 7.



Figure 7. Filling out the questionnaire

Evaluation

In this step, there are recommended growth strategies, such as innovating new products that have distinctive and unique characteristics to increase tourist visits and minimize the possibility of tourists and visitors experiencing boredom. Then we can improve and improve the facilities and infrastructure available at Guwang Market, one of which is providing directions to Guwang Market and providing Money Changer facilities. Meanwhile, the stability strategy can be carried out by increasing the frequency of promotional activities which can be carried out through the use of social media such as websites, YouTube and collaborating with online shopping applications in order to market the products available at Guwang Market. The management of the Guwang Art Market can improve the quality of

human resources by conducting training and providing a platform to channel the creativity of every local community in Guwang Village, especially those who have professions as craftsmen who can provide and participate in distributing products marketed at the Guwang Art Market.

CONCLUSION

To support the government's efforts to promote public transportation, as one of the Service Universities, the Bali Land Transportation Polytechnic conducted socialization to SMA Negeri 1 Kediri. PKM Activities Public transport socialization at SMA Negeri 1 Kediri Tabanan has been carried out well. The result of this activity is students' understanding of public transportation. From the post-test activities, it is known that the average score of students is 90. Meanwhile, 5 (or 33%) people have a 100% truth value. Thus, it can be concluded that the use of this media can help improve students' understanding of traffic rules, even though this is new material for them.

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