



## SOCIALIZATION OF LOGISTICS IN THE WORLD OF BUSINESS TO SMA/K STUDENTS OF TABANAN DISTRICT

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### ABSTRACT

In this current era, Community Service (PKM) is a very useful thing to improve the quality of people's lives, the logistics business has become the center of attention of the community with very rapid growth, companies that provide transportation services for delivery of goods from pickup to destination, this condition requires high school students. The success of business management is highly dependent on the expertise of business people to develop insights about the logistics business itself, strategically managing the logistics business process for material procurement, either by organizing procurement, moving or storing related materials and information, and marketing networks. Limited knowledge is one of the challenges that must be faced by business people in managing their business. The Bali Land Transportation Polytechnic carries out community service activities to SMA 1 Baturiti, Tabanan Regency by referring to Logistics in the Business world in increasing students' knowledge of logistics in the business world. With this PkM socialization, the expected goal is to increase students' knowledge of logistics in the business world, and what types of businesses exist in logistics in the business world and how to make decisions about the logistics business and are expected to be considered in the field later. This activity is carried out using the mediation method with counseling which aims to increase understanding and awareness of the logistics world. From this method it is expected that students are able to create a business and work opportunity in the logistics world.

Keywords: community service; logistics in the business world; students

### INTRODUCTION

In this day and age, the logistics business is one of the industries with a fairly high growth, and its growth is inseparable from the trends and changes in people's lifestyles who often use information technology to meet their needs so that it can be said that logistics can increase the nation's competitiveness (Greek & Widijawan, 2007). 2020). A logistics company is a company that provides transportation services for the transportation of goods from the point of receipt to the destination, and also provides warehouse rental services for other companies to store their goods.

This condition requires socialization to the community, especially teenagers, to know about logistics in the business world and what logistics business opportunities need to be explored. Seeing that there is now a business opportunity, but in the decision-making method, he is still hesitating and still considering everything. For this reason, the factors that need to be known before making decisions in the logistics business such as knowing the market share of the

intended target market. In addition, expanding connections in industrial areas by compiling detailed business plans and looking for strategic business locations.

Based on the facts in the field, there are many business opportunities engaged in logistics goods delivery services, seeing the rise of online shopping activities carried out by the community. The growth or development of the logistics business is triggered by the growth of the digital world or information technology (Sutini Sutini & Radian Wismana, 2022). This is marked by the emergence of many marketplaces in the logistics and transportation sector that are trying to take market share in Indonesia (Yasmin, 2019). Looking at the current logistics business is seen as a practical business, for example a logistics service business that will simplify and speed up the delivery of goods (<https://kargo.tech>, 2016).

The presence of these expeditions makes online businessmen more free to offer their wares through social media so that when they succeed in capturing audiences from various regions, sellers do not need to worry about shipping problems. By using a delivery service, this will make the process of shipping goods faster, and if the business actor sends his own merchandise it will take time and the delivery process will take longer. Related to that, socialization activities about logistics in the business world are really needed by the community, especially teenagers, to know where the logistics in the business world are going. Seeing that now many teenagers have the opportunity to form their own business in the logistics sector and know the flow of goods delivery logistics. So that this socialization was carried out to SMA/K students to explain logistics in the business world.

## **METHOD**

Logistics Socialization Activities in the Business World are carried out to students of SMA Negeri 1 Baturiti located on Jalan Peraan, Peraan, District. Baturiti, Regency. Tabanan, Bali. This activity is aimed at class XII students to broaden their horizons about how logistics affects the business world, considering that class XII students are the first step in determining their future. The media used in learning are in the form of exposure accompanied by questions and answers and experience sharing sessions as logistics actors to students. This will be packaged in an attractive manner by distributing prizes to participants who actively ask or answer questions in class. To see how the socialization program was successful, a pre-test and post-test were conducted to determine the extent of the participants' understanding before and after the socialization was carried out.

## **RESULTS AND DISCUSSION**

### **a. Preparation phase**

The preparation stage begins with a coordination meeting with the committee to determine the exact date for the implementation of the activity. Furthermore, other preparations were made such as making letters to schools, notification via whatsapp to the school, procurement of souvenirs in the form of goodie bags, tumblr, t-shirts, stickers, and flash drives. In addition, at the preparation stage, pre-test and post-test were made using the help of the Quizizz application.



Figure 1. Preparatory Meeting

a. Implementation Stage

The activity was carried out on September 27, 2022, starting with the departure of the Community Service Team from the Bali Land Transportation Polytechnic Tabanan Campus. Upon arrival at the location, a briefing is carried out in advance for the smooth running of the activity. After the briefing, the lecturers and cadets entered their respective classes and delivered the material.



Figure 2. Giving Materials by Lecturers

The material presented in the socialization of logistics in the business world is in the form of basic logistics which discusses case studies that occur in the business world and the world of work, where the outline is logistics management, supply chain management and party logistics.



Figure 3. Material Show Material

After giving the material, a question and answer session was held by lecturers and cadets about the world of logistics to open students' knowledge and increase students' interest in learning logistics.



Figure 4. Q&A Session

The question and answer session went very well and was able to present that students at SMA Negeri 1 Tabanan are very interested in studying the world of logistics considering the development of the logistics and logistics world which is very broad in its realm in the business world, so it has great opportunities for students to pursue a career. As the end of the activity, a group photo was taken with the students of SMA Negeri 1 Tabanan.



Figure 5. Group Photo Activities

#### a. Program Success

The success of the program is seen based on the results of the tests that are followed by the participants. The result of this test is a comparison between the pre-test and post-test conducted. The following is a comparison chart of the results of the pre-test and post-test which has been filled out by 36 participants.

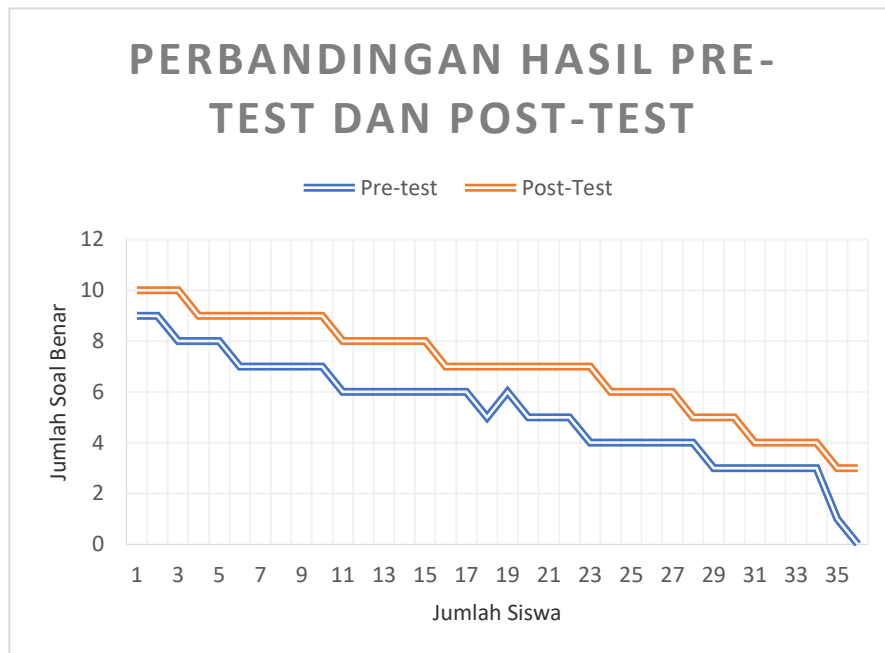


Figure 6. Comparison of Pre-test and Post-test Results

Based on the picture above, it can be seen that the post-test results are higher than the pre-test results. This proves that the logistics socialization program in the business world has been successful. In addition, to give awards to the three best participants with the highest scores, goodie bags were given containing tumblr, stickers, t-shirts, and flash drives to increase enthusiasm for learning.



Figure 7. Awarding the Best Participants

## CONCLUSION

Community Service Activities regarding Logistics Socialization in the Business World to high school students/equivalents carried out at SMA Negeri 1 Baturiti went well. The material provided is in the form of basic logistics and case studies that occur in the logistics business

world. This is supported by material strengthening in the form of question and answer sessions by lecturers and cadets, so that participants are free to ask questions about the world of logistics. As many as 36 participants were able to take part in the learning well as evidenced by the post-test results which were better than the pre-test results. Three (3) best participants were awarded to receive awards from the committee on behalf of Dimas, Shifa, and Nilam Anggreni. It is hoped that this program can be an activity that is carried out on an ongoing basis to better introduce the world of logistics to high school students/equivalent.

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