The Role of Freight Forwarding Services in Supporting Export Activities in Pt Citra Trans Buana Kargotama Jakarta

Tati Mardewi
tati.tdi@bsi.ac.id

Furi Indriyani
Furi.fin@bsi.ac.id

Ade Kurniawati
adekurniawati77@gmail.com

Ida Hendarsih
ida.idh@bsi.ac.id

Universitas Bina Sarana Informatika

ABSTRACT
The purpose of this study was to obtain a deeper description and understanding of the role of Freight Forwarding in supporting export activities at PT Citra Trans Buana Kargotama Jakarta. This research was conducted using a qualitative descriptive method, which is a problem formulation that guides research to explore and describe what will be studied thoroughly, broadly, and deeply. The data used in this study is primary data obtained through direct interviews with PT Citra Trans Buana Kargotama Jakarta. Based on the results of research on export activity procedures at PT Citra Trans Buana Kargotama Jakarta, namely from exporters sending Shipping Instructions to PT Citra Trans Buana Kargotama Jakarta and then to DHL Express (couriers). While the parties and agencies directly related to PT. Citra Trans Buana Kargotama Jakarta is an exporter, importer, agent of freight forwarder, customs, shipping company, trucking company, and container depot. And in terms of export procedures at PT. Citra Trans Buana Kargotama Jakarta, the documents that must be fulfilled in the procedure for shipping goods are a packing list, invoice, shipping instruction, bill of loading, certificate of origin, notification of export of goods, and certificate of fumigation.

Key words: Freight Forwarding, Export Activities

INTRODUCTION
Export and Import activities have a very important role for a country. Cross-country trade plays a role in increasing a country's foreign exchange. Exports are also realized to play a role in assisting the government in domestic development. Currently, Indonesia has emerged from the crisis and is in a situation of sufficient financial resources to meet development needs. Under these circumstances,
Indonesia must be ready to face globalization which has entered all aspects of life, including the world of trade. Every country competes to do trade, the trade that is done is trade with other countries or commonly referred to as export-import.

In general, foreign trade is not much different from local or national trade. However, international trade is indeed a bit more complicated because it has several obstacles, including sellers and buyers separated by national boundaries, which causes the process of sending goods to be a little complicated and takes a long time. There are differences between countries, languages, currencies, trade laws, and so on. Others so that exporters and importers must follow and complete the above provisions that have been agreed upon so that the export-import process can run smoother. Of course, this relates to freight forwarding companies.

The role of the Freight Forwarder is very important because it makes it easier for exporters. For this reason, it is necessary to have understanding and knowledge from the general public and related parties regarding this service, especially in goods delivery services by sea and air, because it is very important in supporting export activities.

The duties of a Freight Forwarder include collecting cargo in a certain warehouse, monitoring the movement of containers during the ship's journey, delivering notifications of the arrival of ships to buyers, and playing a major role in the process of billing shipment fees, carry out the packing of goods, carry out fumigation, and so on.

LITERATURE REVIEWS

Services

According to Lupiyoadi (Hidayanti, 2019), Services are any actions or activities that can be offered by one party to another, basically intangible and not resulting in any transfer of ownership. Services are all economic activities whose results are not in the form of a physical product or construction, which are generally produced and consumed simultaneously and provide added value (convenience, pleasure, or health) to consumers. Companies engaged in the service sector certainly want quality service products, but producing a quality service product is not easy, because the nature of services is intangible. Quality services cannot be separated from good service or service, therefore total service to service customers is needed to fulfill customer service satisfaction. The more satisfaction is needed to meet the customer satisfaction provided, it can be said that the service provider company is more successful in producing quality services.

Export

Export is an activity of trading in goods that crosses the customs territory of Indonesia based on applicable activities (Astuti and Fitri, 2018). Export is the
activity of removing goods from the customs area, or goods being loaded into the means of transport to be transported out of the customs area (Mohamad Jafar, 2015). Export according to the Customs Law It is stated in Article 1 paragraph (16) of the Law of the Republic of Indonesia Number 7 of 2014 concerning trade that export is the activity of removing goods from the customs area.

The easiest way to enter international trade is by way of export. Export activity is the activity of producing goods in one country and selling them in another country. The benefits of conducting international trade are increasing the distribution of a country's natural resources, increasing the country's foreign exchange from exports, accelerating a country's economic growth, and establishing friendships with other countries.

Transportation

According to Jinca in (Wibowo & Chairudin, 2017) affirming that transportation is an activity of transporting or transferring cargo (goods and passengers) from one place to another, which is vital for the economy and development as well as supporting facilities for the development and growth of other sectors.

According to (Salim, 2017) the transportation system consists of "cargo (goods) transportation and the management that manages the transportation. The system used to transport goods using certain means of transportation is called a mode of transportation".

In the utilization of transportation, there are three media that can be used according to (Salim, 2017), namely:
1. Transport by sea
2. Transportation by land
3. Transportation by land

Transport Documents

Delivery of goods requires several documents in transportation called transportation documents. Documents in transportation according to (Salim, 2017) are as follows:
1. Goods delivery documents, an expedition company that carries out goods shipments use a shipment document as proof for the recipient of the goods that the goods have been transported by the expedition company.
2. The bill of lading in this letter contains a contract for the goods being transported. The sender of the goods will hand over to the recipient of the goods based on the agreement that has been made. The types of bills of lading are bill of loading instantly, bill of loading based on order, and bills of lading
3. Documents for management, in the transportation of goods, it is also known as document management. There are several types of document management, namely the contract, the tariffs, the insurance policy, the freight costs, the cost insurance, the warehouse stamp, and the manifest,
Freight Forwarder

Freight Forwarding Service is a business aimed at representing the interests of the owner of the goods, to take care of all activities necessary for the delivery and receipt of goods by land, sea, and air transportation which may include activities of receiving, storing, sorting, packing, marking, measuring, weighing, processing of document settlement, issuance of transport documents, insurance claims for delivery of goods and settlement of invoices and other costs relating to the delivery of said goods until the goods are received by those entitled to receive them” (Rustina, Evada 2022)

Freight forwarders can be classified according to the level of professionalism in carrying out the process of handling and shipping goods and the availability of agents as business partners abroad according to (Syahputra, 2018) the following groups of Freight forwarders.
1. Based on the operational basis of the type of forwarder included in this type.
2. Based on means of transportation, the types of freight forwarder companies included in this type are sea Freight Forwarders, air Freight Forwarders, rail and inland Freight Forwarders, and combined transport operator

METHODS

Design and Sample

The writers use data analysis method in writing this research, which aims to determine the role of freight forwarding services in supporting export activities in PT Citra Trans Buana Kargotama Jakarta by using descriptive qualitative approach, namely a formulation that guides research to explore or describe what is found in the field and which will be thoroughly, broadly and in-depth researched. This method processes data from interviews, observations, and literature. The data obtained from direct observation and interviews with the Director of PT. Citra Trans Buana Kargotama Jakarta by asking several questions through questioner and interview.

Instrument and Procedure

The writers use studying and making direct observations into the company to obtain evidence that can support and complement the results of research at PT. Trans Citra of Buana Kargotama Jakarta. Then do interview to collect data by giving the form of a question and answer that can be done directly between the writers and the PT. Citra Trans Buana Kargotama Jakarta. The writers collect data by searching for data from guidebooks, literature and sources related to the final project research.

Data Analysis
The classification is done by doing literature study, observation, interview and documentation some important details that support the topic of the research that is connected to the role of Freight forwarding services in supporting export activities in PT Citra Trans Buana Kargotama Jakarta. Then the writers analyze the data based on the theory that is used to find the answer. The last, the writers write down and edit data collected into complete research.

RESULT AND DISCUSSION

The role of the Freight Forwarded services to PT. Citra Trans Buana Kargotama Jakarta

Freight forwarders have an important role in import-export activities in PT. Citra Trans Buana Kargotama Jakarta, namely as an intermediary between the shipper and the consignee. With the services of freight forwarders, it makes it easier for exporters and importers to send and receive goods from or to other countries.

Provisions for Goods Export Procedure are as follows.

![Flow Chart of Goods Export Procedure Provisions of PT. Citra Trans Buana Kargotama Jakarta](source: processed by the author)

Implementation of export activities handling process at PT. Citra Trans Buana Kargotama Jakarta as an explanation of the flow chart above.

1. Correspondence & contract making. Exporters and PT. Citra Trans Buana Kargotama Jakarta signed a sales contract agreement regarding export goods management services.
2. The importer opens a bank in this section, namely the importer opens a bank and the bank will guarantee payment for the goods they buy from the exporter so that the exporter can carry out the delivery of goods.
3. Procurement or Production of Goods. Exporters will start preparing for procurement or production of goods according to importers’ requests.
4. Ship and Container Orders by EMKL PT. Citra Trans Buana Kargotama The SI Export document section makes orders or orders containers to shipping, then the field and trucking division picks up the containers at the shipping depot for the containers to be sent to the shipper/exporter warehouse for stuffing. After the container arrives at the exporter, then the container is filled with goods by the exporter (stuffing).

5. PEB NPE Registration and Fiat.  
   a. Exporters make packing lists and invoices to be sent to PT. Citra Trans Buana Kargotama Jakarta with actual data according to the stuffing results, the actual quantity of goods, and weight put into the container. PT. Citra Trans Buana Kargotama Jakarta export documents receive the packing list and invoice and then send to the PEB manufacturing department.  
   b. The PEB section makes 5 copies of PEB documents (for PT. Citra, Customs, COO, Shipping, and Exporters) which will be submitted to Customs and Excise together with packing lists and duplicate invoices for validation (Viat).  
   c. Customs and Excise approve the PEB after receiving the packing list and duplicate invoice, the duplicate PEB and already will be handed back to the export document department.

6. Shipment or Loading of Goods onto Ships  
   a. The Field Operations Section issues a yellow card to enter the container into the CY/Port.  
   b. The export department receives duplicate PEBs that have been passed on or writer-sized by customs and will examine and archive the duplicate PEBs, the PEB will be submitted to the COO (Certificate Of Origin), exporters, and shipping.

7. Management of SKA (Certificate of Origin) or COO (Certificate of Origin)  
   a. The export section makes HB/L (House Bill of lading) issued by PT. Citra Trans Buana Kargotama and Shipping will issue an MBL (Master Bill of Lading) for COO management to DISPERINDAG.  
   b. DISPERINDAG will certify the COO Original and Triplicate (dual) based on the Bill of Lading and duplicate PEB given by the COO section. Furthermore, DISPERINDAG will archive documents and archive double COO, duplicate PEB, and bill of lading. The dual COO will be submitted to the COO section.  
   c. The COO section reviews the document and files a duplicate COO. A duplicate COO is given to the export document section and a duplicate COO is given to the exporter.  
   d. COO Original and Triplicate sent to Importer via DHL Express (courier).

8. Forwarding L/C or Cash & Bank payments  
   PT. Citra Trans Buana Kargotama Jakarta makes payments to the Bank after all documents are complete and the goods are ready to be sent.

9. Submission of Documents between Exporters to Importers (Pre-Alert)  
   Documents such as invoices, packing lists, B/L, and COO are sent to importers for the clearance process or the process of releasing goods at the destination or destination country.

10. Release of goods/clearance at the port  
    The ship arrives at the port of the destination country and the importer carries
out the Clearance process or loading and unloading of goods from the ship.

**Parties Involved in Export Handling Procedures at PT. Citra Trans Buana Kargotama Jakarta**

1. Exporters
   Exporters as sellers, they collaborate with export service providers, in this case PT. Citra Trans Buana Kargotama Jakarta to handle the delivery of goods and arrange the documents needed for export activities.

2. Importers
   Importers are parties who buy goods from abroad, PT. Citra Trans Buana Kargotama Jakarta as a freight forwarder cooperates with importers in terms of receiving imported goods that have arrived at the port and transporting imported goods.

3. Freight Forwarder Agent
   Freight Forwarder agent who is an agent of PT. Citra Trans Buana Kargotama Jakarta, which is overseas, which is responsible for the goods that have arrived at the port of destination.

4. Customs/PPJK
   PT. Citra Trans Buana Kargotama Jakarta has a working relationship with the Customs service office on Jl. Enggano Raya, Ruko Enggano Lama No. 15 Block A-5 Tanjung Priok, North Jakarta in making Goods Export Declaration (PEB)/or Goods Import Declaration (PIB) to obtain fiat loading information or as a permit provider for the release and loading of goods as well as document and tax inspection in export-import activities.

5. Shipping Companies
   Shipping Company as the owner of the container ship that will carry goods from exporters to importers abroad.

6. Banks
   The working relationship between PT. Citra Trans Buana Kargotama Jakarta as a freight forwarder with a bank is in the payment of fees by importers to freight forwarders.

7. Fumigation company
   The fumigation company is tasked with inspecting the exported goods, in this case the inspection is carried out by PT. Eka Energi Fumigation on Jl. Kubis III Pondok Cabe Pamulang, South Tangerang, which is a fumigation company.

8. Insurance Company
   In every export-import transaction, exporters and importers generally want their goods to arrive at the destination country safely and avoid unwanted things.

**Documents that must be fulfilled in the export procedure at PT. Citra Trans Buana Kargotama Jakarta**

1. Packing List
   This document is an export document that contains information about the goods to be exported.
Figure 2. Packing list of PT. Citra Trans Buana Kargotama Jakarta

The description of Figure 2:
1. The date is the date of the Packing List
2. The beneficiary is the name and address of the exporter.
3. Consignee is the name and address of the importer.
4. Notify the party is the unloading address
5. The port of lading is the port of departure of the ship
6. The Port of discharge is the port of arrival of the ship
7. The vessel is the name of the ship
8. Etd Jakarta is the ship's departure date from the country of origin
9. Eta Hochiminh is the date of arrival of the ship in the destination country
10. The party is the number of containers
11. Container and Seal are container numbers and container seal.

2. Invoice
Invoice is an export document that contains data and information on the goods to be exported and the value of the goods in foreign currency.

Figure 3: Invoice of PT. Citra Trans Buana Kargotama Jakarta
The description of figure 3:
1. The date is a single invoice
2. The beneficiary is the name and address of the exporter
3. Consignee is the name and address of the importer
4. Notify the party is the unloading address
5. The port of lading is the port of departure of the ship
6. The Port of discharge is the port of arrival of the ship
7. The term of payment is an agreement for payment
8. Sales order is the number of the importer's agreement

3. Shipping Instructions
Shipping instruction is a document made by exporters regarding reservations for ship space and containers which can also be used as the basis for making bills of loading, shipping instructions include, among other things.

Figure 4: Shipping Instruction PT. Citra Trans Buana Kargotama Jakarta

The description of Figure 4:
1. Shipping Instruction no is the Shipping Instruction number issued by the customer for sorting internal customer data.
2. The date is the date of the Shipping Instruction issued by the customer
3. To is the Freight Forwarder office to which the customer is headed, namely PT. Citra Trans Buana Kargotama Jakarta
4. Attn is the name of the part of the forwarder in the company PT. Citra Trans Buana Kargotama Jakarta
5. The shipper is the name of the exporter
6. Stuffing date is the date of loading of goods to be exported
7. The address is the address of the factory whose goods will be loaded/exported
8. The commodity is the name of the goods to be loaded
9. The contact person is a telephone number that can be contacted from the EMKL/factory
4. Bill of loading

Bill of loading is the most important shipping document because it has the nature of a guarantee. The function of the bill of lading is as a receipt (receipt) of goods as proof of the existence of a sea transportation agreement.

![Bill of Loading Image]

Figure 5: Bill of loading of PT. Citra Trans Buana Kargotama Jakarta

The description of Figure 5:
1. The shipper is the name and address of the exporter
2. The consignee is the name and address of the importer
3. The port of lading is the port of departure of the ship
4. The Port of discharge is the port of arrival of the ship
5. The description of goods is detailed data of goods inside the container.
6. The gross weight is a column that contains the gross weight of each item
7. The netto weight is a column that contains the net weight of each item
8. The measurement is a column that contains the volume of each item.
5. Goods Export Declaration (GED)
Documents made by exporters and must be approved by customs officials prior to loading on ships.

![Goods Export Declaration of PT. Citra Trans Buana Kargotama Jakarta](image)

Figure 6: Goods Export Declaration of PT. Citra Trans Buana Kargotama Jakarta

The description of Figure 5:
1. The number is the NPE number issued by Customs and Excise
2. PEB Registration Number is the serial number of data input provided by Customs and Excise
3. Notes on the entry of exported goods are the date and time the container entered the CY signed by the Customs and Excise official located at the Gate in.

CONCLUSION

PT. Citra Trans Buana Kargotama Jakarta has good engagement with Freight Forwarder Company in services, which the task is transportation and documentation of goods to be exported. Based on the results of the discussion, it can be concluded:

1. In terms of the process of handling export activities
   Exporters carry out exports using Freight Forwarder because of the convenience in the export process, time efficiency, and safe payments because they already have legality for export-import purposes. The cost is the main thing in the exporter's decision to use Freight Forwarder.

2. In terms of parties involved in handling export activities
   The Freight Forwarders have many positive roles and benefits for exporters in supporting export activities between countries. Trust is the main requirement for exporters to use Freight forwarding services. In terms of freight forwarding, namely PT. Citra Trans Buana Kargotama Jakarta with exporters having a high sense of trust in exporting. If one party does not have this trust, then the export process using Freight Forwarder cannot be carried out.

3. In terms of document requirements that must be fulfilled in the procedure for
sending goods. There are many Freight Forwarders in Indonesia who can provide options for exporters so that freight forwarders are more competitive. Freight forwarders can have a big influence on increasing exports in Indonesia because exporters trust them.

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