

***INFORMATION SYSTEMS PRODUCT SALES
PT.ULTRAJAYA MILK INDUSTRY
& TRADING COMPANY, TBK
CHANNEL SUPERMARKET***

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ABSTRACT

Field Work Practice (PKL) is a key activity in the implementation of education at the Polytechnic of Jember. Practice Field Work must be carried out by students of Polytechnic of Jember. Practice Field Work was carried out for 512 hours. PT. Ultrajaya Milk Industry & Trading company, Tbk is a company engaged in the processing of beverages. Products manufactured by PT. Ultrajaya Milk Industry & Trading company, Tbk namely milk, tea, green bean juice, tamarind juice. Field Work Practice (PKL) is performed at the Modern Trade in PT. Ultrajaya Milk Industry & Trading Company, Tbk located at Jalan Rawa Terate I, No. 5, Industrial Estate Pulogadung, East Jakarta. System sales made on modern trade by using the sales system Modern Trade PT. Ultrajaya Milk Industry and Trading Company, Tbk using SAFE system that is useful in helping recording, processing, and system administration, so well coordinated that facilitate the evaluation and monitoring of sales. System sales starting from receipt of PO (Purchase Order), product allocation, DSR, DO, permit, to exchange invoices. Ultrajaya from product sales data for all products Ultrajaya from 2014 to 2015 epidemic has increased sales. Peningkata Ultrajaya product sales in the supermarket channel in suport of promotions of products is done at each store seruai with trading terms.

Keywords: PT.Ultrajaya, Sales and SAFE System