

DESIGN OF STANDARD OPERATING PROCEDURES (SOP) AND IMPLEMENTATION AT PT BSP

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Article

Information

Received July 2020

Accepted February 2020

Published March 2021

Keywords:

Shipping Companies and
Standard Operating
Procedures (SOP)

Abstract

_____ This study aims to design a Standard Operating Procedure (SOP) for shipping companies in PT Bintan Samudra Pacific. The administration is an instruction that becomes an important factor in the success of a shipping company to control transportation operations. PT BSP which requires a Standard Operating Procedure (SOP) flow which is expected to be a reference and guide in conducting administrative activities that can facilitate the management of data related to the division of marketing administration, personnel administration, and financial administration. The method used in the design of SOPs is made by summarizing and analyzing several data obtained from data collection and evaluating business processes that have been carried out. From this research, SOP administration in shipping, marketing, personnel, and financial administration can be used as a guide in data management integrated.

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ISSN XXX-XXX

1. Introduction

In the province of Riau Kepulauan especially in Batam is one of the cities that it is strategically located and is in the path of a cruise that has a great opportunity to run a company in the field of shipping.

This increase makes competitiveness quite high in maritime activities. Maritime activities are included in operational activities which include activities of goods which are loaded in terminals and unloaded within a certain period and loading and unloading costs of goods. In this case, a systematic pattern of activity sequence is needed or designed to run smoothly. Creating a Standard Operating Procedure is one of the steps that can be applied. SOPs are designed to facilitate clear systems in which each process runs according to rules. Standard Operating Procedures (SOP) are defined as written instructions to achieve uniform performance in certain functions (Chen, Li, & Qiu, 2016). The SOP will produce a procedure or guidelines and regulations that will control all activities on a voyage to be able to run well that provide a considerable influence in business activities such as marketing, operational management, and finance.

PT Bintan Samudra Pacific is a shipping company that has a fleet of tug boats and barges. Operational activities that are carried out are transporting freight. However, over time, irregularities in the management of marketing, personnel, and financial administration of employees are difficult to identify in the business processes that are run and are only based on work processes that are not coherent. Therefore the right solution can apply the Standard Operating Procedure. One of the objectives of making an SOP is to avoid administrative errors within the company (Puspitasari & Rosmawati, 2012)

Lack of administrative management in the flow of procedures in the marketing administration division in the cooperation relationship between companies and recording data on charterers, then personnel administration in the fulfillment of HR/crew and the process of monitoring operational activities of transportation to the

financial administration division in the financial management of transportation payments and petty cash management is difficult to be identified and recapitulated in the work system at PT. Bintan Samudra Pacific. The term administrative word that is often understood comes from the Dutch language "Administratie" includes administrative techniques which are mild bookkeeping activities, taking notes, writing, typing agendas by carrying out administrative processes and procedures that are clear and orderly can help to run business processes properly (Priansa & Damayanti, 2015)

In this shipping company, it can be said that it has not developed yet and has problems in designing SOP in the administrative because the records are done manually so that it cannot process data properly.

The design of SOPs for administration can facilitate the processing of data, storage, and produce data that will become information for business processes that are run. Based on the results of the situation analysis described, in this case, the author can conduct research under the title **"Design Of Standard Operating Procedures (SOP) and Implementation at PT BSP"**.

2. Methods

The research design carried out in this study is a descriptive qualitative approach. A descriptive qualitative approach is a method of data processing by investigating the conditions or conditions that have been mentioned relating to the object of research (Arikunto, 2013). This research is directed to design SOPs that can create a procedure well. The preparation of the procedure can be started by making a flowchart. The following is a flow chart of design SOP :

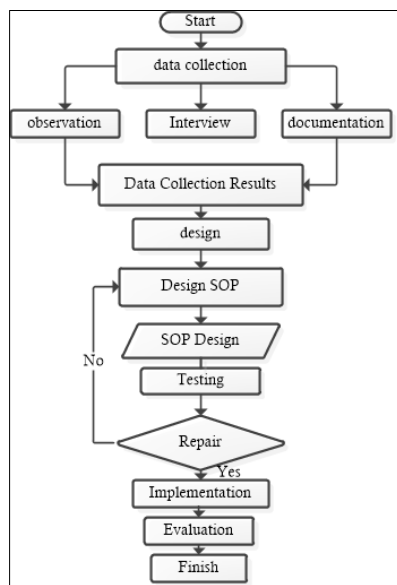


Figure 1 Flowchart SOP

The focus contained in the research conducted is Designing Standard Operating Procedures. The subject that will be used in this study is the staff of PT Bintan Samudra Pacific.

3. Results and Discussion

3.1 Result

In the research of design SOP for administration of shipping companies in PT Bintan Samudra Pacific, the author will describe and identify the problems that have been formulated in Chapter I. The results of this study were obtained from interview techniques by several informants as follows:

Table 1 Research informant

No	Nama	Pendidikan	Jabatan	Lama Kerja
1.	Eliana Aprianti Nainggolan, SE	S1 Akuntansi	Administrasi Pemasaran	2 Tahun
2.	Firmanita, SH	S1 Hukum	Administrasi Personalia	10 Tahun
3.	Eliana Aprianti Nainggolan, SE	S1 Akuntansi	Administrasi Keuangan	5 Tahun

1. Identification Before to Administrative Implementation at PT Bintan Samudra Pacific

The first stage in making the Standard Operating Procedure (SOP) at PT Bintan Samudra Pacific is to determine the scope of

the SOP. The scope of SOP that will be made in this study are:

A. Marketing Administration

In marketing administration where marketing plays an important role in becoming a milestone in the development of a business. But in this company does not have a good strategy to market it only by providing a letter of offer that includes prices to be able to attract the attention of the charterers of the ship. Results The identification of the problems above shows that:

1. Lack of marketing administration staff at PT Bintan Samudra Pacific
2. There is no good marketing strategy so other companies that will try difficult to coordinate further.
3. There is no recording of shipping charter Evaluation From the above identification it is recommended to:
 1. Add additional staff to handle the responsibilities.
 2. Make a mature strategy in marketing so that ship charterers will find it easier to coordinate if they want to work together.
 3. Make improvements in the recording of the charterer's data.

B. Personnel Administration

In the administration of personnel identified that the lack of recording of data for office workers and not carry out the preparation and management in particular tbsp crew aboard were experienced as needed within the company. Inappropriate procedures for fulfilling human resources especially crew members hamper loading and unloading operational activities. Evaluation of the identification above is recommended for:

1. Recording employee data in the office.
2. Preparation of recruiting crew aboard experienced when the crew is not complete under the needs of the company.

C. Financial Administration

A. Payment of Transportation

In the financial administration, the payment of transportation does not have clear procedures, then the payment recapitulation should be based on evidence of the transaction sent by the charterer of the ship through a bill that has been made.

B. Petty Cash Management

Managing petty cash in the financial administration of PT BSP is not managed properly because there are no procedures in managing the expenditure of funds for operational financing in a certain period. Evaluation of the identification of transportation payments and petty cash management above is recommended. Evaluation of transportation payment identification and petty cash management above is recommended for:

1. Improving policies in transport payment procedures.
2. Making procedures and requests for operational spending so that petty cash management funds are well managed and detailed.
3. Every operational expenditure is accompanied by proof of transaction .

2. Designing Standard Operating Procedure (SOP) Administration at PT. Bintang Samudra Pacific

The preparation of this SOP resulted in an SOP design that is expected to help improve the problems identified in each business process found in the previous process.

A. Marketing Administration

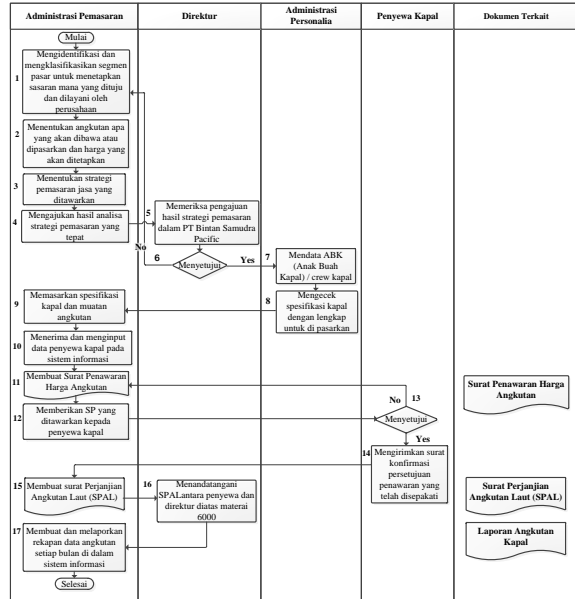


Figure 2 SOPs Marketing Administration

B. Personnel Administration

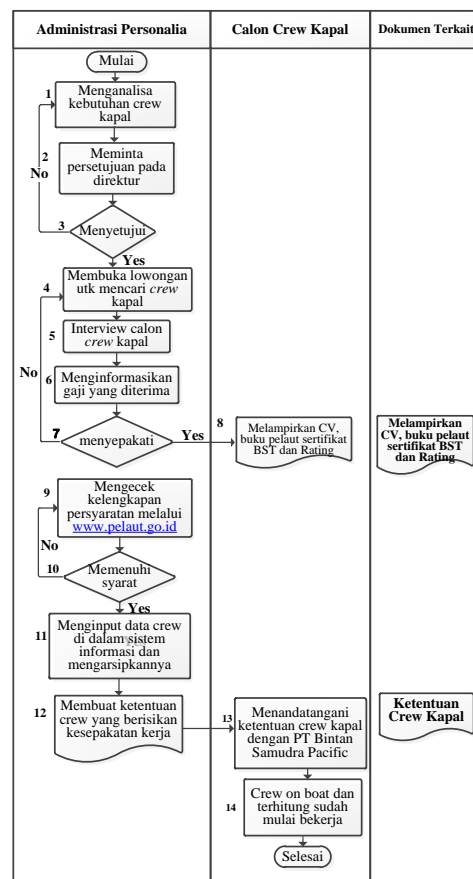


Figure 3 SOPs Personnel Administration

C. Financial Administration
1) Payment of Shipping

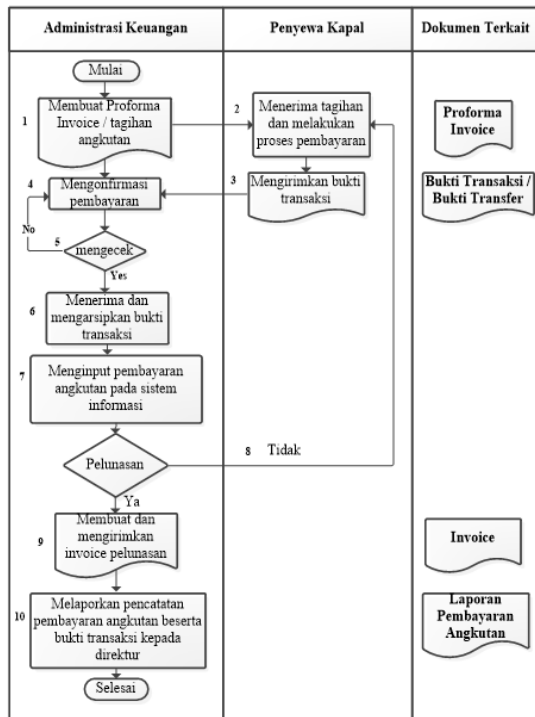


Figure 4 SOPs Payment of Shipping

2) Petty Cash Management

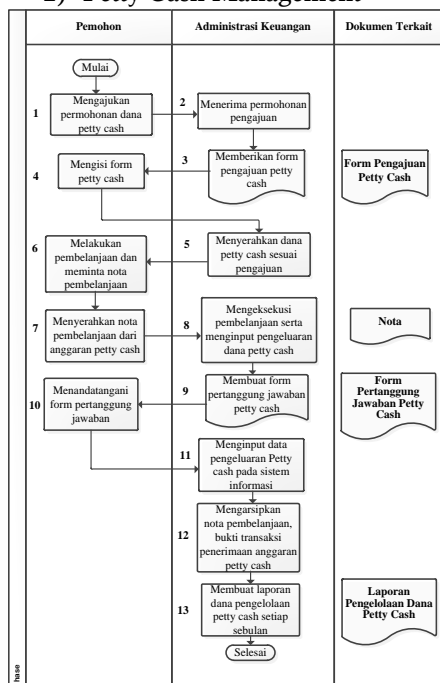


Figure 5 SOPs Petty Cash Management

3. Evaluation & Implementation of SOPs After Doing Administration in Shipping Companies at PT Bintan Samudra Pacific

The SOP evaluation conducted aims to be implemented to see whether the SOP is effective or not in assisting shipping companies at PT Bintan Samudra Pacific to manage their business administration.

The following are the results of the SOP trial administration for Shipping Companies at PT Bintan Samudra Pacific:

A. Marketing Administration

Table 2 Table of Implementation of Marketing Administration SOP

No	Procedure Description	Implementation per Week				Note
		1	2	3	4	
1	The marketing administration department identifies and classifies market segments to determine which targets are addressed and served by the company	✓	✓	✓	✓	Implemented with either
2	Section administration marketing determines the transport of what that would be taken or marketed and the price that will be set	✓	✓	✓	✓	Implemented with either
3	Section administration marketing determines the strategy of marketing services are offered	✓	✓	✓	✓	Implemented with either
3	Submitting the results of an appropriate marketing strategy analysis	✓	✓	✓	✓	Implemented with either
4	The marketing administration section examines the submission of	✓	✓	✓	✓	Implemented with either

No	Procedure Description	Implementation per Week				Note
		1	2	3	4	
	marketing strategy results within PT Bintan Samudra Pacific					
5	If the director does not approve, then the marketing department will re-analyze what the problem is doubted by the director and start back at the initial stage .	✓	✓	✓	✓	Implemented with either
6	If the director approves the part of the administrative personnel Record ABK (Children Fruit Boat) and check the specifications of the vessel to complete for at pasarkan	✓	✓	✓	✓	Implemented with either
7	Section administration marketing to market specifications of the vessel and cargo transport	✓	✓	✓	✓	Implemented with either
8	marketing receiving and inputting the data tenants ship on system information	✓	✓	✓	✓	Implemented with either
9	The marketing administration makes the Transport Price Offer Letter and submits it to the charterer of the ship	✓	✓	✓	✓	Implemented with either
10	If not approved ,	✓	✓	✓	✓	Implemented

No	Procedure Description	Implementation per Week				Note
		1	2	3	4	
	then the part of the administration of marketing to analyze the price of transportation are offered					d with either
11	If approved , the tenant sends a letter confirming approval of deals that have been agreed upon	✓	✓	✓	✓	Dilaksanakan dengan baik
12	The marketing administration made a Sea Transportation Agreement (SPAL) letter	✓	✓	✓	✓	Implemented with either
13	Sign the SPAL between the tenant and director on a stamp duty 6000 and duplicate it as an archive	✓	✓	✓	✓	Implemented with either
14	Section administration marketing make a report recaps the data transport is made and reported every month to the director	✓	✓	✓	✓	Implemented with either

B. Personnel Administration

Table 3 Table of Implementation of Personnel Administration SOP

No	Procedure Description	Implementation per Week				Note
		1	2	3	4	
1	The administrative personnel to analyze the needs of the crew aboard	✓	✓	✓	✓	Implemented with either

No	Procedure Description	Implementation per Week				Note
		1	2	3	4	
2	The personnel administration section seeks approval from the director	✓	✓	✓	✓	Implemented with either
3	If the director does not approve, the personnel administration section analyzes the crew's needs	✓	✓	✓	✓	Implemented with either
4	After received approval, part of the administrative personnel open vacancies For seek crew aboard	✓	✓	✓	✓	Implemented with either
5	The administrative personnel interview prospective crew aboard and discuss salaries are accepted	✓	✓	✓	✓	Implemented with either
6	Prospective crew members attach a CV, BST seafarer's certificate book and Rating	✓	✓	✓	✓	Implemented with either
7	The personnel administration section checks for complete requirements through www.pelaut.go.id	✓	✓	✓	✓	Implemented with either
8	If not meet the requirements, administrative personnel check back complete with true	✓	✓	✓	✓	Implemented with either
9	If they meet the requirements,	✓	✓	✓	✓	Implemented with

No	Procedure Description	Implementation per Week				Note
		1	2	3	4	
	the personnel administration section will input the data crew in the information system and file it					either
10	Make crew provisions that contain work agreements	✓	✓	✓	✓	Implemented with either
11	Prospective crew aboard to sign the provision of crew boat with PT Bintan Ocean Pacific	✓	✓	✓	✓	Implemented with either

C. Financial Administration

1) Payment Shipping

Table 4 Table of Implementation of Finance - Administration SOP

No	Procedure Description	Implementation per Week				Note
		1	2	3	4	
1	Section administration finance Make Proforma Invoice / bill transport	✓	✓	✓	✓	Implemented with either
2	The financial administration section confirms payment	✓	✓	✓	✓	Implemented with either
3	If the check has not entered fund payment, administrative finance confirmed back payments are made.	✓	✓	✓	✓	Implemented with either
4	When checked already entered the fund payment	✓	✓	✓	✓	Implemented with either

No	Procedure Description	Implementation per Week				Note
		1	2	3	4	
	, receive and archive the evidence of the transaction					
5	Then the financial administration section records the payment of transportation in the information system	✓	✓	✓	✓	Implemented with either
5	If it's not settle payment of the tenant receives the bill and settle payments	✓	✓	✓	✓	Implemented with either
6	If the charterer has paid the payment, the financial administration will make and send the invoice for repayment	✓	✓	✓	✓	Implemented with either
7	The financial administration section reports the recording of transport payments along with evidence of the transaction to the director	✓	✓	✓	✓	Implemented with either

2) Petty Cash Management

Table 5 Table of Implementation of Finance Administration SOP – Petty Cash Management

No	Procedure Description	Implementation per Week				Note
		1	2	3	4	
1	Applicant submits petty cash fund	✓	✓	✓	✓	Implemented

No	Procedure Description	Implementation per Week				Note
		1	2	3	4	
	application					with either
2	Financial administration section Provides petty cash submission forms	✓	✓	✓	✓	Implemented with either
3	Applicant fills out petty cash form	✓	✓	✓	✓	Implemented with either
4	Applicant submits receipt of expenditure from petty cash budget	✓	✓	✓	✓	Implemented with either
5	Financial administration section Executes spending and inputs spending on petty cash	✓	✓	✓	✓	Implemented with either
6	Section administration finance Creating a form of accountability answers petty cash	✓	✓	✓	✓	Implemented with either
7	Applicant signed a form of accountability answers	✓	✓	✓	✓	Implemented with either
8.	Section administration finance inputting of data expenditures Petty cash in the system information	✓	✓	✓	✓	Implemented with either
9.	The financial administration department	✓	✓	✓	✓	Implemented

No	Procedure Description	Implementation per Week				Note
		1	2	3	4	
	filed a memorandum of expenditure , proof of transaction receipt of petty cash budget					with either
10.	Section administration finances make statements funds management of petty cash every month	✓	✓	✓	✓	Implemented with either

3.2 Discussion

1. Identification before and after doing the administration of PT Bintan Samudra Pacific

This study began by identifying the administrative implementation that occurred at PT BSP to determine the problems experienced. Likewise, the identification process aims to study the procedures or business management processes that have occurred to find out whether there are deficiencies that can be raised as a case that needs to be improved (Irawati & Hardiastuti, 2016). The identification of administrative activities is useful to assist employees in recording business transactions, carry out procedures, provide data and supervision aimed at identifying administrative errors to be corrected.

2. Designing a Standard Operating Procedure (SOP) Administration at Shipping Companies at PT. Bintan Samudra Pacific.

The results of the design of this SOP is implemented to the owner, marketing administration, personnel administration, and financial administration. Standard Operating Procedure (SOP) is a reference in doing work that can be shown through a

flowchart that produces draft SOP (Kasiani, Suhantono, & Kencanawati, 2018). This compilation also resulted in a draft SOP in 3 administrative divisions which were used to make improvements to the problems identified in each ongoing administrative process that had been carried out previously.

3. Evaluation & Implementation of SOPs After Administration in Shipping Companies at PT Bintan Samudra Pacific

Evaluation after administration, the application of this SOP has a good impact and provides improvements to the identified shortcomings that are visible from the results of the implementation control table in the evaluation process. this evaluation which states that with the SOP all activities in a company can be well designed and can run according to company capability (Gabriele, 2018).

4. Conclusion

Based on the results of research on the design of SOPs for administration in shipping companies at PT Bintan Samudra Pacific, the following conclusions are drawn:

1. Evaluation before implementation administration at the shipping company at PT Bintan Samudra Pacific has been carried out and found identification results in 3 divisions namely marketing administration, personnel and finance. In the identification it was found that recording activities were still use manual and absence business process procedures or steps thus causing management administration in the business process inefficient and so ineffective this research can evaluate after implementation of administration with implementing SOPs and Systems Information. The results of the implementation applied in planning as well design with appropriateness and needs at PT Bintan Samudra Pacific. The administration application can be well implemented according to each administrative division.

2. This research has succeeded in making Standard Operating Procedure (SOP) with the scope of the marketing administration division, personnel administration and administration

finance according to the problem the rules that are in PT BSP. All of these SOPs are made to correct deficiencies and ineffectiveness shipping administration business processes that have previously been carried out.

Acknowledgements

Thanks are addressed to all of staff and director of PT Bintan Samudra Pacific who has given the opportunity to the writer to research and develop science and be able to implement it in this company.

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