

**“KULAK NEMPIL” IN THE METHOD OF DETERMINING THE SELL PRICE
CRACKERS RAW BLITAR MARKET**

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ABSTRACT

This research was conducted at the Raw Crackers Shop in Legi Market on March 1, 2019 to May 31, 2019. This study aims to analyze the crackers method and determine the selling price of the crackers. The research method used is descriptive qualitative method. The results of this research are traders to get goods when the stock of goods in the warehouse from the producers runs out, namely the kulak method. Kulakan that is applied is "kulak nempil". The selling price is determined by following the price obtained from nempil with the difference between Rp. 1000.00 to Rp. 2000.00 from the nempil kulak at the market selling price, if the nempil price is high the selling price is higher and if the nempil price is low then the selling price follows the market price. The payment method for the kulak nempil transaction is cash on hand at the kulak price based on the agreement of the bargaining

Keyword : Kulak, Traditional Market, Harga Jual, Crackers

1. INTRODUCTION

The traditional market is a meeting place for sellers and buyers who in the transaction there is a bargaining process to get a price agreement between the two parties. Market activities will run well if the distribution of goods and services goes well, delays in the distribution of goods or services result in delays in the supply of goods and services in the market which in turn can result in obstruction of buying and selling activities in the market to meet their needs

Trade is one of the Small and Medium Enterprises (SMEs) in a sector that supports and helps the growth of the national economy. The trade sector in national development plays a role as a provider of employment, a concrete circulation of money flows (levies) and improves people's welfare through income. The market is a place for sellers and buyers to make transactions.

Constraints that arise from buying and selling activities that are generally encountered by market traders are how the traders' efforts to meet the needs of goods in the market and the selling price according to the needs and purchasing power of consumers. In general, market traders sell non-produced products, so traders have to get goods from producers for resale. Profit is the final goal of every business activity both in organizations and individuals. For business actors, both trading and service businesses, it races on the cost of goods sold to determine the desired profit.

Cost is a component in determining the selling price of a product from the process of getting it. Traders budget the cost obtained from the cost of getting the product, namely from the purchase cost or it can be called the product purchase price.

Crackers are one of the main needs of the community because they are a side dish that is popular with the wider community with a delicious and crunchy taste. Apart from the general public and at home, crackers are an important necessity for food entrepreneurs

such as restaurants, restaurants to angkringan, and snack food sellers whose business uses cracker as the basic ingredient. Crackers have variations to suit people's needs. So that crackers become a priority commodity for the market to meet market demand.

In obtaining a product, cracker traders will make a price agreement between the seller and the buyer through a bargaining process. The wholesale system, which is carried out by cracker traders, is usually sent directly from the producer. However, with certain conditions such as out of stock of warehouse or shop goods due to high demand and limited producer capacity, the cracker trader to fulfill customer demand must provide these crackers as soon as possible.

The process of obtaining a product, traders must pay attention to the purchase price in order to be able to sell the product back according to market price. To get products anywhere as long as there are goods, namely from fellow cracker traders. Therefore, this research is conducted in a traditional market in the city of Blitar, namely the cracker trader in Pasar Legi

2. RESEARCH METHODS

This study uses a qualitative method which is a method with an approach and understanding with a research process that is fundamental to a methodology that observes a social problem in human life. Qualitative method is a method that produces a descriptive study in the form of direct written or verbal words from research sources.

Resource persons are an important part of the research, therefore it is necessary to select appropriate and reliable sources to obtain the results of the data needed to find problems from the subject matter under study to be raised in this study. The source selection technique uses random techniques ranging from wholesalers to retailers to obtain accurate data based on research objectives. The selected sources were wholesalers, namely Mrs. Binti and Mr. Ansori, who were classified as wholesalers

This study uses a phenomenological type in which data is obtained, namely from in-depth interviews by taking information to the root and understanding each in responding to the phenomena that occur in front of the speakers.

This study uses a qualitative analysis method in the form of a phenomenological study. Phenomenology studies, namely studying human phenomena by examining the meaning that actually occurs in the research location.

3. DISCUSSION

The market is a group of buyers and sellers of a particular product or service (Mankiw, et al. 2013). Meanwhile, according to W.J Stanton market is a place that aims to plan, determine, promote and distribute goods and services to prioritize buyer satisfaction.

From the two definitions of the market above, it can be concluded that the market is a meeting place for sellers and buyers which is characterized by bargaining and is valued by a certain amount of money.

The market is formed with the existence of conditions, namely the existence of a seller, the existence of a buyer, the availability of goods or products where the place of buying and selling activities between the seller and the buyer has an important role and function in economic activities in the community.

The types of markets include the following:

1. The concrete market

A concrete market is a meeting place directly between sellers and buyers in buying and selling goods or services.

2. Abstract Market

Abstract Market is an indirect buying and selling activity only by providing samples through media such as buying and selling online.

3. Modern Markets.

The modern market is a market that provides various kinds of merchandise at prices that buyers cannot bargain for or at fixed prices. The place to buy and sell modern markets is usually in supermarkets, malls, plazas and many other places.

4. Traditional Markets

Traditional markets are markets with the nature of buying and selling transactions by directly bargaining for goods

4. RESULT

This research produces a concept with Javanese language, namely "Kulak Nempil" which means buying goods from fellow traders with the same type of goods as the purchase price above the producer or factory price. The concept of "Kulak Nempil" has become a habit for fellow raw cracker traders and other traders with a bidding system. The nempil kulak transaction occurs when the trader (A) runs out of stock of crackers (X) while the trader (B) still has cracker stock (X), the trader (A) to fulfill the customer's request must provide the cracker that is requested to buy (nempil) to the trader (B) usually a trader (A) bids to get a price below the market selling price in order to sell at the market price. Trader (B) usually only gives a difference of Rp. 1000.00 below the market price but still higher than the wholesale price from the producer directly. It is different if the small trader (A) in a certain amount will get another discount with an amount that is not that much.

The payment system "Kulak Nempil" is carried out directly at the merchant (B) in cash if the goods are few in collection, but if a lot is taken, the merchant (B) will give a maximum payment period of three days from the date of collection of goods.

"Kulak Nempil" applies the opposite between the seller (A) and the seller (B) if there is an empty stock of goods in the shop while the delivery schedule from the producer does not yet exist. Among the sellers there is an agreement by bargaining beforehand until a price agreement is reached.

Kulak Nempil is not just a buying and selling transaction among traders but a sense of brotherhood between traders to be able to help each other in the procurement of goods. The value of merchant brotherhood is not always looking for profit, but rather prefers what the buyer wants. Traders use brotherhood, honesty, gratitude and more concern for others, which means that for traders, buyers are kings, fellow traders are brothers, so please help and cooperation and responsibility are itsar values contained in traders, Awaliyah Agustuliani (2016)

Brotherhood arises with the existence of common goals, faith, ideals, patterns of thought and hope in social life, namely the existence of psychological bonds, spiritual bonds and humanity that grow in the conscience of each individual. Brotherhood is a trait

which is a sign of the value that exists between fellow creatures and also a sign of every Muslim and other Muslims, the brothers Alimudin (2013: 27)

Transaction is an economic or financial event that involves at least two parties (a person with someone or several other people) who exchange each other, involve themselves in a lending and borrowing business association and others on a consensual basis or on the basis of a legal provision. / the applicable law Slamet Wiyono (2005: 12).

In a transaction between a seller and a buyer, there is an agreement that can be valued in money, namely the price of a good or service that is the object of a transaction. Price is the sum of all values provided by customers to benefit from owning or using a product or service by Philip Kolter (2008: 345).

The price of "Kulak Nempil" from each trader is different from one cracker trader to another. If the one trader is more expensive, a bargain can be submitted if there is no agreement that the kulak nempil can be made at another trader to get a lower price or the general price for the nempil kulak so that it can resell the product at the market price.

As stated by Mr. Ansori as a wholesale cracker seller at Pasar Legi are as follows:

Nempil when the stock is empty, brother. Usually factories are late in delivering something because of low production or sometimes increased demand. It's not in one place, but the main thing is the goods or in a place where you can get low prices. Usually, the one who finds the price is the person who counts the number of friends who sell opaque knowing that his heart is not that good. For example, the Nuri opak is spicy, the lek ko factory e directly per ball (5 kg) Rp. 65,000.00 lek nempil get your own price only Rp. 66,000.00 but the nempile person who counts the very difficult people is Rp. 67,000.00 while the selling market price is only Rp. 67,000,000, I want to be able to sell lek or not to lintune sellers. But when I was forced to sell only one item, I bought it and wanted to sell it. Once the price is paid, sometimes it is sold again for Rp. 68,000.00 is the buyer and customers understand customer prices are different from market prices

"Kulak Nempil" is only carried out by traders only when the stock is empty, which usually occurs because shipments from the factory are late or also due to increased demand. The price of Kulak Nempil for each trader is not the same, so traders who are going to carry out nempil activities must be able to choose a place for traders who can give cheap prices or what can be called prices of fellow traders. Or if not, if there is no agreement on the price offered by other traders, they can offer it or move to another trader who can provide a cheaper price. The same thing was expressed by Mrs. Binti, a wholesale cracker trader as follows:

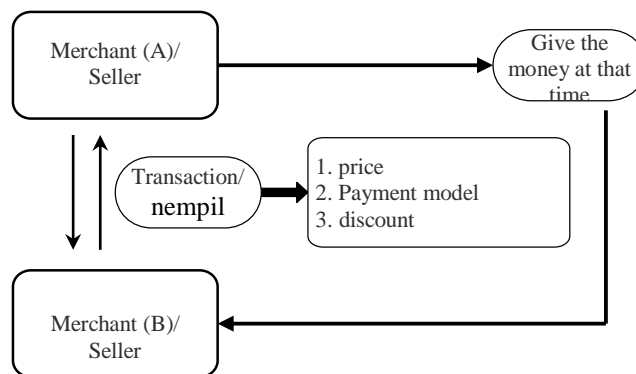
These crackers disappear when they run out. Unyil crackers come out fast, sales arrive only once a week. The most important thing is sales bias rather than empty goods moving customers. The price is expensive, so it is called expensive, for example, from a factory, you can sell at a price below. This unit when it was small got a price of Rp. 68,000.00 sometimes Rp. 69,000.00 is uncertain depending on the seller, if it is expensive, yes, I sold it for Rp. 70,000.00 which is important is lucky, Mrs. Binti

The price of crackers with the "Kulak Nempil" model is based on an agreement between the traders, usually if a small amount is taken, the price given is higher, but if the goods are obtained with a minimum purchase set by the merchant, they will get a small discount according to the shop owner's decision.

The payment method from kulak nempil is usually in cash on the spot but if you take a lot of purchases that get a discount, you will get a payment period or a maximum payment period of three days from picking up the goods, as revealed by Mr. Ansori, a cracker trader at Legi Market as follows

For example, nempil is a little bit straightforward to pay, for example, it can be saved for three days. But my principle is that there is money, no goods, no debt. must be cash. I also have to buy it in cash, Mr. Ansori]

Based on the description above, a chart depicting the process of kulak nempil in determining the selling price of raw cracker traders at Legi Market can be made, as follows:



Transaction Model “*Kulak Nempil*”
 Source : Peneliti 2019.

The Kulak Nempil model shown in the chart above can be explained that there is a transaction in which there is a price agreement which can be followed by a bargaining process until a price agreement occurs. The payment model that is used with on-site payments in cash at the time of picking up goods minimizes the risk of accounts payable. Discounts are used as a measure of the quantity of goods taken, that is, the more people you take, you will get a small discount.

Kulak Nempil is an alternative for traders who are out of stock to be able to meet customer needs with little capital because Kulak Nempil can be done as needed without having to follow a minimum purchase like taking products directly from factories or producers.

The advantage of this Kulak Nempil is that it can reduce the risk of stopping capital by hoarding goods and the existing capital can also be used for kulak (buying) other crackers if they come at any time. Meanwhile, for other traders it is also helped by the existence of this Kulak Nempil model, so it can help speed up the process of distribution of goods so that they run out quickly and the money can be used as capital to purchase new goods. This kulak nempil model works the other way around among cracker traders.

5. CONCLUSION

This Kulak Nempil model is the choice of cracker traders because of the void stock of goods in its place. In this Kulak Nempil transaction, a bidding process can be carried out until a price agreement is reached with the cash payment model on the spot. If there is no

agreement, you can move to another trader to get a price agreement between the two traders.

The price of Kulak Nempil is indeed more expensive than the price directly from the producer so that traders who take crackers to fellow traders must determine the right selling price to get profit. So that if you get a high (buy) price, the selling price is also high. If you get a small (buy) price which is below the market selling price, the selling price can follow the market selling price.

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