



**THE EFFECT OF SALES TRANSACTIONS DURING RAMADAN AND AFTER
RAMADAN IN 2024**

**(Case Study of Cardinal Jeans Brand at Matahari Johar
Plaza Tbk. Jember)**

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ABSTRAK

This study aims to analyze the impact of Sales Transactions During Ramadan and After Ramadan in 2024 which experienced a decrease in revenue. This study was conducted from March to April 2024. This study used a secondary quantitative method approach. The purpose of the study was to determine whether there are differences in sales transactions during Ramadan and after Ramadan (Case Study of Brand Cardinal Jeans at Matahari Johar Plaza Tbk. Jember). In the results of this study, there are differences in sales transactions in March 2024 and April 2024. This can be seen from the observations obtained by researchers to the company PT. Matahari Johar Plaza Tbk. Jember. This research concludes that in April 2024 there will be a decrease in sales by 72.40% compared to March 2024 of 108.37%. Because March is the moment of Eid compared to April, therefore sales in April have decreased compared to March.

Keywords : Revenue, Comparison and Sales Transaction

BACKGROUND

The development of the retail world today is increasingly rapid, in the era of globalization that encourages companies to further expand their business by gaining a large market share, this results in fierce competition with other companies. The main goal of the company is to generate profits to maintain the continuity of its operations, therefore the company continues to be required to increase its activities in order to be able to compete in maintaining the company, so that the company's goals will be achieved (Umami, 2013).

PT Matahari Department Store Johar Plaza Jember merupakan salah satu anak perusahaan dibidang retail yang saat ini sedang berkembang pesat di wilayah Jember dan sekitarnya. In retail competition, the company referred to PT. Matahari Department Store Tbk. on Cardinal Jeans



brand. To face fierce competition by using the right strategy, companies need an accounting information system because business management will not run optimally if the person concerned does not provide appropriate, fast, and accurate information support about the situation and business activities of his responsibility.

Cardinal is one of the clothing brands in Indonesia that has been active since 2005. Cardinal provides clothing suitable for teenagers to adults. Customers can easily choose clothes from the Cardinal brand that suit their tastes. In Indonesia itself there are many competitors from within and outside the country such as Wrangler, Lois, Gabs, and Forex. In business competition, this is a very important consideration with the increasing tastes and desires of customers in choosing a product that suits their needs. This makes the products offered more varied, with the variety of products offered by these manufacturers making the buyer's decision will be longer.

Sales will be recorded using a sales note on the record, retail sales using a sales note jointly rather than separately.

PROBLEM STATEMENT

Based on the description that has been stated above, the formulation of the problem that can be taken is "How is the Effect of Sales Transactions During Ramadan and After Ramadan on the Cardinal Jeans Brand at Matahari Johar Plaza Tbk. Jember?"

RESEARCH OBJECTIVES

This study aims to determine "The Effect of Sales Transactions During Ramadan and After Ramadan on the Cardinal Jeans Brand at Matahari Johar Plaza Tbk. Jember?"

THEORETICAL FRAMEWORK

According to McGaghie in hayati (2020), the framework of thinking is a process to make arrangements when presenting questions in research and encourage investigation of problems and the context of the cause of the researcher carrying out the study.

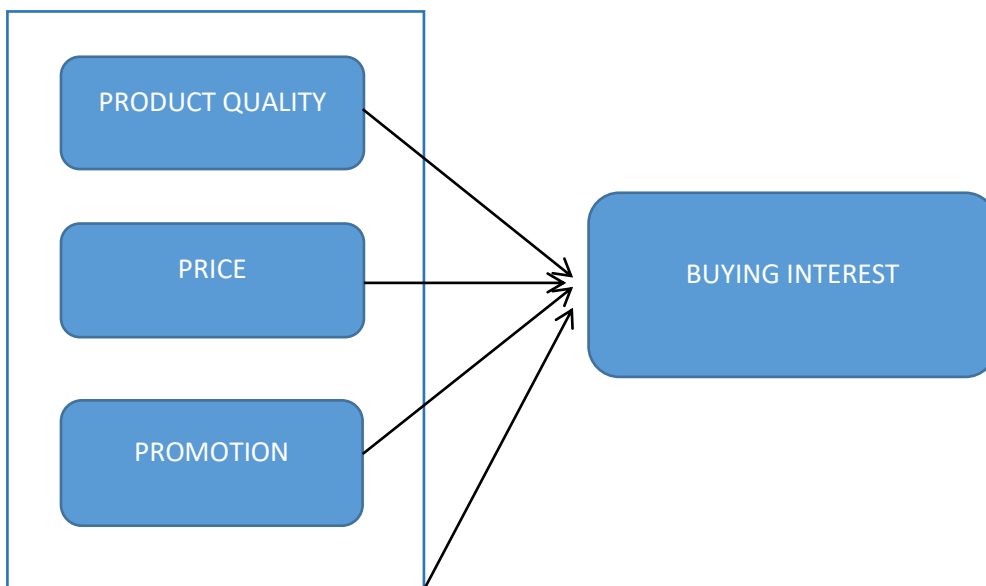


Figure 1. Conceptual Framework

METHOD

Metode penelitian kuantitatif digunakan dalam penelitian ini. Menurut Sugiyono (2019: 16-17), metode penelitian kuantitatif adalah metode penelitian yang berlandaskan filosofi positivisme, yaitu menyelidiki kelompok atau sampel tertentu dan menggunakan alat penelitian untuk mengumpulkan data yang dikumpulkan dan digunakan untuk menguji hipotesis yang ditetapkan. Menurut Sugiyono (2019:8-9) data di bagi menjadi dua, yaitu data primer dan data sekunder. Data primer disebut dengan data yang diterima langsung dari lapangan dan data sekunder merupakan data yang diporeloh dari hasil dokumentasi. Data yang digunakan pada penelitian ini yaitu menggunakan data sekunder yang bersifat *time series*.



Pada penelitian ini teknik pengumpulan data pada suatu kegiatan saat penelitian harus lebih teliti, teknik yang digunakan adalah dokumentasi.

RESEARCH BENEFITS

The benefits that can be obtained from this research are:

1. Practical Benefits

This research is expected to provide information and evaluation materials for Matahari Department Store companies to plan and determine marketing strategies so that companies can maintain consumer loyalty and improve the quality of their products to increase the number of visitors and Matahari Department Store members.

2. Academic Benefits

This research is expected to provide benefits for additional knowledge in the field of marketing and advertising as well as a reference for similar studies in advertising studies, especially on the effect of sales promotion on consumer attitudes.

Results and Discussion

A sales report is a collection of sales information that is compiled and informed for recording and analysis. For daily reports, the information available is sales transaction data that occurs every day. Here is a report on sales data on Cardinal Jeans in March 2024 and April 2024, I attach it to table 1.1

Data Penjualan Cardinal Jeans pada bulan Maret dan April



DAILY SALES MARET 2024						DAILY SALES APRIL 2024					
TGL	DEPT	BRAND	SALES	QTY		TGL	DEPT	BRAND	SALES	QTY	
1	6470	CARDINAL JEANS	5,053,251	34		1	6470	CARDINAL JEANS	26,229,250	82	
2	6470	CARDINAL JEANS	6,082,500	17		2	6470	CARDINAL JEANS	35,304,773	108	
3	6470	CARDINAL JEANS	14,210,310	41		3	6470	CARDINAL JEANS	36,696,961	113	
4	6470	CARDINAL JEANS	7,894,200	21		4	6470	CARDINAL JEANS	40,030,742	124	
5	6470	CARDINAL JEANS	7,095,400	20		5	6470	CARDINAL JEANS	45,033,461	134	
6	6470	CARDINAL JEANS	5,379,720	17		6	6470	CARDINAL JEANS	72,134,731	223	
7	6470	CARDINAL JEANS	5,347,100	16		7	6470	CARDINAL JEANS	73,591,111	224	
8	6470	CARDINAL JEANS	12,100,930	33		8	6470	CARDINAL JEANS	57,370,632	175	
9	6470	CARDINAL JEANS	13,904,030	37		9	6470	CARDINAL JEANS	46,971,852	147	
10	6470	CARDINAL JEANS	23,305,440	63		10	6470	CARDINAL JEANS	1,915,200	5	
11	6470	CARDINAL JEANS	21,751,338	61		11	6470	CARDINAL JEANS	5,515,100	17	
12	6470	CARDINAL JEANS	7,346,900	21		12	6470	CARDINAL JEANS	5,689,330	18	
13	6470	CARDINAL JEANS	2,704,730	7		13	6470	CARDINAL JEANS	4,715,660	14	
14	6470	CARDINAL JEANS	7,179,240	20		14	6470	CARDINAL JEANS	1,280,500	4	
15	6470	CARDINAL JEANS	8,818,650	26		15	6470	CARDINAL JEANS	1,623,630	6	
16	6470	CARDINAL JEANS	18,619,790	54		16	6470	CARDINAL JEANS	3,027,400	8	
17	6470	CARDINAL JEANS	23,252,440	68		17	6470	CARDINAL JEANS	4,174,701	12	
18	6470	CARDINAL JEANS	11,366,700	34		18	6470	CARDINAL JEANS	2,546,800	8	
19	6470	CARDINAL JEANS	14,544,830	44		19	6470	CARDINAL JEANS	1,061,200	3	
20	6470	CARDINAL JEANS	10,715,900	33		20	6470	CARDINAL JEANS	1,466,400	5	
21	6470	CARDINAL JEANS	12,610,102	38		21	6470	CARDINAL JEANS	2,566,600	8	
22	6470	CARDINAL JEANS	14,819,190	48		22	6470	CARDINAL JEANS	784,200	2	
23	6470	CARDINAL JEANS	33,754,183	103		23	6470	CARDINAL JEANS	2,115,100	7	
24	6470	CARDINAL JEANS	37,245,711	108		24	6470	CARDINAL JEANS	1,812,700	6	
25	6470	CARDINAL JEANS	11,738,660	36		25	6470	CARDINAL JEANS	2,254,830	6	
26	6470	CARDINAL JEANS	20,820,943	63		26	6470	CARDINAL JEANS	1,793,800	6	
27	6470	CARDINAL JEANS	19,040,692	61		27	6470	CARDINAL JEANS	2,117,000	6	
28	6470	CARDINAL JEANS	22,515,631	65		28	6470	CARDINAL JEANS	1,366,800	5	
29	6470	CARDINAL JEANS	35,848,580	110		29	6470	CARDINAL JEANS	1,231,900	4	
30	6470	CARDINAL JEANS	33,882,151	102		30	6470	CARDINAL JEANS	528,900	2	
31	6470	CARDINAL JEANS	44,701,641	136							
			514,268,883	1,517					482,951,264	1,482	

Tabel 1.1 Penjualan Cardinal Jeans

A. Sales

1. Conceptual Definition

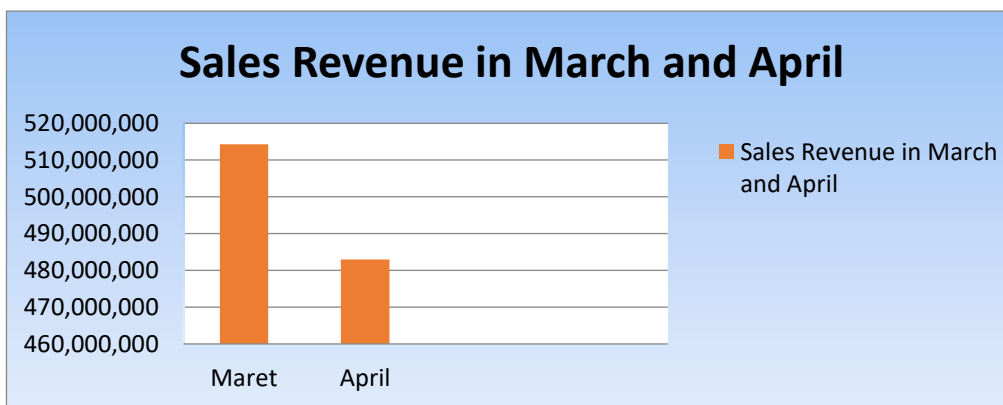
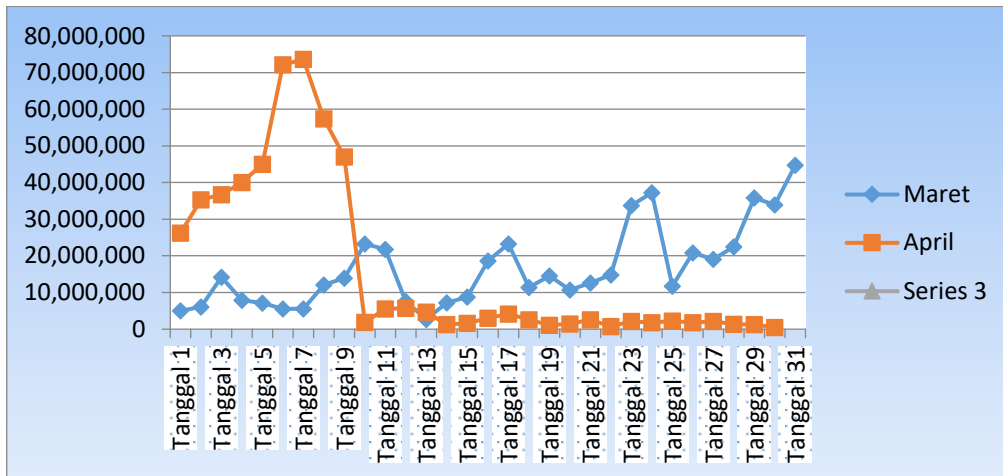
Sales is a process of giving something to another person or buyer with the aim of obtaining money as compensation or payment.

2. Operational Definition

Sales operations in this study use sales calculation data from PT. Matahari Johar Plaza Tbk. Jember in March and April 2024.

Researchers conducted research at PT. Matahari Johar Plaza Tbk. Jember. Researchers found a case about income at PT. Matahari Johar Plaza Tbk. Jember which experienced a decline after Eid al-Fitr in 2024. Here is the sales chart data for March and April 2024

Cardinal Jeans Daily Sales Chart in March and April



Tabel 1.2 Grafik Penjualan Cardinal Jeans pada bulan Maret 2024 dan April 2024

Based on research conducted, sales of the Cardinal Jeans brand earned revenue in March 2024 of 514,268,883 for one month. Meanwhile, in April 2024, it experienced a decline due to competition for marketing strategies which only obtained 482,951,264.

Marketing Strategy carried out by Matahari Johar Paza Tbk. Jember for efforts to trigger changes in consumers in the form of purchasing behavior and consumer satisfaction. Marketing activities are carried out with a social process in promoting products to inform customers to persuade and remind about a product to others.

PT Matahari Johar Plaza Tbk Jember has a strategy in increasing the number of consumers through sales promotion and advertising activities. There is a difference between sales promotion and advertising based on its characteristics. The difference among them is that



sales promotion aimed at creating immediate action, based on the attractiveness of goods or services, adds real value to the company's profitability and contributes greatly to the company's profitability. While advertising aims to create a brand and corporate image, based on the value of emotional dance, add national intangible value and make a moderate contribution to goods or services. Here I attach the achievement data for March 2024 and April 2024 in tables 1.2 and 1.3

DEPT	DEPT_NAME	SPACE	MARET 2024			% Ach
			SALES	QTY	TARGET	
3264	NEVADA DENIM	29.28	991,431,808	8,448	1,075,963,510	92.14%
3262	AMERICAN JEANS	30.45	3,492,089	40	27,434,008	12.73%
3265	DISNEY DENIM	40.50	8,519,770	76	30,197,767	28.21%
DP MEN YOUNG CASUAL		100.23	1,003,443,668	8,564	1,133,595,286	88.52%
6470	CARDINAL JEANS	48.18	463,305,300	1,517	427,517,902	108.37%
6471	EMBA JEANS	55.13	356,735,547	1,509	430,488,153	82.87%
6472	OSELLA	83.25	302,620,845	1,513	356,930,448	84.78%
6474	THE GAB'S	89.09	269,459,369	1,039	313,983,919	85.82%
6477	TRIPLE	52.81	253,079,814	1,004	318,111,941	79.56%
6478	WALRUS POLO	40.62	258,180,387	2,338	273,674,023	94.34%
6483	D & F	88.12	140,395,464	740	182,489,953	76.93%
6488	FOREX	33.58	116,091,126	516	148,035,723	78.42%
6467	LOIS	63.27	94,932,081	309	112,420,623	84.44%
6126	WILL K	45.10	62,738,712	307	88,712,533	70.72%
6480	L'GS JEANS	42.31	50,789,510	194	46,357,722	109.56%
6473	3 SECOND		0	0	-	
6476	GREEN LIGHT		0	0	-	
TOTAL CV MEN YOUNG CASUAL		641.46	2,368,328,156	10,986	2,698,722,939	87.76%
TOTAL MEN YOUNG CASUAL		741.69	3,371,771,823	19,550	3,832,318,225	87.98%

Tabel 1.3 Achievement Month Cardinal Jeans pada bulan Maret

DEPT	DEPT_NAME	SPACE	APRIL 2024			% Ach
			SALES	QTY	TARGET	
3264	NEVADA DENIM	29.28	591,138,895	5,166	1,029,121,300	57.44%
3265	DISNEY DENIM	40.50	13,441,269	157	8,843,651	151.99%
3262	AMERICAN JEANS	30.45	5,526,301	79	3,624,842	152.46%
DP MEN YOUNG CASUAL		100.23	610,106,466	5,402	1,041,589,793	58.57%
6470	CARDINAL JEANS	48.18	435,091,229	1,482	600,949,644	72.40%
6471	EMBA JEANS	55.13	316,430,492	1,358	462,718,859	68.39%
6478	WALRUS POLO	40.62	353,764,231	2,329	334,883,740	105.64%
6472	OSELLA	83.25	235,777,889	1,308	392,527,107	60.07%
6477	TRIPLE	52.81	306,168,632	1,304	328,267,827	93.27%
6474	THE GAB'S	89.09	227,407,297	913	349,513,619	65.06%
6483	D & F	88.12	151,248,132	940	182,105,847	83.06%
6488	FOREX	33.58	152,509,054	668	150,580,882	101.28%
6467	LOIS	63.27	88,567,734	312	123,135,652	71.93%
6126	WILL K	45.10	80,539,706	493	81,377,887	98.97%
6480	L'GS JEANS	42.31	53,937,682	220	65,878,672	81.87%
6473	3 SECOND		0	0	-	
6476	GREEN LIGHT		0	0	-	
TOTAL CV MEN YOUNG CASUAL		641.46	2,401,442,079	11,327	3,071,939,737	78.17%
TOTAL MEN YOUNG CASUAL		741.69	3,011,548,545	16,729	4,113,529,530	73.21%



Tabel 1.4 Achievement Month Cardinal Jeans pada bulan April

Achievement is the level of achievement needed by someone in a company within a certain period of time to meet performance goals in order to get predetermined compensation.

In table 1.3, the Cardinal Jeans brand obtained an achievement of 108.37% while in April it decreased by 72.40%. Because the target in April 2024 is greater than in March 2024.

Conclusion

Based on the results and wetting above, there is a decrease in sales in April 2024, due to the target in April 2024 being greater than in March 2024.

The factors that support the achievement of the target in March 2024 are during the Eid moment, as evidenced in tables 1.3 and 1.4, Achievement Month sales at Cardinal Jeans which obtained a March achievement of 108.37%, while in April it decreased by 72.40%.

Suggestion

Based on the discussion above, Cardinal Jeans further improves the way of sales strategies and maintains the quality of goods and adds a variety of the latest models that will be sold to potential customers in order to increase sales sales in the following month.

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