



OPTIMIZATION OF DISTRIBUTION CHANNELS IN THE MARKETING OF SAVE AND ENVIRONMENTALLY FRIENDLY DETERGENTS (DELTAMAT) MSMEs IN CIMANGLID VILLAGE, BOGOR REGENCY

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Abstract

The development of technology and industry makes people more honed and skilled in finding an added value in the products they produce. MSMEs, which are one of the pillars of the Indonesian economy, can present environmentally friendly products and replace other similar products. Cleaners, such as soap and detergent, are one of the people's needs that are routinely purchased. Detergent is a further innovation from soap because it has better washing power and is not affected by the mineral content in the water. The ability of producers, especially those who are serious about producing environmentally friendly products, must be balanced with appropriate marketing strategies. One that can use is the distribution channel to bring the product closer to the final consumer. With efforts to produce quality products and balanced with appropriate marketing strategies, MSME products can also grow and compete with other products that are already present and dominate the market.

Keywords: Detergent, MSME, Distribution Channel, Deltamat, Environmentally Friendly

INTRODUCTION

The characteristics were inherent in the identity of the Indonesian nation, one of which is the number of micros, small and medium enterprises (MSMEs) that are growing and are expected to support the nation's economy. The products produced by MSMEs also vary, ranging from simple products such as morning snacks to chemical products such as detergent soap and many more. Generally, this business is run in the *home industry*, so it is not uncommon for the goods it produces not to have a permit and not even have a shop to display their products.

The rapid development of digitalization in Indonesia has had a significant impact on the growth of the MSME world. The characteristics of businesses that previously relied on shops and markets as a meeting place for sellers and buyers have now shifted to marketplace platforms, commonly known as online stores. This phenomenon moves to buy and sell from the offline market to the online market and changes the lifestyle of consumers in Indonesia (Kasali, 2018).

The detergent, used since 1960 as a cleaner and is commonly used by households and industry, actually has an ecotoxicological impact on the ecosystem of life in river water. (Aticis, 2021). Detergents are divided into four types based on their content: cationic, anionic, nonionic, and amphoteric. The surfactant (LAS) content, an anionic type, is the most widely used in households and industry (Dehghani, Mahvi, Najafpoor, & Azam, 2007).

Naming with detergent labels distinguishes detergents from other cleaners that already exist, namely soap. Detergent has a significant difference when compared to soap. The few differences

between detergent and soap are better washing power and not being affected by certain minerals in the water. Initially, detergent raw materials only consisted of water, oil and coarse materials such as wet sand. Over time, A Reychler, a chemist from Belgium, pioneered the addition of chemicals as a constituent of detergents and continues to be developed and varied so that it has a negative impact or risk on living ecosystems. The negative effects for humans revolve around the effects of irritation on the skin, causing cataracts in adults and even for the environment can reduce oxygen levels in the water(Sugiharto Dalam Hendra, Barlian, Razak, & Sanjaya, 2016).

Choosing a good detergent is to select a detergent that uses environmentally friendly surfactants. One of the vegetable ingredients that can form surfactants is palm oil, and it is easily biodegradable(Sana & Zubaidi, 2017). Many parties have not widely applied the use of palm oil in products. This reason is that there is still limited information about the benefits of using palm oil in certain products, including in the manufacture of detergents.

A superior product still needs a way to market product. The product's advantages will be difficult to enjoy by the public if certain ways are not carried out for marketing. Equitable distribution and marketing of products is part of a series of activities to increase profits. Increasing a profit will certainly take a long time. A good distribution channel will affect customer interest. If customers are satisfied with the services provided, and on the other hand, the inventory of the goods they need is available, this will increase turnover for the company. For the turnover to continue to grow, it is necessary to implement a precise strategy carried out efficiently and effectively. A good distribution channel must run because it will have an immediate effect on a company's sales.

Each intermediary that brings the product and its ownership closer to the final buyer constitutes one channel level(GALA, Barkah, & Ramadania, 2019). Producers and end consumers both do the work that makes them part of every channel level. The goods must also arrive in the hands of consumers in good condition. Marketing a product makes many producers cooperate with marketing intermediaries (distributors) to distribute their products to the market. A marketing intermediary is a trade channel or distribution channel.

DISCUSSION

Detergent is a mixture of various ingredients (usually derived from petroleum derivatives) used to help clean (wash) something. The term detergent is used to distinguish it from other cleaners that came first, namely soap. Detergents have a striking difference compared to soap. Namely, they have better washing power and are not affected by the content of certain minerals in the water. At first, detergent ingredients are only water, oil and abrasive materials such as wet sand. In 1913, detergents began to use synthetic materials. This product was pioneered by A Reychler, a chemist from Belgium. Since then, the ingredients for detergents have continued to grow and vary. Benefits Detergents are usually used for:

1. Cleaning or washing clothes.

2. Cleaning or washing household appliances (such as glasses and plates)
3. Cleaning the house (such as floors, porcelain, plastic and metal)

In addition to cleaning / removing dirt, detergents can also kill germs and bacteria and extend the life of fabrics, carpets and other household appliances.

Materials in general, detergents consist of the following ingredients:

Surfactants - surface-active agents, are surface-active substances with different abilities, namely hydrophilic (like water) and hydrophobic (like fat). This active ingredient functions to reduce the surface tension of the water to facilitate removing dirt attached to the surface of the material. There are four categories of surfactants used, namely:

1. Anionic (Alkyl Benzene Sulfonate –ABS and Linear Alkyl Benzene Sulfonate - LAS)
2. Cationic (Ammonium Salt)
3. Nonionic (Nonylphenol polyethoxylated)
4. Amphoteric (Acyl Ethylenediamine)

The average use of detergent per household is 50 grams/day. Just imagine, with a population in Indonesia of around 220 million people and consisting of about 40 homes, there are 720 tons of detergent used in a year, and it ends up as liquid waste. That's a great number!

Detergents made from chemicals have a great risk of harm to the environment. Listening to the following points will make us aware.



1. Trigger eutrophication

River or swamp waters contaminated with detergent waste can trigger eutrophication. Eutrophication is a condition of the rapid growth of water hyacinth and algae. If this condition is left unchecked, then the surface of the river or swamp will be covered by this plant. The aquatic biota below will have a negative impact because eutrophication inhibits the circulation of oxygen and sunlight. Then the rapid growth of algae can increase the nutrients in it. Over time, it causes the biota in it to die or even become extinct.



2. Cause water pollution

Uncontrolled detergent waste will cause water pollution in sewers that flow into rivers and then empty into the sea. If the discharge of detergent waste is greater, groundwater contamination can occur. Whereas groundwater is used as a source of drinking water for the community so that harmful chemicals that makeup detergents will indirectly be drunk. In addition, the presence of soap foam on the surface of the water will also block sunlight and oxygen circulation so that it can cause the death of the aquatic biota below.



3. Threatening marine ecosystems

Detergent waste that flows in rivers will end up in the sea

the use of detergents containing taxation or petroleum by-products that are difficult to decompose will threaten the survival of marine life.

Another effort is to replace detergent products with environmentally friendly materials such as Deltamat, the main ingredient being a by-product of palm oil, which is easily biodegradable with water to not pollute the environment, unlike detergents made from petroleum by-products. For example, taxation is difficult to decompose and pollutes the environment. Deltamat educates that clean is not synonymous with great foam, which most homemakers believe. At least with this small step, namely replacing soap with abundant foam with biodegradable soap with minimal foam, we can reduce pollution. Deltamat is a biodegradable soap without a foam booster. Lack of foam indeed, but able to prove with the ability to clean clothes to the maximum. Too much foam, apart from wasting rinsing water, can also make the color of the clothes fade quickly, and the fabric fibers also become stiff.

Deltamat Distribution Channel

The product owner must distribute his goods to where the consumer is located. It is the duty to distribute the goods to consumers. Activities to distribute these goods can be carried out directly from

producers to consumers but can also be done indirectly. Indirect dealer means using a dealer or distributor, while direct dealer means no need for a dealer or distributor. All of that is the task of distributing goods to consumers. For this purpose, entrepreneurs can use various possible distribution channels, and deltamates use direct or indirect distribution.

a. Direct distribution channel

In this deltamats distribution channel, it is hoped that consumers will feel satisfied because consumers no longer need to think about the problem of transporting the goods they bought to their place. Besides the issue of transforming the goods, consumers will also get another advantage, namely that they can check the integrity of the goods when they arrive at their place. On the other hand, entrepreneurs also benefit from this direct contact because they can get to know more about deltamats consumers. With this familiarity, of course, you will be able to see the lifestyle, estimates, income, social status and so on from consumers. By knowing this information, entrepreneurs will be able to find out other types of needs from these consumers that may be offered at that time or in the future.

b. Indirect distribution channel

In this case, deltamats marketing uses outside parties to help distribute deltamats to consumers. The external party is a reseller or intermediary trader. Deltamat uses this distribution method because of conventional goods or daily necessities.

Sales Volume

According to Rangkuti in Poluan, Mandey, & Ogi (2019), Sales volume is the result achieved both in physical and volume or units of a stated product. Furthermore, Poluan et al. explained that sales volume is a sign of an increase or decrease in sales, which can be displayed and calculated using units, kilos, tons and liters. Sales volume analysis is based on:

1. Product line

The company must analyze the sales volume based on the product line (product line) in real conditions. Then explore the sales area by connecting the importance of each location based on the product line from the group of buyers in the area.

2. Market segments (territories, buyer groups and so on)

In evaluating sales results, companies need to compare their sales results with their targets. It is necessary to make an in-depth analysis of the company's market share.

According to Swastha and Irawan Dalam Karim, Sepang, & Lumanauw (2014), There are several indicators of sales volume, namely:

1. Reach sales volume

2. Get certain profit

3. Supporting company growth

Sales volume is the result of total sales, which is the achievement obtained by the company from selling goods in a certain period. This sales volume is expressed quantitatively both in terms of physical and volume or units of a product.

The Relationship Between Promotion And Distribution Channels With Sales Volume

Through promotions, entrepreneurs can introduce the products they produce and place deltamats on the market appropriately to attract consumers' interest to increase sales. In addition, advertisements need to be supported by good deltamats distribution so that consumers can easily obtain the products offered. Distribution channels play an important role in the distribution function and availability of deltamats. Accuracy in choosing distribution channels aims to support companies in increasing sales volume. Therefore, good promotion and proper distribution channels are needed to increase sales volume.

CONCLUSION

Micro, Small and Medium Enterprises, commonly called MSMEs, have a very large and crucial contribution to Indonesia's economy and economic growth. One of the MSME products that are the necessities of life for many people is cleaning products such as detergents. Detergent is a cleaning agent commonly used by the wider community, both by households, industry, hotels, restaurants, and hospitals.

The development of knowledge makes people realize the importance of maintaining a living ecosystem. One way to maintain and improve living ecosystems is to start selecting and substituting products that are not environmentally friendly to more environmentally friendly products. Manufacturers are also required to begin adapting by producing biodegradable products such as Deltamat, a solution for detergent products.

Distributing and marketing products is part of increasing profit. Increasing a profit must take a long time. A good distribution channel will affect customer interest. If customers are satisfied with the service and inventory they need, it will increase turnover for the company.

Deltamat uses two distribution channels, namely:

a. Direct distribution channel

Deltamat opens outlets that can be accessed directly by consumers when consumers want to buy environmentally friendly detergent products. With this direct distribution channel, it is hoped that consumers will feel closer and more satisfied because they can buy from outlets that produce their products.

b. Indirect distribution channel

Deltamat carries out a marketing strategy using indirect distribution channels to widen the market. The goal is to get the product closer to the final consumer using the distribution channel of another party.

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