

Efforts To Increase Revenue at CV. Citra Cemerlang

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The problems selected and discussed in this thesis are: Efforts to increase Revenue of CV. Citra Cemerlang, so the purpose of the situation from CV. Citra Cemerlang, is to increase revenue from Rp.383,211. 950,- in 2021 to Rp.1,029,161,295,- in 2024. Research carried out in CV. Citra Cemerlang, located in Jl, Sunan Drajat, No. 311 Lamongan, while time spent on research from January to March 2025. The research method used for this research is survey method and data collected through: 1) Documents analysis, 2) observation, and 3) the interview. Research instrument is a tool that will be used to analyze the function of the selected standard, are: a) Transaction Functions, b) Customer Seizing function, c) Marketing plan Function, d) production function, and e) Functions of Human Resource Management. Methods of data collection using the method of documentation. Internal and external factors analysis and their readiness indicators used to assess the readiness of 12 pre-defined Functions selected by using SWOT analysis. Alternative problem-solving steps starting from a function that has the lowest interest rate up to a function that has the highest interest rate.

Keywords: strategy, income

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1. Introduction

In this era of globalization, development is very rapid in the fields of Science and Technology, Informatics and other fields. To support ongoing development, the role of the private sector is very necessary, in the framework of implementing the development. CV. Citra Cemerlang is one of the legal entities engaged in the private sector, namely contractor services, participating in this development. It was established on April 8, 2004 with Notarial Deed number: 86 with legalized by a Notary official in the name of MARIA INVIOLAJA, SH according to the decree of the Minister of Justice of the Republic of Indonesia number: C.255-HT.08.04.TH2004 dated December 28, 2004. CV. Citra Cemerlang which has an office at Jl. Sunan Drajat No. 311, Lamongan is led by a Director named M. Chudori. The objectives of establishing this company are:

- a) Operating in the field of engineering, mechanical, electrical, measuring, surveying, laboratory and special weighing equipment spare parts.
- b) Engaged in the field of stationery spare parts, office printed goods, warehousing and employee supplies.
- c) Engaged in the service sector, except for legal services.
- d) Working as a supplier, distributor, distribution agent and procurement of trade goods, all in the broadest sense of the word.
- e) Engaging in business in the fields of agriculture, plantations, fisheries and animal husbandry.
- f) Running a business in the field of public transportation.

2. Research Method

Research is conducted using the case study method, which involves finding facts with appropriate interpretation (Shitney, 1960:104). Descriptive research, on the other hand, examines phenomena occurring

in society and specific situations. Descriptive methods sometimes explain specific phenomena, thus constituting a comparative study. Researchers sometimes classify by establishing standards, thus calling it a normative survey. This situation leads to several types of inappropriate descriptive research (Nazir, 1988:64).

The research was conducted in the CV. Citra Cemerlang environment located at Jl. Sunan Drajat No. 311 Lamongan, while the time used for the research was from January to March 2025. The research went quite smoothly because both the owner of CV. Citra Cemerlang and the tender partner (PEGADAIAN) were very cooperative in collecting data used for the researcher's analysis.

3. Results and Discussion

Based on the selected functions and factors combined with the predetermined benchmarks, the research results for each function and factor can be described as follows.

Transaction Function

Internal Factors

a. Products for Sale

The products sold at CV. Citra Cemerlang are wholesale services. Based on the data in the table, the products sold at CV. Citra Cemerlang have experienced increases and decreases. In the last two years, the increase has been gradual. Therefore, it can be said that this factor provides an opportunity to achieve the set main target.

b. Contract Agreement

Contractual agreements are realized in a company's activities, taking the form of a sales contract between a prospective user and an employee serving in the marketing department. Therefore, with every sales transaction, the company will fulfill every customer's needs and desires. This factor is a strength for CV. Citra Cemerlang in achieving its stated targets or objectives.

c. Employee

Employees in this function are defined as personnel who market and serve the sales and purchase agreements or contracts between the company and potential consumers for the products being sold. The existing personnel are 2 (two) people who are the owners of the company who always try to obtain tenders / contract work which is only limited to certain agencies while for the administrative staff for making contracts consists of 1 (one) person who sometimes cannot complete too many contract jobs, so this factor is suggested as an inhibiting factor and is a challenge for the readiness of the transaction function in achieving the main target.

d. Equipment and Supplies

Based on existing data, equipment and supplies to meet the main objectives of the transaction function are still inadequate. This factor is considered inadequate because the condition of equipment and supplies, as facilities and infrastructure, is not yet up to expectations, both in terms of quantity and quality. This will result in:

1. The level of customer service will decrease or become unsatisfactory.
2. Completion of work will be slow due to equipment that does not meet the requirements.
3. The description above indicates that CV Citra Cemerlang's equipment and supplies are insufficient to support the expected smooth production process, thus representing a weakness.

e. Finance

The finances to finance CV. Citra Cemerlang's routine operational activities, obtained from remaining business results or profits, are deemed sufficient, so this factor is a strength factor in achieving the main target.

External Factors

a. Customer

In general, government agencies, which are the primary targets of CV. Citra Cemerlang, support the achievement of transaction functions for the primary target.

b. Competitors

There are already quite a few businesses offering similar products in the Lamongan area. Therefore, if they fail to maintain good service and equipment, customers may switch to other businesses. So far, the company has managed to maintain and improve its service to its customers.

Customer Acquisition Function

Internal Factors

1. Marketing Guidelines

Marketing guidelines to attract customers to consistently use CV. Citra Cemerlang's services or products are implemented diligently by salespeople, both in the office and in the field. This strengthens this function in achieving its primary objectives.

2. Products for Sale

The products sold are wholesale goods and services produced based on the capabilities of CV. Citra Cemerlang, supported by human resources, equipment, and supplies, which are the strengths of this function in achieving its main objectives.

3. Employee

Based on the qualifications, experience, and capabilities of staff in providing service to customers, the quantitative capacity of the staff involved in customer acquisition is very limited and disproportionate to the number of people required to be served. This means that employees are at an adequate level of preparedness.

4. Finance

Financial needs for competing for customers in order to meet service targets so that with the increasing level of readiness of the transaction function, especially funds for transportation of officers in providing services are deemed sufficient so that it is a strength for this function in achieving the main targets set.

External Factors

a. Customer

To retain existing customers and attract new ones, or to encourage them to use the company's products, it's essential to continuously build good relationships with them. Companies have consistently maintained good relationships with consumers, including addressing their complaints.

b. Competitors

The competitive landscape in the same sector, specifically contract services, presents a challenge for CV Citra Cemerlang in achieving its stated objectives, necessitating the expansion of its marketing network to attract new customers.

Marketing Planning Function

Internal Factors

a. Product

All of CV. Citra Cemerlang's products, which are contract services, rely solely on government agencies, specifically UNESA and PEGADAIAN. This will further diminish development in this sector. To address this shortfall, network expansion is necessary. This presents a challenge for this function in achieving its stated primary objectives.

b. Finance

CV Citra Cemerlang's financial resources for marketing planning are deemed sufficient to meet promotional and/or marketing targets. This represents a strength for CV Citra Cemerlang.

c. Equipment and Supplies

Several supporting factors, including a number of tools for communicating and/or serving as marketing media for CV Citra Cemerlang, both owned by the company itself or acquired through new procurement, are considered insufficient. The need for the addition of one motorcycle to streamline marketing activities is a weakness in this function.

External Factors

Competitors: Competitor conditions are a challenge for CV. Citra Cemerlang in achieving the main targets set, thus becoming a weakness factor for this function.

Production Function

Internal Factors

a. Employee

Based on the qualifications, experience, and abilities of employees, which are based on various educational backgrounds, the production function is less than optimal. Therefore, employee factors are a barrier for CV. Citra Cemerlang.

b. Products for Sale

The product sold by CV. Citra Cemerlang is a contract service. The contract service providers frequently use it for government agencies and the general public. Based on the data in Chapter I, profits fluctuate. This presents an obstacle for CV. Citra Cemerlang in achieving its stated objectives.

c. Equipment and Supplies

CV Citra Cemerlang's equipment and supplies are still very limited, so that when it receives a large, difficult contract, it is forced to borrow from other parties or partners at a fairly high cost. This is a significant weakness for CV Citra Cemerlang.

d. Finance

The funding required to meet production needs and achieve the established Situational Objectives is highly supportive. This is evident in the maximized use of profits, a strength for CV Citra Cemerlang.

e. Intervention

What is meant by action to intervene here is the direct action of the leader in terms of completing the work of contract services if there are obstacles that are very urgent, so that the problem can be resolved immediately, then this factor is at an adequate level so that it will be meaningful as a strength.

External Factors

Competitors: There are several competitors who are considered a challenge for CV. Citra Cemerlang in terms of obtaining contract work and also in achieving the main targets that have been set, so this is a weakness for CV. Citra Cemerlang.

Human Resource Management Functions

a. Employee

Employees at CV. Citra Cemerlang have the skills but lack the experience relevant to their duties and fields. This represents a weakness for the company in achieving its core objectives.

b. Finance

CV. Citra Cemerlang's financial resources and budget are adequate for both salaries and operational needs. This is evident in the monthly salaries paid to employees, the amount of which is determined

by length of service and the scope of responsibilities each employee holds. The financial situation is considered ready to support the personnel management function in achieving its stated goals.

c. Provisions Regarding Job Descriptions

Every employee performing their duties should adhere to the company's established guidelines. Job descriptions serve as a guide for employees in carrying out their duties to achieve satisfactory results. In this case, CV. Citra Cemerlang does not yet have clear job descriptions for the duties of its employees. In other words, the job description factor is not yet ready to support the personnel management function in achieving its stated goals.

4. Conclusion

Based on the results of the functional readiness level and selected factors, follow-up is required to achieve situational objectives for functions whose readiness levels are not yet adequate at CV. Citra Cemerlang. The factors for each function that are not yet ready are as follows:

1. Transaction functions with employee, equipment, and supplies factors.
2. Customer acquisition function with employee factors.
3. Marketing planning function with equipment and supplies factors as well as products being traded.
4. Production function with factors of products sold, equipment and supplies.
5. Human resource functions with employee factors and job descriptions (determinations regarding tasks).

Based on these conditions, alternative solutions are needed to ensure that the unprepared factors can support their functional readiness, thereby achieving CV Citra Cemerlang's desired goals. Based on the above, the following alternatives need to be proposed.

1. Employee

To overcome the lack of preparedness in employee factors, the following steps need to be taken:

- a. Adding new employees as needed to fill the gap, namely 1 employee with a Diploma in business education qualification who has experience in marketing and promotion and 1 employee with a high school education with computer skills, especially MS Word , MS Excel and Autocat programs . Thus, CV. Citra Cemerlang in running its operations can run well because factors that are not yet ready will become strengths after the recruitment of new employees.
- b. Participate in training that can provide broad insight to improve employee performance.
- c. Motivate employees to work harder to achieve high profit levels by giving bonuses to those who excel.
- d. Creating a harmonious atmosphere between employees so that feelings of envy or suspicion do not arise so that they can enjoy their work more .

2. Equipment and Supplies

To overcome the lack of preparedness in terms of equipment and supplies, the steps that need to be taken are:

- a. Adding new equipment in accordance with existing work conditions will ensure smooth execution of the work due to the availability of equipment that significantly supports its implementation. Additional equipment and supplies required include a computer with MS Word , MS Excel , and AutoCat software specifications to expedite the creation of work contracts (tenders).
- b. Trying to procure 1 (one) motorbike as a means of transportation for promotional purposes, as well as 1 (one) pick-up truck to transport the necessary equipment to the location/project being worked on.

3. Product

To overcome the problem of lack of readiness in this product factor, the following steps are required:

- a. Conduct promotions to other agencies, not only to Pegadaian agencies which have been consumers every year.
 - b. Maintaining product image both in terms of quality and quantity so that consumers feel satisfied with the products they purchase.
- 1) Competitors
To overcome this problem, the company took the following steps:
 - a. Providing good service to consumers both in terms of quality and quantity so that consumers feel satisfied.
 - b. Establishing cooperation with other similar companies to meet consumer needs, especially the fulfillment of stationery needs.
 - 2) Job Description
This factor is very important for the smooth implementation of employee tasks so that there is no overlapping of work.
 - 3) Best Alternative Selection
To increase CV. Citra Cemerlang's revenue, the following best alternatives can be selected.
 - 4) New Employee Recruitment
Recruiting additional employees is essential, particularly for transaction and customer acquisition functions, as these two functions are the spearhead of CV Citra Cemerlang's efforts to achieve its stated targets. The employees required are:
 - c. 1 employee with a Diploma in Business who has experience in marketing and promotion.
 - d. 1 employee with a high school education who is able to operate a computer well.
 - e. Conducting / Participating in Trainings
In general, employee/HR factors are adequate but still lack skills due to a lack of knowledge or experience, therefore the company must hold/include training to support the work they do.
 - f. Equipment and Supplies
In the era of globalization, where computers are essential for companies, CV. Citra Cemerlang requires an additional computer set with MS Word , MS Excel , and AutoCat software to ensure smooth completion of contract documents. An additional motorcycle is needed for promotional purposes, not just within UNESA and PEGADAIAN. A pickup truck is also needed to transport project equipment to work locations.
 - g. Creating a Job Description
 - a) Create job descriptions according to employee specifications.
 - b) Guided by the right man on the right place .
 - c) Create a task schedule to avoid overlapping work handling.
 - h. Final Situational Goal Setting
The formulation of situational objectives is to increase revenue at CV. Citra Cemerlang by considering the results of the analysis of each selected standard function and its factors, then the final situational objective is determined . From the results of the analysis in the previous section, most of the standard functions are at the readiness level, so the final situational objective is to increase the profitability of CV. Citra Cemerlang from Rp. 383,211,950 in 2020 to Rp. 1,029,161,295 in 2024.

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