

# SALES OF JAPANESE SIM CARDS AT PT. ADVENTURE TRAVEL GROUP

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## Abstract

*As times progressed, communication and information became rapidly evolving. One of the media used is a mobile phone. Nowadays, especially on vacation abroad, we can't get off the phone. Therefore, a SIM card is created for overseas.*

*At this time, a large number of people who need internet facilities abroad. One of the travel agents opened a special brand SIM Card, to meet the needs of its customers. This makes traveling more practical.*

*In this Final Task report, the author discusses "Japan SIM Card Sales at PT. Adventure Travel Group". In the technique of drafting reports, the authors use descriptive methods that describe actual, factual, and systematic arrangements. The authors also conduct live observations in the field, collect company data, and discussions with company staff related to the report.*

*From the results of fieldwork practices, the authors concluded that the providers that became mainstays are Softbank and Docomo. The process of resale of Japanese SIM Card requires thoroughness and good cooperation between staff, ranging from equipment preparation until product resale on the sales site. Advantages of purchasing Japanese SIM Card at PT. Adventure Travel Group is Auto Active and use the best providers. The disadvantages of buying Japanese SIM card in Japan is impractical, more expensive, and troublesome.*

*Keywords: Japanese SIM Card; Internet; Communication and Information*

## 1. Introduction

As the era progresses, information and communication technology evolves. The development of this technology can not be separated from the support of facilities from mobile phones. Most people, ranging from the lower to the upper class, have mobile phones. This shows that communication tools are not only a tertiary necessity but also part of the lifestyle.

Communication is a process in which people create and use a certain amount of information to connect with the environment. There are various understandings of communication put forward by experts. Here are some definitions of communication according to experts.

According to Effendy in the book *Ilmu, Teori dan Filsafat Komunikasi* reveals that :  
"The nature of communication is the process of statement between people, the statement is in the form of one's thoughts or feelings to others by using language as a means of channeling." (Effendy, 2003:28).

In addition, according to Prof. Dr. Hafied Cangara, M. Sc. in the book *Pengantar Ilmu Komunikasi* reveals that :

"Communication is a form of human interaction that influences each other, intentionally or inadvertently. It is not limited to forms of communication using verbal language, but also in terms of facial expressions, painting, art, and technology." (Prof. Dr. Hafied Cangara, M. Sc. 1998 : 20).

In communication, it can be declared successful if the communicator's message can get to the communion and the communicator gets feedback.

One example of mobile phones as a means of communication is when traveling somewhere, most people always bring a mobile phone. Mobile's role as part of this lifestyle is supported by the absence of a SIM Card. The role of this SIM Card is very important in daily life, such as for information and communication tools. This SIM card is very practical and easy to carry anywhere, due to its small size and also affordable price.

The increase in Indonesian tourists who go abroad, resulting in the need for a SIM Card increases. While in the country, travelers want to communicate with people, capture moments, and upload them to social media, find information about many things, and much more. Therefore, The SIM Card is one of the effective options that can meet these needs. With this need, the tour service not only provides tour & travel services but can also provide sim card. One of the travels that provide this service is PT. Adventure Travel Group.

PT. Adventure Travel Group is one of the tour services located in Bandung, West Java. The company is engaged in Tour & Travel, selling flight tickets, hotel vouchers, and tours for domestic and international. In addition, they also have 3 other brands, including Adventure Tour&Travel, JapanTrips, and Global Komunika.

With this background, the author submits an application for Field Work Practices at PT. Adventure Travel Group. During the fieldwork practice, the author is interested in the knowledge in the process of working that the author has only just learned. Therefore, the author chooses the final task titled "Japan SIM Card Sales at PT. Adventure Travel Group" as a journal report.

## **2. Method**

In writing this journal report, the author uses a descriptive method. According to Hidayat (2010), descriptive research is a research method used to find the widest possible knowledge of research objects at any given time. While according to Punaji (2010) descriptive research is research whose purpose is to explain or describe an event, the state, the object of whether a person or everything related to variables that can be explained using both numbers and words. Therefore, the

author applies the descriptive writing method as the writing method of this journal report. To obtain the information and data necessary for the preparation of this journal, the author does the following:

1. Field Observation

The author conducts observations directly in the field. How employees do the production process.

2. Interview

The author conducts interviews with staff on matters relating to the theme and what the author lacks in understanding the production process. The question the author asks about how to manufacture and resell the SIM Card, whatever it takes.

3. **Results and Discussion**

- 3.1 Provider and Resale Process of Japanese SIM Card at PT. Adventure Travel Group**

- 3.1.1 Japan SIM Card Provider**

Japan has several providers that can meet the needs of communication and information for both the public and the tourists. These providers include NTT Docomo, Softbank, KDDI, MVNO, AU, and so on. But the provider that became the mainstay of PT. Adventure Travel Group is Softbank and Docomo.

Softbank Corp. is a Japanese telecommunications and media company engaged in the provision of several services such as broadband internet, mobile telecommunications, and finance. Its subsidiary, SoftBank Mobile (formerly Vodafone Japan) is the third-largest 3G mobile network operator in Japan.

NTT Docomo, Inc. is the name of Japan's premier mobile telecommunications service operator and brand, NTT Docomo is a subsidiary of Nippon Telegraph and Telephone. DoCoMo stands for "Do Communications Over The Mobile Network". Docomo in Japanese means "anywhere", with the intention that Docomo mobile phones can be used anywhere. The following is a Japanese SIM card sold by PT. Adventure Travel Group:

- 1) Japan SIM Card 5/7/9/15/20/30 Days Unlimited Data
- 2) Japan SIM Card 10 Days Unlimited Data
- 3) Japan SIM Card 12 Days 6 GB Unlimited Data
- 4) Japan SIM Card 8 Days 3 GB
- 5) Japan SIM Card 8 Days 5 GB
- 6) Japan SIM Card 16 Days 100 GB Unlimited Data

### **3.1.2 Japan SIM Card Resale Process at PT. Adventure Travel Group**

At PT. Adventure Travel Group, especially Global Komunika which is a special brand to provide SIM Card. The author is placed in Global Komunika to be admin support whose one of the tasks is to packing the SIM Card.

#### **1. Things Need**

##### **1) SOP Stocking**

Global Komunika has several Standard Operating Procedures (SOP), including SOP Stocking which is packing SIM Card. Sop aims to pack a new SIM Card from the supplier to be ready to be distributed and sent to the warehouse or customer. In packing sim card, several supporting tools and data are required as follows:

- 2) Data Packing SIM Card Work
- 3) List of APN SIM Card
- 4) Barcode Scanner
- 5) Handphone Quality Control

#### **2. How to Packaging Japanese SIM Card**

Here is how to repack the SIM Card at PT. Adventure Travel Group :

##### **1) Count SIM Card**

Before starting the QC, prepare the sim card package that has arrived, then calculate the number of SIM Cards.

##### **2) QC SIM Card**

Quality control SIM Card by checking SIM Card signal by using QC mobile phone.

1. Prepare your QC phone and SIM card to be checked.
2. Insert the SIM Card in the bottom slot.
3. Press the power button until the QC phone turns on.
4. Check on slot one, whether there is a signal or not. Wait 5 seconds whether the signal is still there or not.
5. If there is no signal, separate the SIM Card.
6. If it's still there, collect the SIM Card and then rubber-fasten it every 50 pieces (it's tied back to 10 pieces, optional).

7. Sim card that is no SIM (no signal), separated, and given to the team leader. Then the team leader is separated and not reused. Next, report on accounting so that the SIM card is not put in stock.

**3) Paste stickers onto the cover**

Paste the day description sticker and quota amount in the lower right corner.

**4) Folding the cover**

Fold the covers according to the line.

**5) Paste the code into the plastic**

Paste the SIM Card code in the top left corner of the plastic, then separate it neatly and arranged in the order of the code numbers.

**6) Scan barcode**

1. Set up a scanner that is already connected to the computer.
2. Set up the SIM Card table on the computer.
3. Highlight the SIM Card barcode and press the button to scan. Do the same on the SIM Card serial number.
4. Make sure the SIM Card code, number, and series are correct, to avoid fatal errors.

**7) Remove SIM Card**

Remove the SIM Card from the full-size card carefully so that it does not break.

**8) Packing**

Before starting the QC, prepare the sim card package that has arrived, then calculate the number of SIM Cards. Sim cards that have been packaged, collected in order, and fastened every 50 pieces. If you have already, write in "Data Packing SIM Card Work". Then store it in the SIM Card cabinet.

After that, a portion of the SIM card is sent to the Jakarta warehouse. Pt. Adventure Travel Group uses its website and Tokopedia as its sales platform. Next, the sales admin starts uploading the product. If there is an order, sales provide proof of pick up and purchase of SIM Card to admin support.

If purchasing from the bandung warehouse, SIM card is taken with the system first in first out, then in the purchase data in excel. If the purchase is in a Jakarta warehouse, input the purchase in credidible by including the SIM card code, then it will be delivered by the Jakarta warehouse officer. If the purchase from the Bandung warehouse, the SIM card is taken with the system first in first out, then in the purchase data in excel. If the purchase is in a Jakarta warehouse, input the

purchase in credible with the SIM card code, then it will be cellular by the Jakarta warehouse officer.

### **3. Do and Don't**

#### **1) Do**

- Arrange to seat for people packing.
- Check and record the SIM Card at the end, after packing.
- Store all SIM Cards in a storage cabinet.

#### **2) Don't**

- Sticking stickers out of place.
- Not yet packing H+5 after SIM Card arrives.
- Work on more than 1 card type at the same time.
- Not focused when packing.

### **4. Systems Used**

#### **1) Slack**

Slack is one of the supporting application systems in the field of communication that aims to make it easier for employees to communicate directly and group their employees according to their role.

#### **2) Microsoft Excel**

Microsoft Excel is used to update existing data. Among them such as :

1. TopAds used to advertise products in Tokopedia. Staff will monitor product ad ratings on tokopedia page and then record them. If a product ad order decreases or is not advertised, the company will scale back the ad.
2. Balance Gogo serves to make the product stock data in the Warehouse with the same journal stock data.
3. SIM Card Price Comparison, data that serves to know the price of competitors. There are 7 competitors global komunika, namely Kenikura, Kairos, Pinjam WiFi, RedZone, SIMCard Store, Roaming Store, and W88. If a competitor's price is cheaper, the company will lower or stabilize the price.

4. SIM Card data serves as SIM Card data storage table. If there is a purchase, the data must be updated by the admin.

**3) Crewdible**

Crewdible is used to find out the stock of goods in jakarta warehouses. Every afternoon, crewdible data is downloaded and copied to GOGO balance data for check the next day.

**4) Jurnal.id**

Jurnal.id used to find out the amount of stock in bandung warehouses. Usually updated during the day. If you have, the support admin downloads the data, then checks with crewdible data.

**5) Tokopedia**

Tokopedia is one of the marketplaces used to market the products.

**6) Website**

Global Komunika has its website globalkomunika.com which contains products and tourist information about several countries.

**5. Troubleshooting**

Here are some common issues and how to solve them.

1) The cover is not good, as the mold shifts, there is a white plot, folded, or torn.

Workaround by separating the cover and will not be used.

2) Disabled or missing code stickers.

Workaround by passing the code number, continue using the next number.

3) If the cover runs out, and only the old cover remains.

Workaround by checking if the info on the cover is still relevant. If it is still, it can be used. Otherwise, the cover cannot be used.

**3.2 Advantages and Disadvantages of Japanese SIM Cards**

PT. Adventure Travel Group in running its business, especially the sale of SIM Cards, chooses several providers that have the best quality in their country. One of the Japanese SIM card providers entrusted by the company is Docomo and Softbank. Between the two does not

have a difference in terms of both signal quality and speed. Both are the best providers in Japan with good signal quality and speed.

If tourists will buy a Japanese SIM card, there will be several ways to purchase. One of them is the purchase of Japanese SIM Card in Indonesia, especially in PT. Adventure Travel Group. Here are the advantages of using PT products. Adventure Travel Group :

### **3.2.1 Advantages of Japanese SIM Card at PT. Adventure Travel Group**

1. 100% active guarantee.
2. Using Softbank and Docomo providers. Both of the best providers in Japan have no difference in terms of signal quality or speed.
3. No passport input required and auto active
4. PT. Adventure Travel Group always puts forward to understand and facilitate what customers need.
5. Trusted. Global Komunika is a place to meet all travel needs to various Domestic and International Destinations. Arranged by PT Adventure Travel Group, this Simcard has sold more than 6,000 SIM Cards.
6. PT Adventure Travel Group is a pioneer of International SIM Card in Indonesia. With the experience, travel knows which SIM Card has the best quality, and supported also with distribution spread from Bandung, Jakarta, and Surabaya.
7. Send the SIM Card ordered on the same day.
8. A lot of SIM Card options and cheaper prices.
9. 4G Connection Speed
10. IOS and Android Support
11. 3 IN 1 Size
12. The SIM card does not need to be returned to the company.

### **3.2.2 Disadvantages of Purchasing SIM Card in Japan**

1. Usually, registration and change of settings are required.
2. Japanese SIM card cannot be used on the mobile phone. The phone must be unlocked to Free SIM mode for the Japanese SIM card to be read.
3. SIM Card price is more expensive.
4. Impractical. Because if tourists want to buy SIM Card, tourists are required to go to some sales spots such as airports, electronics stores such as Yodobashi Camera and

Bic Camera, as well as independent stores of telecommunications companies such as Docomo, Softbank, and AU.

### 3.3 Differences in Japanese SIM Cards in PT. Adventure Travel Group with Japanese SIM Card in Japan

Table 3.3 Differences in Japanese SIM Cards

Specifications	PT.Adventure Travel Group	Japan
Type	Prabayar	Prabayar and Pascaprabayar
Place of Purchase	Tokopedia Website Global Komunika Travel (Bandung)	Convenience store Airport Online Shopping Electronics Store Telecommunication Company Store
Provider	Softbank NTT Docomo	Softbank NTT Docomo AU Rakuten Mobile Mineo, etc.
Data Package	Unlimited Data	Limited Data (1-12GB)
Call Package	-	-
Time Usage	5 - 30 Days	30 Days
Data Package Price	Rp 99.000 - Rp 390.000,00	¥ 1.980 - ¥ 3.680 (Rp 275.715 - Rp 512.440)
Call Package Price	-	¥ 600 - ¥3.200 (Rp 83.550 - Rp 445.600)
Payment	All types of payments, except credit.	Cash, Debit, and Credit
Need	-	Requires ID Need to change settings
SIM Contract	-	Exist and Not (Depending on SIM required)

Source : <https://mobareco.jp/>

## 4. Conclusions

In the preparation of the journal, the author chose the final task titled "Sales of Japanese SIM Cards in PT. Adventure Travel Group". In this chapter, the author will explain some of the

conclusions obtained based on the author's purpose. As for some conclusions that can be drawn by the author, among others as follows.

## **1. Japan SIM Card Provider and Resale Process at PT. Adventure Travel Group**

### **1) Japan SIM Card Provider**

PT. Adventure Travel Group in the Japanese SIM Card business, the company chose Softbank and Docomo as the mainstay providers. Both are the best providers in Japan with good signal quality and speed.

### **2) Japan SIM Card Jepang Resale Process at PT. Adventure Travel Group.**

1. The following is the process of packing sim card in PT. Adventure Travel Group :  
Prepare the tools and data needed, next calculate the number of SIM Cards, Check SIM Card with QC handphone, then paste sticker onto the cover, fold the cover according the lines, paste the code into the plastic, scan the barcode, remove SIM Card from the full-size, and last packing the SIM Cards.
2. In packing sim card, high thoroughness is required and has good cooperation between staff. If there are errors, both in the packing process, shipping, and so on. Hence the error, charged entirely to the staff on duty.
3. PT. Adventure Travel Group conducts a review of other stores online to find out the quality of its products when compared to others.

## **2. Advantages and Disadvantages of Japanese SIM Cards**

1. Advantages of buying a Japanese SIM card in Indonesia, especially at PT. Adventure Travel Group is Auto Active, IOS & Android Support, 3 IN 1 Size, many sim card options, and use the best provider.
2. Disadvantage of buying a Japanese SIM card in Japan is impractical, more expensive, and troublesome.

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