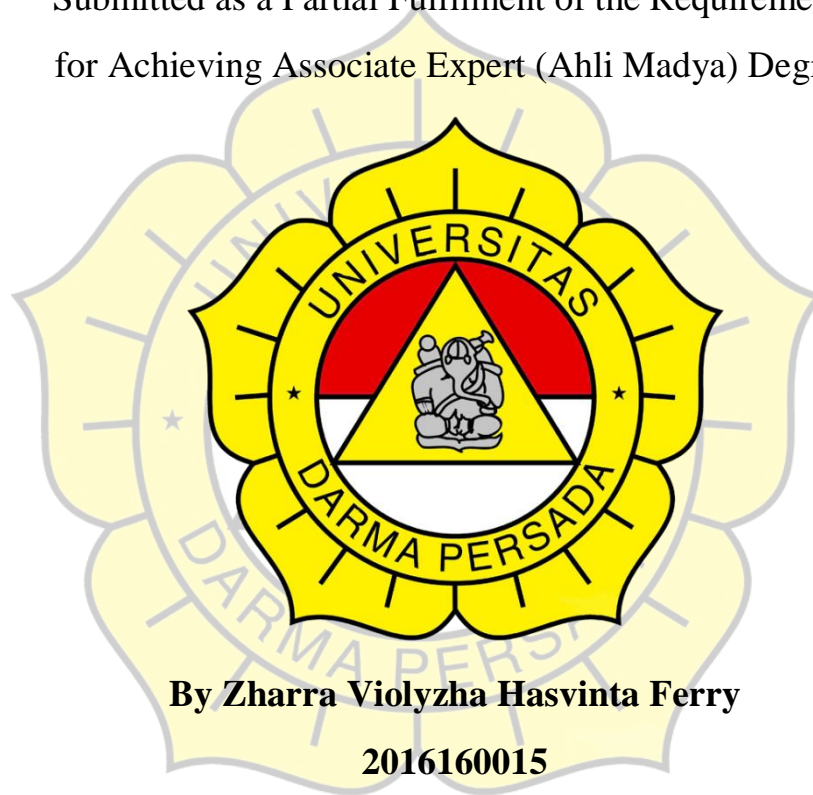


THE JOURNAL REPORT
THE CLOSURE OF GIANT SUPERMARKET
DUE THE COVID-19

Submitted as a Partial Fulfilment of the Requirements
for Achieving Associate Expert (Ahli Madya) Degree



By Zharra Violyzha Hasvinta Ferry

2016160015

ENGLISH DIPLOMA III DEPARTMENT
FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY
JAKARTA
2021

INTELLECTUAL PROPERTY STATMENT

I hereby declare that the journal report is the result of my own work and not plagiarism of another work, the contents has become my responsibility. All the resource of my research and quoted or referenced have been stated correctly

Jakarta, August 13, 2021



(Zharra Violyzha Hasvinta Ferry)

APPROVAL PAGE
DARMA PERSADA UNIVERSITY

Affirmed in: Jakarta
Month : Agustus 2021

Dean Faculty of Language and Culture

Head of English Diploma



Dr. Eko Cahyono



Alia Afiyati, SS., M. Pd

Counselor of The Journal Report



Alia Afiyati, SS., M. Pd

ACKNOWLEDGMENT

Alhamdulillahirabbilalamin, All the perfect praise belongs to Allah SWT, the Almighty God. Firstly, Thank to Allah SWT for His presence that has bestowed me His blessings for finishing the Journal as a part of fulfilment for achieving Associate Expert and guidances that way the preparation on this final report entitled The Closure Of Giant Supermarket Due The Covid-19 i could finished right on time. Our Prayers and Salutations may always be dedicated to Prophet Muhammad SAW

This paper can be completed on time due to the assistance and support from various parties so the writer want to extends her thank to

1. Mrs. Fridolini SS, M. Hum as Head of Program for Diploma III of English Department, Darma Persada University
2. ALIA AFIYATI, S.S., M.Pd as counsellor report who always supports us. I want to thank her for her patience and perseverance on giving us lots of direction and guidance both in technical writing and the times she gave to us during my preparation on this final report.
3. Dr. Eko Cahyono
4. All D3 lecturers who have helped me so far
5. I want to thank all of my family and everyone who have always supported me all this time from when I started my study at Dharma Persada University until now. I cannot do anything to repay their kindness other than saying bunch of thank you. May Allah, the Almighty God, bless them and repay their kindness, ameen.

Afterward, I would like to confront my apology as much as I could, like the popular sentence states

The author realizes that there are still many mistakes in the preparation of this paper, Therefore, I humbly accept the open suggestions and critics from the readers, that way it could perfect this final report.

THE CLOSURE OF GIANT SUPERMARKET DUE THE COVID-19

Zharra Violyzha Hasvinta Ferry
2016160015
UNIVERSITY OF DARMA PERSADA
Ichihoshi.sora@gmail.com

Abstract

Supermarket franchises are very well known by the public for decades and are very close to people from the elderly to children from wealthy to modest people.

Which provides a variety of life necessities for the community such as food, clothing, electronic equipment and others with very high quality at affordable prices

However, it is unfortunate that the effects of the current pandemic have also greatly affected the supermarket business with a drastic reduction in the number of buyers due to the pandemic.

One of which happened to the Giant supermarket which had to meet the end of its journey that has lasted for years

ABSTRAK

Supermarket adalah usaha yang dikenal oleh orang-orang selama berpuluh-puluh tahun dan begitu dekat dengan mereka mulai dari anak-anak hingga orang tua dari orang berkecukupan hingga sederhana

Yang menyediakan beragam kebutuhan pokok seperti makanan, baju, elektronik dan lain-lain dengan kualitas terbaik serta harga yang terjangkau

Namun, sangat disayangkan efek akibat dari pandemi saat ini sangat berimbas pada Waralaba Supermarket dengan berkurangnya pembeli akibat dari pandemi

Salah satunya yaitu yang terjadi kepada perusahaan Giant Supermarket yang bertahun-tahun bertahun-tahun harus menemui akhirnya

Keywords: Giant ujung menteng, Giant Harapan Indah, Hero Supermarket, Giant supermarket closing, History of giant supermarket

INTRODUCTIONS

Giant is a chain of supermarkets with many branches in Indonesia. In addition to department stores that sell clothing products, Giant also has supermarkets that sell living and daily necessities. One of its branches is in Ujung Menteng, Cakung, East Jakarta, a supermarket that has been established in the area since 13 years ago, in 2008 with all kinds of difficulties that must be experienced.

The impact of the Covid-19 pandemic has affected Giant companies so much that they have had to make a difficult decision by closing their 6 branches. One of which was affected, Giant Ujung Menteng which must be officially closed on April 4, 2021. From 125 branches, Giant Ujung Menteng is one of the oldest branches that has been around for 13 years. Because there are few buyers in the area due to the pandemic effect, the manager from Ujung Menteng branches has to close it, they have made massive discounts from February to 4 April.

RESEARCH METHOD

This research was conducted with a qualitative method. The research directly at the scene and conducted several interviews with people who were affected by the closure of the giant supermarket, from employees to traders.

This research has several objectives including:

1. To fulfill the graduation requirements that is specified to finish my education, Diploma III of English Department at Darma Persada University
2. To increase my knowledge through this journal activity, Here I can directly conduct a survey to the place that is my research material and get the results directly
3. To show readers how much influence a pandemic can destroy a well-known franchise business that has lasted quite a long time.
4. To show the business that some people think will benefit most during the pandemic has to go bankrupt due to restrictions on visitors and reduced interest in shopping.
5. To show the effects of the pandemic that are around us and are close to us, for example, such as supermarkets, mini markets or other small shops around us.

History Of Giant Supermarket

History Giant in Indonesia operates under the banner of a giant retail chain business, PT. Hero Supermarket Tbk. Which has entered into a strategic alliance with Dairy Farm International in 1999 in the form of direct equity investments. Dairy Farm International a Hong Kong retail company. Dairy Farm International Holdings is also a member of the Jardine Matheson Group, a wholesale company for food and personal hygiene products in the Pacific region and in China.

The collaboration between the two was marked by the joining of several Dairy Farm International executives as partners to strengthen the management of PT. Hero Supermarket Tbk. Prior to joining the Hero Group, Giant was owned by a company from Malaysia. This giant retailer was founded by the Teng Family in Kuala Lumpur, Malaysia in 1944.

Giant supermarket headquartered in Shah Alam, Selangor Darul Ehsan, Malaysia. Retailers like Giant sell a variety of goods, from food to cooking utensils. This aims to contribute in the form of international experience and expertise that is beneficial to management knowledge and understanding

PT. Hero Supermarket Tbk. The giant store that was first opened in Indonesia was the Giant Hypermarket at Villa Melati Mas, Serpong, Tangerang on July 26, 2002. Giant with the motto "Many Choices, Cheaper Prices" provides around 35,000-50,000 items, of which 90% comes from local and ethnic products. With the operating philosophy "Low Price Guarantee Every Day", Giant wants to be known as a cheap, affordable and trustworthy brand by providing more value than the price paid.

Giant private label products began to appear in 2003 using the Giant and First Choice brands. 48 Private label products exist to meet the price-sensitive needs of consumers for quality products.

Prices set for private label products are cheaper when compared to national brand products. With the existence of private label products, it is hoped that it can increase choices for consumers in shopping. The slogan of Giant's private label products is Proudly Made in Indonesia.

90% of the private label products sold by Giant are local products produced by suppliers, most of which are small and medium scale companies in Indonesia.

Giant has special standards that must be met by suppliers in producing private label products.

This standard is used to maintain the quality of the private label products produced.

Giant also enforces a policy that provides flexibility for consumers to return private label products that have been purchased to Giant outlets or if they are not satisfied with the quality of the private label products.

Giant also enforces a policy that provides flexibility for consumers to return private label products that have been purchased to giant outlets or if they are not satisfied with the quality of the private label products.

The Hero Group now has 496 stores with 13,400 employees.

The company operates 38 Giant Hypermarkets, 46 Hero outlets, 76 Giant Supermarket outlets, 208 Guardians (pharmacies), and 129 Starmart outlets (minimarkets).

In this study the authors focused more on Giant Ujung Menteng which is located in Cakung Ujung Menteng, East Jakarta, which opened in 2008

Company Vision Mission

1. Company Vision

To be the leading retailer in Indonesia in terms of sales and long-term value creation for stakeholders.

2. Company Mission

A. We have 5 STORE BRANDS (Hero Supermarket, Guardian, Starmart, Giant Extra and GiantEkspres) that can satisfy all customer segments and we will develop them profitably throughout Indonesia, by strengthening the offerings of each store brand.

B. We improve and motivate the best local talents in the Company

C. We strive to be the best for customers, simpler for employees, and cheaper for the Company .

d. We, as retail Pioneers in Indonesia will continue to work together to grow along with the development of our country, advance our Company and improve

RESULT AND DISCUSSION

I as the author visited the Giant Ujung Menteng several times, to see the changes from day to day until full closure on April 4, 2021 ,many customers started queuing at the door before the supermarket opened at 10 am, the security guards at the door, when they entered they had to check the temperature before entering the shopping center, they also had to line up to get inside

1. The visitors of the Giant Ujung Menteng Supermarket waiting for the mall to open



This is the condition of the giant supermarket from the start of the promotion to the last day

On the first day everything looks the same, there are still many complete items such as toys, clothes, food, electronics or expensive items such as bicycles, Giant has not discounted all products, only certain items get discounts, but the following week they started doing small discounts ranging from 5% to 20%

Then the following week it increased from 10% to 60% and continued to increase in the following weeks

Giant supermarkets are also starting to reduce the size from week to week if there is an empty shelf they will dismantle it and move the rest of the goods to the front shelf and then close the path to the empty shelf so that the supermarket becomes smaller and narrower.

photos of the condition of Giant Ujung Menteng from the start of the promotion until it ends on April 4, 2021

at the beginning of the promotion all items were still complete 2 weeks later when they started giving discounts some items began to disappear such as bicycles, strollers and other items

2. The Initial Condition of the promo 3. All bicycles have been sold until the place is empty



in the following weeks the goods are getting less and messy, the visitors start fighting each other and they often take things from the trolley left by the owner.

The photo below shows the state of Giant Ujung Menteng from week to week until closing on April 4th

4. The shelves become messy 5. Visitors fighting for goods 6. The trolleys left by visitors

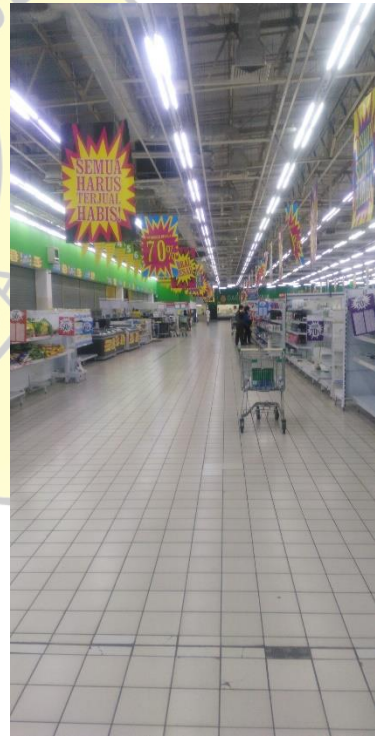
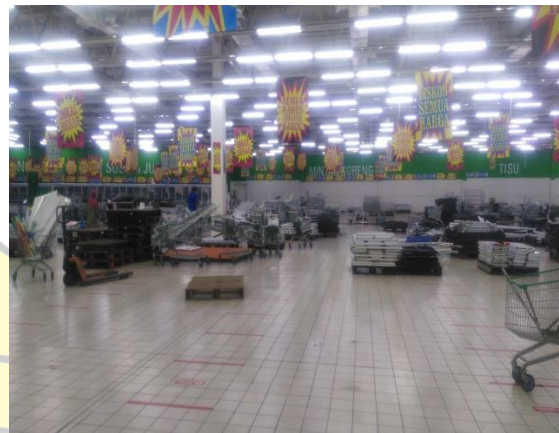


The photo below is the condition of Giant Ujung Menteng in the last days before closing until it was closed, the shelves began to be cleaned and dismantled

7. All the shelves are empty

8. Some shelves have been

dismantled



9. The path is covered by shelves
one lane

10. The path is narrowed, it becomes

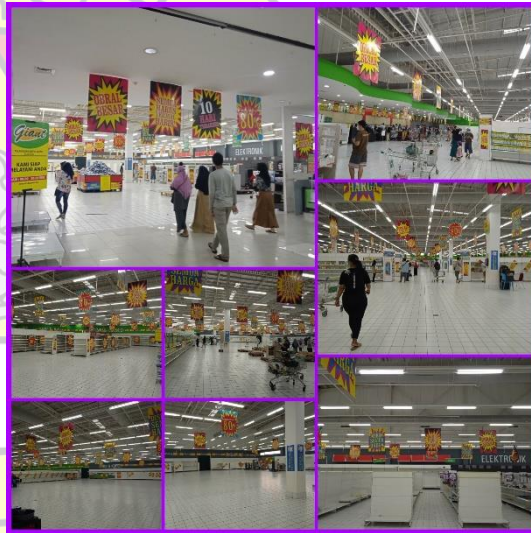
There are many differences in the management of Giant supermarkets in each branch starting from the closing date to setting when and how much discount on the goods they sell for example Giant supermarket Ujung Menteng decided to close its shop on April 4, while Giant Supermarket Harapan Indah on July 30 and Giant supermarket Pondok Kopi 29 July. However, the location of each supermarket also greatly affects sales, for example Giant supermarket Pondok Kopi which is almost empty even though there are still 9 days left before closing while Harapan Indah still has quite a lot of items that have not been sold.

so that even though the items that were given a very small discount of 30-80% were already selling well as happened at Pondok Kopi while Harapan Indah & Ujung Menteng there were still many items left even though the discount price was quite large from 50-80% even at Giant Ujung Menteng on the day the last one still leaves items that are not sold

1. Giant Pondok Kopi

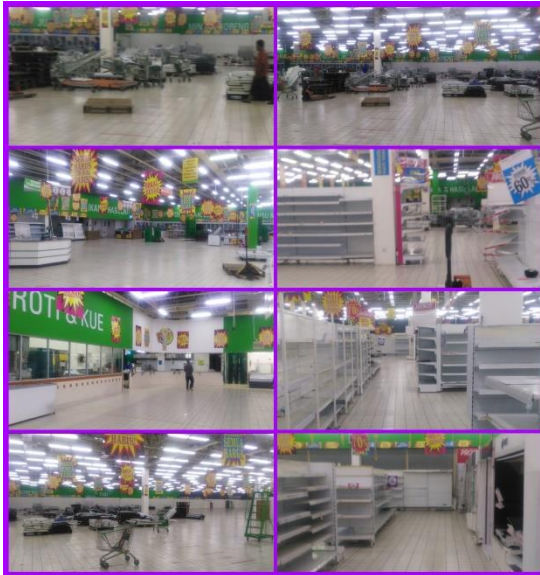


2. Giant Harapan Indah



On July 20 I visited 2 Giant supermarkets, namely Giant Pondok Kopi and Giant Harapan Indah there I saw many differences in the two supermarkets, for example On the closing day, Giant Pondok Kopi will be closed on July 29 while Harapan Indah is on July 30, Both have different sizes. Giant Pondok Kopi is smaller than giant Harapan Indah. Besides that, the difference in the number of items sold, Giant Pondok Kopi is almost gone without any leftovers, while Giant Harapan Indah still has items such as electronics, food, etc.

1. Giant Ujung Menteng



2. Giant Harapan Indah



These photos are photos on the closing day of the Giant Supermarket Ujung Menteng and the Giant Harapan Indah Supermarket, both of which have many differences, for example

1. The way they handle shelves and track closures Giant Ujung Menteng had dismantled the shelves there and blocked the path with some items so that visitors could not pass through the place, while Giant Harapan Indah on the last day had not dismantled the shelves there and only provided ropes to block the path so that some visitors were still there. can go in there

2. Giving discounts on goods and the number of visitors Giant Ujung Menteng provides discounts of up to 99% so that there are many sold and the number of visitors is slightly more than Giant Harapan Indah, Meanwhile Giant Harapan Indah only provides a 90% discount and additional promo buy 1 get 1 free, but there are still a variety of items that are still good ,but not sold yet like various kinds of sauces and mushrooms

3. The way they handle items that don't have a barcode Giant Ujung Menteng chooses items that are still worth selling and makes new barcodes so that they can be resold, while Giant Harapan Indah doesn't do that, they include items that do not have a barcode as items that cannot be sold or in Indonesian marketing language called BS (Sort Items)

but there are similarities between the two, namely they take a group photo between employees as a sign of closing the shop and when the last customer makes a payment they close the shop or don't allow the buyer to buy goods again

This is the result of my interview with several officers at Giant Ujung Menteng, starting from the customer service, security, SPG products to shop sellers around the Giant Ujung Menteng supermarket.

I asked them 5 questions regarding the Giant Supermarket

Table Of Question

No	Question	Answer Mr.Alamsyah security inside the mall Giant Ujung Menteng	Answer Mr Kusnadi Customer Service Giant Harapan Indah	Answer Tasya SPG uniliver Giant Harapan Indah	Answer Edwin the cashier Giant Harapan Indah
1.	Is pandemic has an impact with the visitor and marketing in Giant supermarket?	Yes the pandemic is impacting the store (Giant) visitors are reduced, resulting in reduced income, due to declining consumers due to a difficult economy and reduction of employees	Yes, the impact of sales is very low	Yes it has an impact, the difference is up to 50% Even at the beginning you can get 20% of the income	The number of visitors must have decreased because working hours were reduced and the shop closed earlier
2.	What your opinion about your routine work during pandemic, is there any difficulty during pandemic?	The difficulty is that the working hours are reduced and the salary decreases	The number of employees is getting reduced so the work is getting heavier from 4 to 3 people so that the rest time is reduced	The difficulty is having to chase the target because the turnover you get is difficult	Too many discounts, it makes me dizzy because only the cashier works while the others don't
3,	Can you estimate of the number of visitors that come and shop in Giant Supermarket before and after the	Before the pandemic the visitors were crowded around 1000 people but after the pandemic it decreased drastically because visitors had to be limited	Previously it was about 2000 people more a day now due to the pandemic only 1500 people	The Visitors decreased drastically by up to 50%	The number of visitors can be up to hundreds, but now it's 100

	pandemic come?				
4	Is it the right decision to shut in the Giant	The decision is right because it can't be compromised anymore	The decision is right because it can't be compromised anymore	In my opinion, the decision is not right, because I think the seller is pretty good	The decision is right because the turnover is getting less and less
5	what are your expectations of the current conditions	I hope it ends and the economy returns to normal	I hope that I can get a new job	I hope I can get a new shop	Hopefully the covid will end soon so we can work again

CONCLUSION

The conclusion from this journal that I have made is that the Corona outbreak has had a huge impact on retail sales, especially Giant supermarket companies, resulting in the company having to be permanently closed on July 30, 2021 and losing hundreds of branches. even though the company has been around for decades and has done many ways to maintain it, from reducing its stores or branches to mass reductions in employees and giving big discounts to its customers.

REFERENCES

[https://id.wikipedia.org/wiki/Giant_\(toko_swalayan\)](https://id.wikipedia.org/wiki/Giant_(toko_swalayan))

<https://www.merdeka.com/uang/sejarah-supermarket-besar-giant-sampai-akhirnya-sebagian-gerainya-tutup.html>

<https://www.cnnindonesia.com/ekonomi/20210324162312-92-621597/deretan-ritel-tumbang-di-masa-pandemi-matahari-hingga-centro>

<https://www.idxchannel.com/market-news/kinerja-anjlok-4203-persen-penyebab-hero-tutup-seluruh-gerai-giant>

<https://www.cnbcindonesia.com/market/20210525135916-17-248255/sayonara-gerai-giant-ternyata-separah-ini-kinerja-hero/2>

<https://market.bisnis.com/read/20210527/192/1398351/ceo-hero-supermarket-patrik-lindvall-keputusan-penutupan-gerai-giant-sudah-ditinjau-mendalam>

<https://www.hero.co.id/corporate/director/104>

<https://money.kompas.com/read/2021/05/06/213100226/sudah-1.300-toko-ritel-tutup-akibat-terdampak-pandemi-covid-19->

<https://www.cnnindonesia.com/ekonomi/20210525153649-92-646781/6-ritel-yang-tutup-selama-pandemi-corona>

<https://industri.kontan.co.id/news/sejarah-giant-raksasa-ritel-asal-malaysia-yang-tumbang-di-indonesia?page=3>