

Developing A Bilingual Export-Import Handbook For PT Kemira Chemicals Indonesia

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ABSTRACT

This research aimed to develop a bilingual handbook for PT Kemira Chemicals Indonesia. To assist company employees to deal with difficulties in creating export documents. This research utilized Design and Development Research. Using ADDIE Model, comprising the stage of (Analysis, Design, Development, Implementation, and Evaluation) to create the product of the research. A preliminary study was used to find content that could help employees. This book is written in two languages, English and Indonesian. It presents information on exports and imports, procedures for creating export documents through S4P, calculation notes about Costs, Insurance, Freight, and Incoterms. The product was validated in terms of language and content to improve the quality of the handbook. This research is especially beneficial for PT Kemira Chemicals Indonesia in finding solutions to the problems they face, for example, new employees in the supply chain management division, interns, and obstacles when creating documents through S4P, this book can solve the problems that occur.

Keywords: *Bilingual Handbook, Export, Import, Company*

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INTRODUCTION

In this technologically advanced era, the export and import markets are also significantly affected as the demands for goods and necessities increases, causing a high demand for labor, thus driving the domestic economy. The Indonesian Central Bureau of Statistics web site (2024), exports reached US\$20.52 billion, down 8.34 per cent compared to December 2023 and January 2024 imports were valued at US\$18.51 billion, down 3.13% compared to December 2023.

According to Aprita & Adhitya (2020), trade is an essential economic activity today so that there is no country in the world that is not involved in trade, whether it is between regions, areas, or countries. International trade is a vital aspect of business operations for global companies that buy and sell goods and services across multiple countries.

The export and import activities are the most widely used methods of buying and selling in international trade worldwide. Risa (2018) stated that exports according to the

provisions in the export sector are specifically bonded zones managed by Indonesian bonded zones. According to Sidabutar & Aminoto (2021), Imports are the satisfaction of people's needs for goods that cannot be produced domestically.

Kemira is a global company base in Finland, with approximately 100 production sites and corporate offices spread across EMEA (Europe, the Middle East, and Africa), APAC (Asia Pacific), and Americas. Kemira is a global chemicals company serving customers in water-intensive industries, focusing on the pulp & paper, oil & gas, and water treatment industries. International trading is very important for Kemira as a global company and is significant in its their business processes. With the high level of international trade, the company required a bilingual handbook procedure for both export and import processes. According to preliminary study, the company required a handbook outlining procedures for export and import. It includes step-by-step instructions for making export documents through S4P.

S4P is a resource planning tool connected with all divisions within the company, making business processes flow efficiently. Kemira has replaced Oracle with S4P system to meet the market needs. The S4P system at Kemira is new, and there are many difficulties for employees in creating documents through S4P due to the lack of socialization provided. Employees often find problems working on export documents through S4P, such as quantity input errors, making them find their time-consuming solutions. Interns will also learn about S4P in both the import and export divisions, equipped with this book they will quickly understand how to create every document created through S4P.

Therefore, the company requires a bilingual export-import handbook that includes step-by-step instructions for creating export documents in S4P, covering procedures for shipping instructions, delivery notes, invoices, invoices for OYJ, packing lists, certificates of analysis, packing declarations, quarantine declarations, and insurance. This research aimed to develop a bilingual export-import handbook for PT Kemira Chemicals Indonesia. The handbook book is written in both English and Indonesian to make it easier for employees to understand the step-by-step use of S4P for export documents creation.

METHOD

This research utilized the Design and Development Research (DDR) method, chosen for its relevance in focusing on product development and validation. Richey and Klein (2007) define DDR as “the systematic study of design, development, and evaluation processes with the aim of establishing an empirical basis for the creation of instructional and non-instructional products and tools, as well as new or enhanced models that guide their development.” In line with the objective of developing a Bilingual Export and Import Handbook to support employees in advancing the company’s business processes, DDR was identified as the most suitable research method for this project.

This study also adopted the ADDIE model of development as described by Richey and Klein (2013), following five stages:

1. Analysis

In the analysis stage, the researcher conducted a comprehensive evaluation of the company's needs during a three month internship, which included preliminary research to confirm the necessity of a bilingual handbook. This process involved distributing questionnaires, interviewing key supply chain management personnel, and collecting relevant export documents to inform the development of the handbook.

2. Design

In the design stage, the researcher created a bilingual handbook for PT Kemira Chemicals Indonesia, structured into three chapters on Export, Import, and S4P export document procedures. The handbook was written in both Indonesian and English for wider accessibility and was printed for easy use by supply chain management employees.

3. Development

In the development stage, the researcher gathered export documents and selected key information for the bilingual handbook, which was structured into three chapters: Import Procedures, Export Procedures, and Steps for Preparing Export Documents via the S4P system, including calculation guidelines and Incoterms. The researcher also managed the design, including images, fonts, and formatting, and collaborated with a language expert to validate the translations. The handbook was then tested for effectiveness and accuracy through a questionnaire.

4. Implementation

In the implementation stage, the researcher introduced the handbook to the supply chain management employees of PT Kemira Chemicals Indonesia. The ongoing use and adoption of the product relied on the approval and feedback from these employees, determining its future application within the company.

5. Evaluation

The researcher evaluated and revised the product based on feedback received. After making the necessary adjustments, the updated handbook was delivered once again to PT Kemira Chemicals Indonesia for further use and assessment.

FINDING AND DISCUSSION

FINDING

1. Analysis

During the analysis phase, observations were made, and the company's needs were identified while completing a three month internship. This was followed by preliminary research to build the foundation of the study, confirming the need for a bilingual handbook for the company.

The preliminary research was conducted by distributing a questionnaire to the Supply Chain Management Manager and staff at PT Kemira Chemicals Indonesia. An interview with the Supply Chain Management Manager was then conducted, with the

results serving as a guide in creating the handbook for PT Kemira Chemicals Indonesia. Additionally, export documents were collected, such as shipping instructions, export declarations, insurance forms, and others from the company as references for the procedures outlined in the handbook.

2. Design

During in the design process, the researcher compiled notes to create the handbook's content, gathering procedures for document preparation from supply chain management employees and receiving permission to review a set of export documents. The researcher visited the office multiple times to collect data and accessed information from the official Kemira website, as well as from the customs website (beacukai.go.id) regarding export procedures. The researcher documented nine procedures for preparing export shipping documents by hand-copying details from various documents and enriching this information with insights from staff. After finalizing the documentation, the researcher developed a step-by-step guide for each export document, including content related to purchasing imported goods, container release requirements, and calculation notes.

To ensure the handbook included current regulations on export and import provisions, the researcher incorporated relevant information and translated the content between English and Indonesian, using Grammarly for accuracy. Once the content was completed, the handbook was designed in Canva to reflect Kemira's branding, featuring clear fonts and concise language. Sized A5 (14.8 x 21 cm), the handbook was printed on Brief Card (BC) for the covers and Hout Vrij Schrijfpapier (HVS) 100gsm for the pages. After receiving validation, the finished handbook, which contains 60 pages and 5,027 words, was distributed to the company and covers essential topics such as an overview of Kemira, descriptions of the global supply chain, customs provisions, container release requirements, and detailed instructions for various shipping documents along with commonly used Incoterms.

3. Development

In this stage, the researcher finalized the handbook by including all the prepared content. This stage also conducts expert validation and language validation before the product is implemented to the company. The first step involves designing the front and back covers of the handbook. For the front cover, the researcher includes a photo sourced from the official website (kemira.com) placed at the center, followed by the Kemira logo and the title "Employee Handbook." No additional text or design elements are added, as Kemira's style follows a simple, minimalist template.

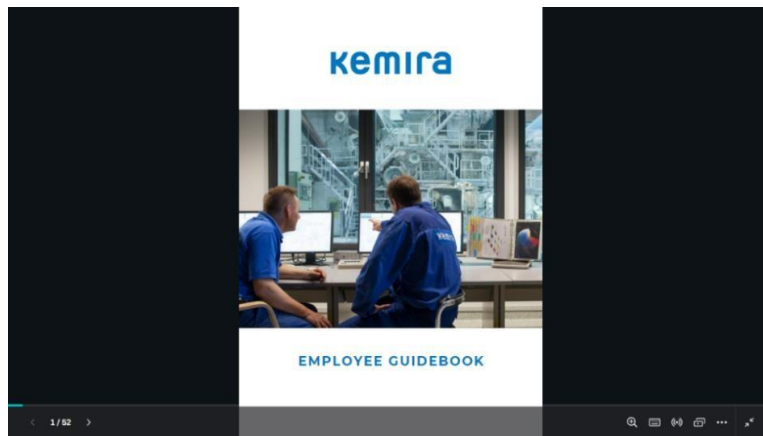


Figure 1: The front cover of the guidebook

For the back cover, the researcher drew inspiration from a Kemira publication from 2018, "Adding to your everyday," where the back cover featured only the Kemira logo, website, and copyright watermark on a blank page. Following this concept, the researcher designed a back cover with a blank page displaying "PT Kemira Chemicals Indonesia" and the location address, indicating that the handbook belongs to Kemira Indonesia.

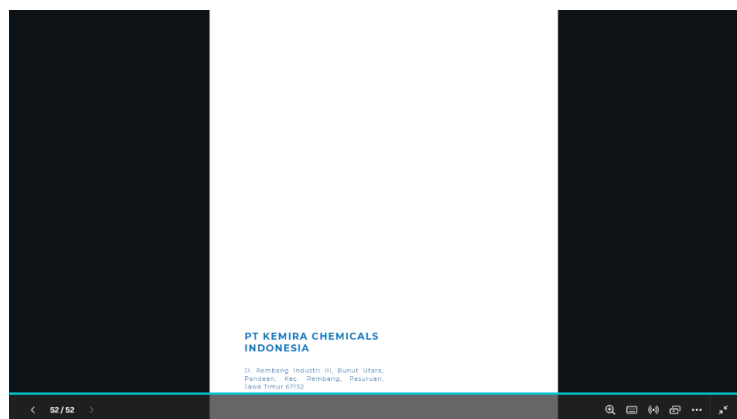


Figure 2: The back cover of the handbook

After finalizing the cover, the researcher designed distinct backgrounds for the handbook content to visually separate the two languages: blue for English pages and white for Indonesian pages. Some additional white pages act as boundary markers, replacing page numbers based on interview feedback.

Since some sections span multiple pages, a two-sided layout wasn't practical. Instead, each sub-chapter was designed to match its specific content, typically across two pages, without consistently including both languages. To enhance visual appeal, the researcher used color gradients, graphic elements, and images. A blue-to-white gradient is applied to pages containing both languages, and a "globe" icon is incorporated solely in

the “global supply chain” section to signify a worldwide network. Shapes are integrated across pages to create seamless transitions, and certain images are intentionally enlarged to span across pages, adding continuity to the overall design.

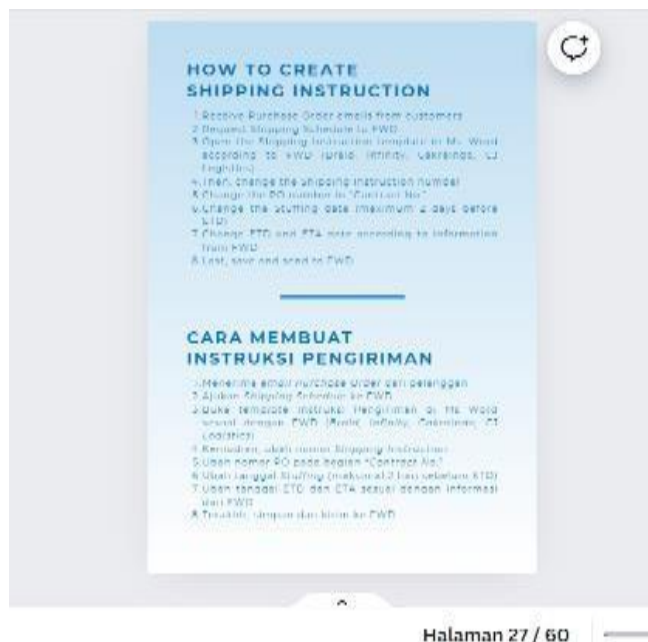


Figure 3: The gradients, elements, and picture of the handbook

After the researcher completes the product, the next step is to validate it before the product is distributed to the company. Expert validation functioned hereto assess the product and also provide suggestions for the product's shortcomings. For expert validation, a questionnaire distribution tool was used with a scale from 1 to 5: strongly disagree, disagree, neutral, agree, and strongly agree. Feedback for product enhancement was also welcomed.

The experts involved in this validation included the manager of Kemira Indonesia, Nurhadi, ST, ASCM, who validated the content by answering six questions, and a lecturer at two universities in Malang, Aulia Nourma Putri, S.S., M.Pd, who validated the language by answering twelve questions. In the content validation, experts provided one agreement and four strong agreements on six statements, confirming the accuracy of the procedures for creating export documents. They also agreed on five additional statements related to the global supply chain, purchasing imported goods, customs procedures, exporting steps, and calculation notes.

The questionnaire results scored 96 in expert validation, classifying the product as "Excellent" and suitable for company use. The experts recommended adding Incoterms information used by PT Kemira Chemicals Indonesia after the calculation notes. The

researcher revised the document accordingly and was advised to use images from the velotrade.com website.

BEFORE



Figure 4: Unrevised pages

AFTER



Figure 5: The Incoterms revision from validations

For language validation, the handbook was assessed in both English and Indonesian. The expert provided two neutral responses, eight agreements, and two strong agreements across twelve statements. They were neutral on the translation of container release requirements and grammatical structures. The expert agreed on eight statements regarding the appropriateness of the Kemira translation, the global supply chain, import conditions, purchasing flow, export procedure provisions, export procedures, document creation through S4P, and calculation notes. Strong agreement was given for the translation of Incoterms and the clarity of sub-chapter descriptions. The final score for language validation was 80, classifying it as “Good,” indicating the product is suitable for distribution to the company.

4. Implementation

In the implementation phase, the product (*Handbook*) distributed for field testing at PT Kemira Chemicals Indonesia and conducted an assessment using a questionnaire given to the manager and two supply chain management staff. The questionnaire results showed responses of "agree" and "strongly agree" with a score of 95 out of 100, indicating that the handbook is highly suitable for supply chain management employees at the company. The respondents provided positive feedback in the form of comments and suggestions for the product.

5. Evaluation

In this final stage, revisions were made to the product based on suggestions from field testing conducted during the implementation phase. The only suggestion received was to add images to the section on creating export documents through S4P, with the comment: "Step-by-step instructions would be better if some pictures were added." Due to time constraints, this suggestion has been discussed with the company for consideration by future researchers. Additionally, this research developed an e-book as an alternative to adding images, which has been approved by the company and is accessible to employees at any time. The field test score was 95, reflecting excellent results and indicating that this product is highly beneficial for the company. The handbook produced in this research can assist PT Kemira Chemicals Indonesia in managing international shipping processes within the supply chain management division.

DISCUSSION

The researcher uses the Design and Development Research (DDR) theoretical foundation from Richey & Klein (2007). The researcher completed this handbook through all stages of Analysis, Design, Development, Implementation, and Evaluation (ADDIE) from Richey & Klein (2013). Used observation, preliminary study, interviews and documents collection as data collection methods. The results obtained from the field trial of the bilingual import export guidebook for PT Kemira Chemicals Indonesia provided informative information, specifically the Design and Development Research (DDR) and Analysis, Design, Development, Implementation, and Evaluation (ADDIE) models. The results of the field test were quite positive, with an overall score of 95 out of 100, indicating that the handbook meets the needs of the supply chain management division workforce.

This substantiates the ADDIE model that evaluation and feedback are important in the process of improving handbook materials. The findings of this study are also in line with previous research, such as that conducted by Milenia (2022), which developed a bilingual guidebook intended to navigate visitors in a particular area effectively. Similar with Milenia's handbook provides Traveler's Aid information for travelers, it can also be a

helpful tool for supply chain management employees at PT Kemira Chemicals Indonesia in their daily business processes.

The inclusion of information related to customs law regulations in the handbook must be clear, and all parties must understand Law No.17 of 2006 about customs, in line with research conducted by Alfarizi & Hanim (2020), so that it will facilitate export and import activities in our country. The findings from the field test support the idea that well-structured content is easy to understand during implementation in real-life situations in business processes, suggesting that employees find the content of the handbook useful and relevant. In summary, the implementation of this bilingual export-import handbook can help the process of making export documents at PT Kemira Chemicals Indonesia while providing updated information on customs regulations regarding export-import shipments.

CONCLUSION

This study employs the Design, Development, and Research (DDR) model by Richey and Klein (2013), following five stages: Analysis, Design, Development, Implementation, and Evaluation. Through these stages, the researchers developed a handbook that provides essential information on creating export shipping documents using S4P. The handbook is organized into two chapters—Exports and Imports. It outlines the process for creating export documents in S4P, which includes shipping instructions, delivery notes, invoices, OYJ invoices, packing lists, certificates of analysis, packing declarations, quarantine declarations, and insurance details. Additionally, the handbook covers general information on exports and imports, referencing regulations from beacukai.go.id.

The handbook also includes calculation guides for determining costs, insurance, and freight (CIF) for export declarations (PEB), shipment costs, and common Incoterms used by PT Kemira Chemicals Indonesia in export and import processes. It is bilingual, in English and Indonesian, to ensure ease of use for readers. Aimed primarily at assisting supply chain management employees at PT Kemira Chemicals Indonesia, the handbook is also designed for visiting foreign employees and prospective interns from the State Polytechnic of Malang. Printed copies are made available for easy access by the supply chain management team at PT Kemira Chemicals Indonesia.

For future researchers, especially those interested in developing bilingual resources for PT Kemira Chemicals Indonesia, consider focusing on the topic of imports, as this area requires additional support. Conduct field testing with PT Kemira Indonesia employees in Surabaya to gather feedback and obtain an accurate evaluation of your product's effectiveness.

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