

PERANAN FREIGHT FORWARDER DALAM PENGIRIMAN BARANG EKSPOR DI PT HASWARPIN GROUP BATAM

Nama Taruna : Nurbaiti Salsabila
NIT : 8303230024
Dosen Pembimbing : Zulyani, MM

ABSTRAK

Batam sebagai kawasan perdagangan bebas memiliki posisi strategis dalam kegiatan ekspor dan membutuhkan layanan *freight forwarding* yang mampu mengintegrasikan pengurusan dokumen, kepabeanan, transportasi, dan komunikasi antar pihak. Penelitian ini bertujuan untuk menganalisis peranan *freight forwarder*, menjelaskan tahapan pengelolaan pengiriman barang ekspor, serta mengidentifikasi kendala dan alternatif pemecahan masalah di PT Haswarpin Group Batam. Penelitian ini menggunakan metode deskriptif kualitatif. Data dikumpulkan melalui observasi, wawancara semi-terstruktur dengan pihak Manajemen Operasional, dokumentasi, dan studi pustaka selama Februari hingga Juli 2026. Data dianalisis melalui tahapan pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa PT Haswarpin Group menjalankan empat peranan utama, yaitu mengoordinasikan dan menghubungkan pihak-pihak yang terlibat, mengelola dokumen ekspor dan kepabeanan, merencanakan serta mengendalikan kegiatan operasional, dan menyediakan informasi serta pemantauan pengiriman. Pengelolaan pengiriman dilaksanakan melalui empat tahapan, yaitu penerimaan dan perencanaan kebutuhan pengiriman, persiapan dokumen dan pemenuhan kepabeanan, pelaksanaan kegiatan operasional sampai pemuatan barang ke kapal, serta pemantauan pengiriman dan penyelesaian administrasi. Kendala yang ditemukan meliputi perubahan jadwal kapal dan kondisi cuaca, ketidaksesuaian dokumen atau *HS Code*, gangguan sistem kepabeanan, keterbatasan kontainer, kepadatan pelabuhan, miskomunikasi antar pihak, serta perubahan regulasi negara tujuan.

Kata kunci: *freight forwarder*, ekspor, dokumen kepabeanan, pengiriman laut, kendala operasional

THE ROLE OF FREIGHT FORWARDER IN EXPORT GOODS DELIVERY AT PT HASWARPIN GROUP BATAM

Cadet Name : Nurbaiti Salsabila
Cadet Number : 8303230024
Advisor : Zulyani, MM

ABSTRACT

Batam, as a free trade zone, holds a strategic position in export activities and requires freight forwarding services that integrate documentation, customs procedures, transportation, and communication among the parties involved. This study aims to analyze the role of the freight forwarder, describe the stages of export shipment management, and identify operational constraints and relevant alternatives at PT Haswarpin Group Batam. This study applied a qualitative descriptive method. Data were collected through observation, a semi-structured interview with the operational management, documentation, and a literature review from February to July 2026. The data were analyzed through data collection, data reduction, data presentation, and conclusion drawing.

The findings show that PT Haswarpin Group performs four main roles, namely coordinating and connecting the parties involved, managing export and customs documents, planning and controlling shipment operations, and providing shipment information and monitoring. Export shipment management consists of four stages, namely receiving and planning shipment requirements, preparing documents and fulfilling customs requirements, conducting operational activities through vessel loading, and monitoring the shipment and completing the administration. The identified constraints include vessel schedule changes and weather conditions, document or HS Code discrepancies, customs system disruptions, limited container availability, port congestion, miscommunication among the parties involved, and regulatory changes in the destination country.

Keywords: *freight forwarder, export, customs documents, sea shipment, operational constraints*