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## BOOK OF ABSTRACT CONFERENCE PROCEEDING

# ICPS

THE 5TH INTERNATIONAL CONFERENCE  
POSTGRADUATE SCHOOL

*Managing the New Normality:  
Multidisciplinary Research in  
The Post-Pandemic Time*

Virtual Conference  
September 8-9, 2021

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# Book of Abstract Conference Proceeding

## The 5th International Conference Postgraduate School

Virtual Conference  
September 8-9, 2021



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# **Book of Abstract Conference Proceeding**

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### **Vision:**

*Being a University with International Standard, participating in the national development through Education, Research and Community Services, which is based on the Natural Resources particularly in the Tropical Rain Forest and its surroundings.*

*Furthermore, the University's missions are statements derived from the vision that must be carried out and have been established so that the aims of the organization can be reached and managed properly.*

### **Missions:**

- 1. Producing human resources, individuals and qualified professionals through the higher education programs with an International Standard.*
- 2. Producing qualified and efficient research by promoting the principles of sustainability.*
- 3. Managing the University in an accountable and independent way based on the national standard.*

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# **“Retail Direct Order” to Support Logistics Management during the Covid-19 Crisis**

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## **Abstract**

**Background** - *The Covid-19 pandemic that has hit the world since early 2020 has had a considerable impact on the Indonesian economy, especially for business people.*

**Purpose** - *Through this paper, we can learn the right business strategy during Covid-19 through the application of "RDO" in Indonesia, so that the distribution prospects for the logistics sector plan.*

**Design/methodology/approach** - *To support the presentation of the paper, we apply the SLR technique, where there are three important things (demonstration of RDO, the practice of this concept to reduce panic buying, and stop the retail system that is too long).*

**Findings** - *There was a decrease in logistics distribution during the pandemic period due to cut-off supply chains. There are several things that the logistics sector can do, including choosing to open new products or updating their marketing systems, because businesses that can survive are businesses that are digitalized to their changing environment. Several things that can apply in a planned pattern are through the "RDO". Direct sales have decreased because of the pattern of people staying at home more.*

**Research limitations** - *The weakness of this paper is that it does not use quantitative methods for supporting surveys or secondary data. There are no data collected officially by government institutions from time to time regarding disruptions to logistics, so it is very difficult to observe. We expect future studies that focus on similar topics to highlight how "RDOs" can be developed and evaluated for decision making.*

**Originality/value** - *Marketing constraints in the retail sector in Indonesia during the Covid-19 pandemic have not been explored, so there are no previous studies relevant to this topic.*

*Keywords : Retail direct order, Supply chain management, Covid-19, Digitization, Indonesia*