

IMPLEMENTATION OF A FINANCIAL RECORDING APPLICATION FOR BUSINESS SUSTAINABILITY FOR MSMEs IN THE KOTA BAMBUS SELATAN DISTRICT AREA, WEST JAKARTA

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Abstract:

Limited understanding and financial recording systems cause MSMEs to experience difficulties in making appropriate financial decisions in running a business and accessing capital credit. In the digital era, understanding technology and innovation is the key to increasing the competitiveness of MSMEs. This community service activity aims for participants to gain an understanding of financial management in the form of simple digital-based planning and recording for MSMEs. Learning outcomes are measured by improving participants' skills in using the digital financial recording application (BukuWarung) to carry out financial bookkeeping and recording. The various features in the BukuWarung financial recording application have the potential to make it easier for MSMEs to prepare their business financial books. The activity implementation method consists of three stages. The first preparation stage includes pre-survey, team formation, making and submitting proposals, coordinating teams and partners as well as preparing materials and training materials. The second stage is the program implementation stage in the form of socialization. Socialization is carried out through counseling (presentation of material) and discussions. The third stage is the evaluation and reporting stage. Evaluation is carried out by comparing the conditions of partners before and after program implementation using the observation method. The training activities were carried out offline in two sessions, namely the first session was lecturing, namely the delivery of training material on the use of digital financial recording applications for MSMEs by resource persons and the second session was discussion, namely discussion activities with the participants.

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INTRODUCTION

The number of MSMEs in Indonesia is increasing every year, with the number reaching 99% of all business units. In 2023, MSME business actors will reach around 66 million. The contribution of MSMEs reaches 61% of Indonesia's Gross Domestic Product (GDP), equivalent to IDR 9,580 trillion. MSMEs absorb around 117 million workers (97%) of the total workforce. Apart from focusing on the increasing number of MSMEs, of course this must be accompanied by provision for the management of these MSMEs so that they can maintain the sustainability of MSMEs in the future. In managing MSMEs, one important aspect is management in terms of financial aspects. Only a few MSMEs experience development in terms of their financial performance due to the lack of literacy of MSME managers and awareness of MSME actors regarding the importance of managing company finances for the sustainability of their business.

According to data from the Indonesian Joint Funding Fintech Association (AFPI), in 2020 there were around 46.6 million of the total 64 million MSMEs in Indonesia that did not have access to



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capital from banks or non-bank financial institutions. The financing obstacles experienced by MSMEs are the basis for the Government to provide support for other financing facilities, including through the partnership and environmental development program (PKBL), Mekaar PNM, Micro Waqf Bank, Ultra Micro Financing (UMi), and People's Business Credit (KUR). This financing scheme can be accessed by MSMEs according to their class in line with the development of the MSME business level. Since January 19 2022, the KUR scheme consists of KUR Super Micro, KUR Micro, KUR Small, KUR Special, and KUR PMI. Especially for KUR Super Micro and KUR Micro, no additional collateral is required.

Financial management and business development are important for MSME owners to implement. According to Hidayati (2022), compared to large business actors, MSMEs have their own strengths, including flexibility in decision making, speed in making decisions because there is no complicated bureaucracy, but MSMEs also have various obstacles related to capabilities, skills and managerial expertise (Arasti, 2011), limitations in marketing and access to finance.

On the other hand, the development of digital technology is very massive, such as wireless, internet, smartphones, web apps, mobile apps, and social media. It is hoped that the development of digital technology can stimulate the development of inclusive digital-based businesses, where the benefits of digitalization are not only received by large corporations but MSMEs can also utilize digital technology to improve their business performance (Fauzi & Shen 2020; Oliviera et al. 2021). Currently, digital applications are developing very rapidly, especially applications that function as digital marketing and MSME financial applications. Greetings, one application that makes it easier for MSMEs to record their finances and daily transactions is the BukuWarung application. This application offers convenience for MSMEs to manage MSME sales transactions and accounts receivable, apart from that it is also equipped with features for managing stock and managing payment transactions.

DKI Jakarta is launching a flagship program in 2022, Jakpreneur. Jakpreneur is a platform for citizens with a creative and innovative spirit, to establish and advance businesses on a micro, small and medium scale. To develop the business of MSMEs, one of the efforts made certainly requires an understanding of management, especially financial management and business development to support business activities so that they can develop well in the future. One of the most crucial problems in terms of business development is that MSME business actors do not keep financial records and do not manage their business finances well.

The aim of this program is to provide outreach related to business financial management which includes simple planning and recording for businesses. The hope is that by providing socialization, training and financial management assistance to partners, it is hoped that partners can access soft financing provided by the government or banks according to their needs so that they can expand their business. This will ultimately be able to empower the community's economy and also create jobs.

METHODS

The method of implementing activities is divided into several parts. This research uses the following method,

D.1 Place and Time. This service activity was carried out in the South Bambu City Village Hall with participants from South Bambu City MSMEs, on Wednesday 24 January 2024.

D.2 Target Audience. The targets of community service are MSMEs and people who already have businesses in Kota Bambu Selatan Village, West Jakarta. Community service activities can help



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participants record business finances so that when the financial reports are in order, this can include helping them apply for loans, connecting with financial institutions, or providing technical resources.

D.3 Types of Activities. Community service activities related to socialization of MSMEs and the community who already have businesses to provide an understanding of digital-based financial recording with the BukuWarung application to MSMEs in the Kota Bambu Selatan sub-district, West Jakarta.

D.4 Activity Techniques

- A. Training on Using Financial Recording Applications: Organizing workshops and intensive training for MSME owners and their staff on how to use financial recording applications effectively. Apart from that, it also provides step-by-step guides and educational materials that can be accessed online to support training.
- B. Easy to Use Financial Recording Application: Choose or develop a financial recording application that has a friendly and intuitive user interface so that it is easy to understand for MSME owners who may not have a strong IT background.
- C. Continuous Monitoring and Evaluation: Carry out regular monitoring and evaluation to measure the effectiveness of the application, as well as obtain feedback from MSMEs and improve the application according to their needs. By implementing these solutions, community service activities in North Bambu Subdistrict can have a significant positive impact on the development of MSMEs and the local economy.

After a series of activity processes were carried out, the team evaluated the partners. The evaluation process consists of:

1. Partners' ability to understand modules on how to make liquid fertilizer and solid fertilizer from organic waste and recycled crafts, determining product selling prices, branding, and marketing products with digital marketing, and understanding accounting modules using accounting software.
2. Partners are expected to be able to apply the manufacture of liquid fertilizer and solid fertilizer from organic waste and recycled crafts, know how to market products with digital marketing and process financial and accounting reports using accounting applications.
3. Partners are expected to sustainably make liquid and solid fertilizer from organic waste and recycled handicrafts, market products with digital marketing, and process financial and accounting reports using accounting software applications.
4. Analyse and evaluate the shortcomings and obstacles during the PKM activity process, including making liquid and solid fertilizer from organic waste and recycled crafts, marketing products with digital marketing, and the financial reporting process using accounting software applications.
5. Improve and advise on the shortcomings during the PKM process, namely in making liquid and solid fertilizer, recycled crafts, knowing how to market products with digital marketing, and financial reports using accounting software applications.
6. Develop products using digital marketing strategies and branding strategies, namely, giving brand names and green labels and perfecting financial and accounting reports using accounting software applications.



RESULTS AND DISCUSSION

Program Implementation.

1. PKM activities ran smoothly and without problems, held on Wednesday, January 24 2024 at the South Bambu City Village Hall, West Jakarta
2. In this activity, the material presented is in accordance with the learning material in the Financial Management Course, Semester 1 Course in the Bachelor of Management study program.
3. The activity was opened by the South Bambu City Village Head, attended by 20-30 South Bambu City MSME participants, the speakers consisted of 10 Mercu Buana University lecturers and 2 National University lecturers.
4. Activities carried out in this counseling and training include PPT presentations from each presenter, direction from the Village Head and the Village Secretary, video recording to be prepared on the UMB PPM Youtube, discussions and questions and answers, as well as hospitality and documentary photos .
5. Evaluate the results of activities by distributing activity questionnaires (questionnaire form attached on page 23) and then the data obtained is tabulated and interpreted by the implementing team.
6. We provide follow-up activities in the form of one-to-one follow-up coaching clinics for MSMEs who are interested and want to further explore the problems and solutions for the businesses they run.

Activity Results. In this Community Service, our team is more focused on understanding achieving business sustainability and environmental sustainability in the MSME group in the North Meruya Subdistrict, West Jakarta. Instrument making activities are carried out by dividing tasks according to the person responsible for the activity. Training begins with socialization. The aim of socialization is to motivate partners to be willing to take part in training from start to finish and explain the benefits of the program. Partners were also given insight into the importance of preserving the environment. Partners are motivated to take part in preserving the environment. Partners feel enthusiastic about listening to the socialization by actively asking questions about the training material.

This service activity was attended by MSME actors from Kota Bambu Selatan Subdistrict. The initial material is the socialization of financial literacy to develop environmentally friendly businesses. Participants provided examples of green businesses that could be run. The second material presented was related to digital marketing strategies via social media to increase the visibility and success of Urban Community businesses. The third material relates to the development of marketing planning in building green management-based start-up entrepreneurship. Before starting to deliver the material, the presenter first asks questions as a pre-test. Pre-test questions were given to determine the extent of participants' knowledge and understanding regarding business sustainability and environmental sustainability. The questions asked included whether participants already had a green business, how to start a green business, how to promote the green business they were running, and what media were effective for introducing and marketing the green business products they were running. The pre-test answers from participants on average did not run a green business. This is what motivates the participants to take part in this training activity.

The next material given to participants was related to the circular economy. The participants' interest was starting to show with several questions directed at the presenters regarding business



sustainability. Participants also provided examples of green businesses that could be developed. The speaker also gave examples of green businesses that have good opportunities and marketing media for green products using social media for promotion. The next material is about financial literacy to create competitiveness for budding entrepreneurs. This session begins by reviewing the material that was previously provided. It turned out that the participants could clearly remember the important things that could be taken from the previous material.

The next material discusses how to prepare financial reports and administration of MSMEs to meet credit requirements. Next, material was presented regarding the implementation of QRIS to improve the sustainability of MSMEs, followed by material on accelerating MSME HR competencies to improve MSME performance, then material regarding green entrepreneurship as an innovative solution for environmental sustainability, and the final material was presented regarding developing human resource competencies with a technopreneurship character. The final session of this service activity is a question and answer session. Here the participants actively asked questions related to financial literacy, social media, and developing MSME HR competencies. After the questions and answers were finished, the presenter gave a post-test, to measure the level of acceptance and understanding of the participants during this training activity. From the post-test results, participants already have green business ideas that can be implemented, enrich financial literacy, and how to improve green human resource competency, and participants also know tips and tricks for using online media to market products.

In implementing this activity, the service team did not experience many significant obstacles. This is because this implementation is carried out in the community managing MSMEs in Meruya Utara Subdistrict with quite significant educational backgrounds. The response from the participants in this activity was very good, where they were able to attend on time and take part in the activity according to the appointed time. The driving factor that influences the smooth implementation of this activity is the participants' desire to gain knowledge and understanding. The relevance of this activity can introduce and increase the knowledge and understanding of the community managing MSMEs in the North Meruya Subdistrict environment.

CONCLUSION

Activity Achievements. The year of implementing PkM activities has resulted in several significant achievements:

- A. Activity Documentation: Complete documentation is available regarding all activities carried out, including related data such as meeting notes, photos, videos and activity reports.
- B. Discussion of PkM Activities: Through regular discussions, the process of implementing the PkM program as a whole was successfully evaluated. This includes an analysis of successes, obstacles faced, as well as recommendations for future improvements.
- C. Evaluation of Results: The results of PkM activities are evaluated critically to evaluate their impact on the targets and objectives set. This evaluation includes performance measurement, analysis of changes that occur, and identification of lessons learned from the process.
- D. Linkage to Learning: PkM activities are closely related to the learning that occurs during the process. Both participants and organizers can gain new insights, skills and a deep understanding of the issues faced and how best to overcome them.
- E. Outcomes: Outcomes that have been achieved include both mandatory and additional outputs. Mandatory outcomes include the achievement of pre-established targets, while



additional outcomes may include new discoveries, collaborations formed, or unexpected social impacts.

Overall, the implementation of PkM activities has produced positive and impactful results, with complete documentation, careful evaluation, and strong links to the learning process. Thus, this activity has succeeded in achieving the stated objectives and provided a valuable contribution to relevant stakeholders.

Regarding the output of publications on online mass media, the following online mass media link is attached:

Meanwhile, solid fertilizer is the second type produced from the composting process. It is the dregs of the fermentation process in the composter. This solid fertilizer also contains many mineral substances beneficial for soil and plants. It can also be directly mixed with planting media as a medium for growing crops. Below is a photo of the process of processing organic waste into compost.
https://www.indopos.co.id/nasional/2024/02/02/umb-dan-unas-dorong-peningkatan-daya-saing-bisnis-umkm-di-kelurahan-kota-bambu-selatan-jakarta-barat/#google_vignette

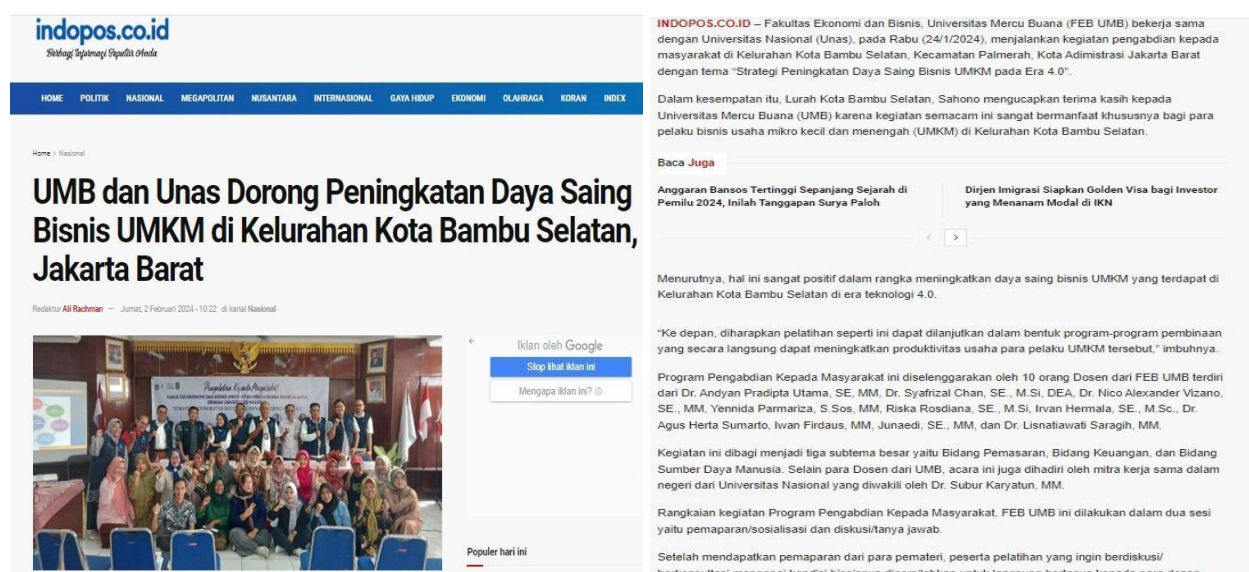


Figure 1.

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