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Simple Bookkeeping Training Software Based on MSMEs in Malang

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Abstract

There is a phenomenon that MSME actors do not know more about digitalization, so MSMEs are less able to compete with the pandemic last year. The pandemic has caused many MSME actors to be unable to survive, and some even went bankrupt. This service aims to introduce bookkeeping and other transactions based on software. The service participants held on August 20, 2022, were 20 MSME participants. Participants from various fields, cafe entrepreneurs, catering, motorcycle painting services, and various kinds of cake industries. Provision of bookkeeping training by providing material first, then training using

mobile phones. Because none of the MSME participants brought a laptop (although it was stated in the invitation letter to bring a laptop), the training was provided via cellphone. This training also introduces digital finance to be more advanced in the future. The presenter is a programmer consultant and is willing to help if needed. The results of the service can help MSME actors produce financial data quickly, especially cash flow. MSME actors hope to receive regular training to produce complete and faster financial data. Almost all of the training participants complained about the difficulty of getting customers.

Keywords: Bookkeeping, Cash-Flow Training, MSME, Software

Introduction

The MSME business sector is a sector that has several benefits in a country. This MSME sector contributes to the rate of economic growth, reduces the poverty rate by 56%, reduces the unemployment rate, manages natural resources in the region, increases regional income, and contributes 57% to GDP. Thus, the MSME sector cannot be underestimated.

MSMEs in Malang are dominated by the food sector, including MSME actors in other fields, such as the chips industry and the tofu and tempeh-making industry. This is because Malang is a tourist city famous for its cuisine, not to mention the number of immigrants (especially students) which is quite significant. In addition, Malang has several large universities with the most significant number. Based on BPS data, the number of active students in Malang is 247,027 (Malang Times, 2021) [5]. Therefore, MSMEs in Malang have increased significantly, especially in the food sector, boarding house service business, and other industrial sectors.

During the pandemic, MSME actors cannot sell their products and experience financial difficulties. The problem is that MSME actors do not have good bookkeeping, so it is difficult to manage existing finances. In addition, marketing is still done manually, and consigned goods are not recorded in an orderly manner. Therefore, this service is carried out to help MSME actors keep records orderly and separate business and personal finances. Thus, the business can run smoothly, and decision-making will improve. As a result, an increase in sales is possible with the proper decision-making.

Literature Review

Accounting is the language of business, making it easier for businesspeople to know the development of their business. Simple bookkeeping is part of accounting (Lubis, 2020). The critical concept is that the owner must be able to separate his business from his personal life. This is something that MSME owners often forget. Accounting is the business or company language that provides financial information or data for decision-making.

In small companies (MSMEs), the most needed information is a report on cash inflows and cash outflows so that MSME actors can control and make decisions with this information. The cash flow statement is information that explains the cash position of a business so that cash is not lacking and not excessive. This simple record of cash inflows and outflows is helpful in several ways:

1. Knowing the cash inflow information from sales/revenue.
2. Manage incoming cash in such a way as to be able to carry out business operations.
3. Knowing what cash outflow information is intended for so that it can control unnecessary costs.

4. Knowing the remaining cash balance or less.

Method

Implementation of activities by starting to invite certain groups of MSMEs through a google form. There were 28 registrants, but only 20 people were at the event venue (FEB UB Main Meeting Room). The current condition is that offline attendance on campus is for the first time while still using strict protocols (using masks and organizers providing hand sanitizer).

The organizers provide lunch to take home, considering the event is from 08.00-12.00. The MSME participants came from various businesses, including cake entrepreneurs, flour production with mainly consignment sales, and motorcycle painting. Each participant promotes his wares. Therefore, this meeting was held offline for the first time, so the joy of fellow MSMEs.

Results and Discussion

The implementation of community service will be held on Saturday, August 20, 2022, from 08.00-12.00. Place in the Main Meeting Room of FEB UB. The implementation begins with the provision of material by a programmer consultant about simple bookkeeping with software inputted on the cellphone. Discussions, questions and answers, and training in data input are carried out.

The speaker gave a simple explanation about recording through mobile phone cash inflows and cash outflows. This will make it easier for business actors to manage their money correctly and separate it from private property. Some participants could receive the material quickly, but some found it very difficult, especially the millennial jemblem cake sellers who felt clueless. The speaker explained slowly, and finally, it worked.

Generally, entrepreneurs have advertised through Whats App (WA), their children teach some, employees are younger, and some can do it themselves, so it is advantageous for the presenter to explain relatively younger. During the training, there were cake entrepreneurs brought by their children, so it was enough to help the presenters.

This service training went smoothly and gratefully; it was helpful for the participants. The speaker also taught a little about digital finance, but the participants did not seem interested. MSME participants are more interested in learning digital marketing for the future. Therefore, almost all MSME participants complained about the difficulty of finding customers. Possibly in the era of globalization, there are many competitions and challenges, especially for many customers who buy online. It is time for MSME entrepreneurs to learn more about digitalization to compete with others.

Conclusion

Community service for software-based simple bookkeeping training with smartphones went smoothly and benefited the participants. Participants who have previously used WA can maximize the use of smartphones to the maximum. It is hoped that with this training, the participants can move quickly and precisely to manage cash inflows and outflows to increase sales. The trainees generally complain about the difficulty of finding customers because of the significant competition in the current era of globalization. It is time for MSME actors to be more familiar with digitalization, considering that globalization is all online.

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