



## **Community Service “Guidance on Governance and Accounting Recording using Ms.Excel in The Si Kunyit Jamu Business Group in Denpasar”**

Ni Made Vita Indriyani<sup>1\*</sup>, Ade Ruly Sumartini<sup>2</sup>, I Wayan Gde Yogiswara Darma Putra<sup>3</sup>

<sup>1\*,2,3</sup> Universitas Warmadewa, Indonesia

made.vita@yahoo.co.id<sup>1\*)</sup> (corresponding author)

### **Abstrak**

Indonesia merupakan negara agraris yang mempunyai potensi besar dan sumber daya alam yang melimpah untuk hasil pertanian. Namun dari potensi tersebut, permasalahan perekonomian yang dihadapi masyarakat pedesaan yang mayoritas berprofesi sebagai petani sangat beragam, apalagi saat pandemi Covid-19 terjadi, menyebabkan masyarakat harus mencari cara untuk mencari penghasilan tambahan karena banyaknya petani. PHK. Hal ini juga menjadi langkah awal Kelompok Usaha Jamu Si Kunyit dalam memanfaatkan rempah-rempah yang dimilikinya dan menjadi booster di masa pandemi. Beberapa kendala yang dihadapi oleh kelompok usaha jamu Si Kunyit adalah 1) Belum mempunyai pembukuan atau pencatatan yang berkaitan dengan pemasukan, pengeluaran, biaya produksi dan laba rugi, 2) Belum memiliki tata kelola yang baik sehingga belum mampu mengatur dengan tepat. harga, 3) Sistem pemasaran seperti website, media sosial dan pemasaran offline yang belum dimanfaatkan secara maksimal untuk memasarkan produk yang dihasilkan. 4) Pembuatan label/merek terhadap produk yang akan dipasarkan. 5) Kemasannya belum menarik sehingga masih kalah dengan kompetitor.

**Kata Kunci:** *Kelompok Usaha, Jamu Kunyit, Pembukuan, Pemasaran*

### **Abstract**

Indonesia is an agricultural country that has great potential and abundant natural resources for agricultural products. However, from this potential, the economic problems faced by rural communities, the majority of whom are farmers, are very diverse, especially when the Covid-19 pandemic occurred, causing people to look for ways to find additional income due to the large number of layoffs. This is also the first step for the Si Kunyit Herbal Medicine Business Group in utilizing the spices they have and becoming a booster during the pandemic. Some of the obstacles faced by the Si Kunyit herbal medicine business group are 1)Not yet having bookkeeping or records related to income, expenses, production costs and profit and loss, 2) Not yet having good governance, so not yet able to set appropriate prices, 3) Marketing systems such as websites, social media and offline marketing that have not been used optimally to market the products produced. 4) Making labels/brands for products to be marketed. 5) Packaging is not yet attractive so it is still inferior to competitors.



**Keywords:** *Business Group, Turmeric Herbal Medicine, Book Keeping, Marketing*

## **Introduction**

Turmeric herbal medicine as an Indonesian cultural heritage has great potential to be developed into a superior product with high economic value. However, turmeric herbal medicine business groups often face obstacles in effective governance and financial management. Seeing the broad market potential and public interest in herbal products, this partnership program is here to increase the capacity of turmeric herbal medicine business groups so that they can be managed professionally and independently, increase income, and the welfare of their members.

This program focuses on collaboration between business groups and stakeholders such as government, NGOs, universities, and the business world. This partnership provides access to resources, knowledge, and wider networks, enabling increased competitiveness of turmeric herbal products in the market. Through training and mentoring in the fields of production, marketing, and financial management, it is hoped that turmeric herbal business groups can improve product quality, expand the market, and implement good governance for business sustainability. This program aims not only to empower business groups but also to preserve cultural heritage through quality and highly competitive turmeric herbal products.

## **Implementation Method**

To overcome various problems faced by turmeric herbal medicine business partners, an approach involving experts and structured methods is applied through the following steps:

### **1. Making Simple Bookkeeping or Financial Reports**

The program begins with an individual approach to understand the partner's level of understanding of bookkeeping. Furthermore, material is provided on the form and content of a simple financial book, including components of costs, income, and how to calculate net profit. Partners are then given a blank book to start compiling simple financial reports, recording every cost and income in the production and marketing process. Mentoring by the proposing team is carried out to ensure that partners can prepare reports independently, determine selling prices, and calculate labor costs and wages. The goal is for partners to have basic skills in bookkeeping for business sustainability.

### **2. Corporate Governance Implementation Training**

The proposing team provides training on corporate governance that includes the preparation of production strategies and workforce optimization. This training aims to enable partners to implement efficient and productive production strategies, so that business results can develop optimally. Through this approach, it is expected that partners will gain an understanding of effective management for business progress.

### **3. Marketing System Development**

Based on the initial analysis, the partner only relies on local customers without utilizing information technology. The proposing team provides marketing strategy training and helps in creating social media accounts such as Facebook and Instagram. Assistance in using digital platforms is carried out so that partners can expand their marketing reach. In addition to digital marketing, the team also develops an offline marketing system through brochure creation. This step is expected to increase product visibility in the market and adjust packaging to attract wider consumer interest.

### **4. Certified Label or Brand Creation**

Partner products that are not yet certified will be assisted by the proposer team in managing labels that are appropriate and meet standards. This effort aims to increase product credibility in the eyes of consumers, while helping partner products meet wider market requirements.

This approach is expected to strengthen the capacity of partners in terms of bookkeeping, management, marketing, and product certification, so that the turmeric herbal medicine business can develop more independently and be highly competitive.

## Results and Discussion

This Community Service (PKM) activity was carried out after the community service grant proposal from the Faculty of Economics and Business of the University was approved. The implementation of PKM activities is carried out based on a predetermined schedule, while still considering the ongoing agenda at the Jamu Si Kunyit Business Group as a partner. The initial stage of the activity began in mid-2024, including an initial approach, introduction of the PKM team, and analysis of the initial conditions of the partner. Intensive discussions were then held to ensure understanding and agreement on the cooperation between the PKM team and the Jamu Si Kunyit Business Group. This agreement is the basis for preparing and implementing program proposals that are in accordance with the needs of the partners.

After the PKM proposal was approved, the PKM team conducted a follow-up visit with members of the Si Kunyit Jamu Business Group to begin activities with the following agenda:

1. Opening of Activities  
The event was opened by the PKM team with remarks from the head of the partner group, the Si Kunyit Herbal Medicine Business Group.
2. Activity Description  
The Team Leader explained about the Tri Dharma Perguruan Tinggi activities, especially the community service program of Warmadewa University (Unwar), as well as the mentoring plan that will be carried out. The purpose of this explanation is to align perceptions between participants and instructors, so that activities can run smoothly.
3. Discussion and Solution Planning  
Discussion and Q&A sessions were held to identify problems faced by partners and plan solution steps to be implemented.

Next, a follow-up meeting was held with the Si Kunyit Herbal Business Group. Some of the activities carried out were:

1. Simple Financial Bookkeeping Assistance  
Participants were given training on preparing financial reports according to Financial Accounting Standards (SAK), with a focus on account grouping. Instructor Ni Made Vita Indriyani, SE, M.Sc. and student Ni Luh Trisna Kencanawati assisted participants in using the cash book application.
2. Assistance in Grouping and Use of Costs  
Instructor I Wayan Gde Yogiswara Darma Putra, SE, M.SI., Ak., provided guidance to two group members on the importance of cost grouping and gradual cost usage strategies. This activity aims to minimize unnecessary costs. Student Ida Ayu Putri Utami Wijayanti also assisted in this guidance.
3. Corporate Governance and Marketing Strategy Counseling

Instructor Ade Ruly Sumartini, SE, MM, with the assistance of student Ni Made Della Awidya Prasetya, provided counseling on corporate governance and marketing strategies, including input for digital marketing through social media.

On this occasion, the PKM team also provided assistance in the form of packaging equipment, production equipment, accounting software, training materials, and social media accounts to support the digitalization of partner marketing.

#### *Impact (Usefulness and Productivity)*

This community service program is expected to provide a significant impact in terms of benefits and productivity for the Si Kunyit Herbal Medicine Business Group:

1. With more effective marketing strategies and market expansion, members of the Jamu Si Kunyit Business Group can experience a significant increase in income. This will have a positive impact on the family economy and the welfare of members.
2. With product diversification and the use of digital platforms, members of the Jamu Si Kunyit Business Group gain access to new market opportunities that may have previously been unreachable. This paves the way for innovation and more diverse business development.

#### **Application of Technology and Innovation to Society (Relevance and Community Participation)**

Partners in this Community Partnership Program activity are the Jamu Si Kunyit Business Group who greatly contributed from the preparation stage to the end and in preparing the facilities needed, in addition to the energy, time, thoughts and locations used during the implementation of this community service program. The Jamu Si Kunyit Business Group is also very good at utilizing solutions that have been delivered through mentoring from the community service team both in marketing and accounting, so that it can have an impact on increasing sales and corporate governance related to the preparation of financial reports.

#### **Conclusion**

Based on the activities that have been carried out, the following conclusions and suggestions can be drawn:

##### *Conclusion*

1. The Si Kunyit Herbal Medicine Business Group is able to apply simple accounting reports and can use marketing digitalization to market its products.
2. Economically, the impact is now visible because marketing can now be done with a wider market share.
3. The output targets of the PKM activities for implementing marketing strategies and bookkeeping training have been given to training participants.

##### *Suggestion*

Continuous coaching is needed so that training participants can carry out business activities sustainably.

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