



Improving the Performance of the Winduhaji Household Industry by Utilizing Android-Based Accounting Applications

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Abstrak

Pelaku industri UMKM masih banyak yang mengalami kesulitan dalam melakukan pengembangan usaha. Pokok permasalahannya adalah kesulitan akses permodalan ke lembaga keuangan formal, akibat belum diterapkannya administrasi keuangan yang sesuai standar. Kegiatan pengabdian ini dilaksanakan, untuk membantu kebutuhan para pelaku industri rumah tangga khususnya di wilayah Kelurahan Winduhaji sejumlah 25 peserta, dengan menggunakan metode sosialisasi, pelatihan dan workshop serta pendampingan dan evaluasi. Kegiatan ini terkategori berhasil. Hal ini dapat dilihat dari antusiasme dan keaktifan peserta pada setiap tahap kegiatan yang dilaksanakan. Umpan balik yang diberikan sangat positif, aplikasi ini disampaikan sangat membantu dalam meningkatkan efisiensi waktu dan mengurangi kesalahan dalam pencatatan transaksi. Selain itu, mereka juga merasa lebih profesional dalam menjalankan usaha karena memiliki pencatatan yang lebih rapi. Peserta juga menyarankan adanya pelatihan lanjutan untuk mempelajari fitur aplikasi yang lebih seperti pelaporan lebih terperinci atau analisis keuangan sederhana, yang menunjukkan adanya minat tinggi untuk terus memanfaatkan teknologi dalam pengelolaan usaha mereka.

Kata kunci: administrasi keuangan, permodalan, Aplikasi Akuntansi, Industri rumah tangga.

Abstract

Many SME's industry still experience difficulties in developing their businesses. The main problem is the difficulty of accessing capital to formal financial institutions, due to the lack of implementation of standard financial administration. This community service activity was carried out to help the needs of household industry owners, especially in the Winduhaji area, with 25 participants, using socialization, training and workshop methods as well as mentoring and evaluation. This activity was categorized as successful. This can be seen from the enthusiasm and activeness of the participants at each stage of the activities carried out. The feedback given was very positive, this application was conveyed as very helpful in increasing time efficiency and reducing errors in recording transactions. In addition, they also feel more professional in running a business because they have neater records. Participants also suggested further training to learn more application features such as more detailed reporting or simple financial analysis, which shows a high interest in continuing to utilize technology in managing their businesses.

Keywords: *financial administration, capital, accounting applications, home industry.*



Introduction

The role of SMEs is very large for the growth of the Indonesian economy, namely the role in absorbing labor and as a safety valve in the process of national economic recovery, so that the priority in developing MSMEs is very vital (Febriansyah et al., 2024; Kartawan, 2016) The number of MSME actors themselves in 2023 will reach around 66 million, this number reaches 99% of all business units in Indonesia. The contribution made reaches 61% of Indonesia's Gross Domestic Product (GDP) or equivalent to IDR 9,580 trillion, and has succeeded in absorbing around 117 million workers (97%) of the total workforce (Kadin Indonesia, 2023) In addition, MSMEs are able to mobilize investment growth of up to 60.4% of total investment (Novitasari, 2022). The dominance of MSMEs in the types of businesses in Indonesia consists of micro businesses with 98.79%, small businesses with 1.11% and medium businesses with 0.09%. Meanwhile, large companies only contribute 0.01% to the business structure in Indonesia (Srijani, 2020).

This shows that the home industry, which is mostly a form of micro-enterprise, has a very important role in supporting the national economy. However, unfortunately, many players in this industry still have difficulty in developing their businesses, the main problem that is often complained about is the lack of capital. The source of capital itself can be met from the owner's own capital as well as foreign capital which is additional capital obtained from bank financing or other financial institutions. The problem that often arises is that all credit programs, especially from professional institutions, require financial administration and are supported by adequate financial reports. This is the main problem why many MSMEs do not get access to capital from formal financial institutions, because most business actors neglect to implement financial administration according to standards.

Well-recorded financial administration will be able to optimize the professionalism of business financial management and provide easy access to business capital. Without good recording, it is possible for mistakes to occur in financial decision-making which can have a negative impact on the business being run (Dicky Perwira Ompusunggu & Nina Irenetia, 2023; Made et al., 2024). Of course, SMEs entrepreneurs must be given awareness to understand that financial administration that is in accordance with standards will be very beneficial for the sustainability of their business.

This community service activity was carried out based on the needs of home industry owners, the majority of whom still do not carry out orderly financial management so that the main obstacle that arises is not having financial reports that can present information about the financial condition of the business (1). One of the reasons why SMEs have difficulty developing is a poor accounting system, this is because business owners only prioritize their business on making a profit, without thinking about accounting and financial management. Good financial management actually brings benefits to business actors themselves, both in their interests by meeting capital needs with external parties and utilizing various funding assistance from the government.

Financial reporting is one way to map business conditions, accurately and make the right decisions and be responsible to management, the most important thing is to understand the meaning of profit and loss generated from all business activities. With the existence of financial reports, the picture of the financial status of SMEs is clearer. However, in reality, business owners still have not started to record their business moreover to prepare financial reports.

Home industry owners is a type of business carried out at home where the business actor is, so in this case there is operational cost efficiency (4), as the simplest form of business from MSMEs, of course, the problem of financial management is also a major challenge. The same condition occurs, which is located in Winduhaji Area, Kuningan, West Java. The profile of home industry owners in this area is quite representative of the weak quality of financial management of home industries in Indonesia which has an impact on low business sustainability (2). Educational background and low level of understanding regarding business financial management are the main problems in developing their businesses. The location of the object that is in the urban area should be supported by the economic life of the home industry which is quite a lot with a variety of types of businesses, it turns out that when reviewed from the financial management it is still quite concerning. Not only do they not do bookkeeping, but their understanding of financial reports is also still minimal.

Bank Indonesia in this case in collaboration with IAI (Indonesian Institute of Accountants), has provided an alternative convenience for business owners, especially micro businesses, to be able to more easily record financial transactions by using an application, namely the Android-Based Accounting Application (SiApik). For this reason, the team is trying to help in making the application design a success, so that all business actors can utilize the financial transaction recording application in the business they do. So that community service activities are expected to contribute more to advancing business and financial management for home industry business actors in Winduhaji Village.

Implementation Method

The participants of this community services were 25 home industry owners in Winduhaji area consisting of various types of businesses but mostly food businesses. The location of the activity was at the Winduhaji Office Hall, on Friday, 30 Augst 2024. This activity was carried out together with the community service team from the Accounting department from Universitas Kuningan. The service methods began with preparation, socialization, training and workshop, also mentoring an evaluation. Success indicators for this activity are high enthusiasm from participants and the sustainability implemented by participants. The evaluation method used in this activity is the level of understanding of participants which can be seen from the results of the pre-test and post-test activities. as well as the level of participant ability to be able to implement business administration using the Si-Apik application.

Table 2. Implementation Method to be used

No.	Target	Implementation Methodology
1.	Increasing the level of participants' understanding of Accounting.	Socialization and Training
2.	Ability to carry out bookkeeping practices using the Si-Apik application	Training and Workshop
3.	The level of sustainability of carrying out the bookkeeping process using the Si-Apik application for business activities carried out	Mentoring and Evaluation

Source: (Farida & Astuti, 2018)

Result and Discussion

The implementation of the Community Service activity attended by 25 SME's owners in Winduhaji area went successful. The activity was carried out in several stages. At the socialization stage, the team provided a basic understanding to home industry actors regarding the importance of financial recording and introduced the benefits of the Android-based accounting application, namely Si-Apik. It began by distributing a pre-test related to participants' understanding of basic accounting practices, and continued by providing a post-test at the end of the socialization activity. As a result, through socialization, participants increasingly understood the importance of recording transactions in a structured and periodic manner to obtain accurate financial data. Many business actors previously only relied on manual recording or even no recording at all. With this understanding, they become more open to the use of digital accounting applications as a tool in their business.

The next stage is training and workshops on the accounting process using the SI-Apik Android application. The team provides technical training in using Android-based accounting applications for recording transactions, such as sales, purchases, recording costs, and simple financial reports. After the training, participants can understand the basic functions of the application, such as recording daily transactions, grouping types of expenses and income, and creating simple financial reports. Many participants stated that the application helped them track income and expenses more practically than manual recording methods. The challenge faced was that some participants had initial difficulties in using certain features, especially those who were not yet familiar with using smartphones. However, with assistance, they gradually began to master the basic functions.

The final stage of the activity was to assist home industry owners in implementing accounting applications for their daily business activities. At this stage, participants began using the application to record real transactions from their business. Most participants felt that the application helped them manage cash more regularly and prevent unnecessary expenses. Several participants also noted that using the application made them more disciplined in managing their business cash flow. The main challenge at this stage was consistency in recording transactions every day. Some participants forgot or felt that recording took extra time. To overcome this, the community service team provided motivation and reminded participants periodically to ensure they remained consistent.

Next, the evaluation stage, the team evaluated the impact of using the application on the financial performance of the business and provided feedback to home industry players. Based on the evaluation results, most participants experienced an increased understanding of the financial condition of their business. With the reports generated by the application, they can see income and expenditure patterns, and identify expenses that need to be reduced. Several participants stated that, after using this application, they were able to set aside profits more regularly and manage business capital better. There are several indicators of improved performance achieved, such as the ability of participants to create business budgets, identify profit margins, and manage stock more effectively with structured records. In addition, business actors who have used the application routinely admitted to being more confident in making decisions related to business development.

Participants gave positive feedback regarding the use of this Android-based accounting application. They stated that this application helped them in increasing time efficiency and reducing errors in recording transactions. In addition, they also felt more professional in running their business because they had neater records. In addition,

several participants suggested further training to learn more in-depth application features, such as more detailed reporting or simple financial analysis. This shows a strong interest in continuing to utilize technology in managing their businesses.



Figure 1. Documentation of Socialization Activities



Figure 2. Documentation of Training and Workshop Participation.

Conclusion

Overall, this community service activity is categorized as successful. This can be seen from the enthusiasm and activeness of the participants at each stage of the activity carried out. It is proven that this activity is a new hope for home industry owners in Winduhaji area in improving their financial and operational performance. The feedback given by the participants was also very positive, this application was conveyed to be very helpful for them in increasing time efficiency and reducing errors in recording transactions. In addition, they also feel more professional in running their business because they have neater records. In addition, several participants suggested further training to learn more in-depth application features, such as more detailed reporting or simple financial analysis. This shows a strong interest in continuing to utilize technology in managing their businesses.

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