



Community Service of Strengthening Financial Management of Micro Small Medium Enterprises (UMKM) in Pandemic Covid-19

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Abstract

The article provides financial management learning assistance to improve the financial management capabilities of Small and Medium Enterprises. This research uses Asset Based Community (ABCD) that utilize the potential asset of community, either social or infrastructure. Three activities in analyzing the research; introduction, mentoring and evaluation. As for this research method includes: the preparation stage which consists of observation, interviews with village heads, delivery of materials, and material counseling, implementation stage consists of the implementation of seminar activities initiated by the approach and assistance to business actors, the evaluation stage of the evaluation of activities that have been carried out have been done. The results of the activity showed that the ability of the learning mentoring participants increased after this community service activity.

Keywords: Community Service Management, Micro Small Medium Enterprises, Financial Management

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INTRODUCTION

Tridharma of Higher Education, hereinafter referred to as Tridharma of PT is the obligation of Higher Education to provide education and teaching, research, and service to the community (Law No. 12 of 2012, Article 1 Paragraph 9) (Simanjuntak & Wahyanti, 2021; Chudzaifah, Wisdom & Pramudiani, 2021). Based on these regulations, the Institute for Research and Community Service (LPPM) of Matana University has carried out the Tridharma PT activities consistently.

Matana University has implemented the Merdeka Merdeka Learning Campus (MBKM) curriculum in 2021 by means of collaboration between educational and classroom teaching activities, community service and research activities by involving Matana University students to participate actively in finding problems (Azizah, Asfi, & Syafrinal, 2021), formulate solutions and evaluations related to educational and teaching activities that have been accepted in the classroom in order to improve the curriculum and learning methods that have been accepted. This is evidenced by the signing of a memorandum of cooperation (*Memo of Understanding*) with the Village Patronage or Partners University of Matana, Village Mekarwangi, Cisauk-Tangerang (Interview, Chief LP2M University Matana, September 2021), as shown in Figure 1 below:



Figure 1. MoU of Univ Matana-Ds Mekarwangi

The routine activities of independent learning related to community service have been carried out in the Accounting Study Program, including Strengthening the Ability of Treasurers and Elementary School Teachers through Basic Accounting Learning at SDN Mekarwangi, Ds. Mekarwangi, Kec. Cisauk, Tangerang-Banten (Effendi, 2018), Accounting Assistance for Treasurers and Teachers for Improvement and Strengthening of Mekarwangi Elementary School, Cisauk, Tangerang (Effendi, 2018), Education and Accounting Assistance for Cadres of Posyandu Rambutan and Nusa Indah Posyandu Mekarwangi Village, Tangerang Regency (Effendi, 2020). In addition to routine activities, there are also incidental activities that have been carried out such as: Strengthening Understanding of Class XII AK Students through Accounting and Tax Guidance and Training (Effendi, 2018), Community Service: University Synergy and Manunggal Army Building Villages/ TMMMD (Effendi, 2020), Increasing Student Awareness with Environmental Conservation Education at the Kharisma Health Vocational High School (2019).

Mekarwangi Village is a remote village located in Cisauk District, Tangerang Regency. This village is an expansion village of the Cisauk Village, as shown in Figure 2 below:



Figure 2. Mekarwangi Village Map

Economic growth of an area, will indirectly affect the increase or decrease in the number of poverty in the area. The better the economic conditions in a region, the lower the unemployment rate in the region, and in the end it can reduce the poverty rate. One of the factors that can reduce the level of poverty is by encouraging and developing the real sector. This real sector can be encouraged, through the growth of the micro business

sector. There are many factors that cause micro-entrepreneurs to stagnate in managing their businesses, including the limited knowledge of business management, particularly related to financial management. This condition is due to the educational background possessed by micro business actors, which lack knowledge and skills related to financial management. Therefore, it is necessary for the participation of universities in providing knowledge sharing related to strengthening the knowledge of the community of micro business actors, through the tri dharma function of higher education in the form of community service.

UMKM (Micro, Small and Medium Enterprises) are one of the many parties who have felt the negative impact of the COVID-19 outbreak. The Indonesian UMKM sector is increasingly restless because the longer the turnover produced is decreasing. Responding to these challenges, the Independent Learning curriculum provides a means for developing community service through strengthening UMKM financial management, especially for UMKMs in Mekarwangi Village, Cisauk District, Tangerang Regency. The UMKMs in question are credit sellers, hawkers, food stalls, to traders who usually sell in the market.

During this pandemic, outdoor community activities tend to decrease and make the incomes of UMKM actors also decline, even more so during the implementation of the Large-Scale Social Restrictions (PSBB) policy. UMKM actors find it very difficult to carry out their daily activities and fulfill production operational needs because the turnover obtained is not as expected, even some UMKMs are already on the critical threshold and are losing money. Indeed, the government has tried hard to overcome and plan various policies to support the struggle of UMKMs to be able to maintain the business they are doing. Assistance provided by the government as a form of support for UMKMs, such as credit restructuring, increasing the portion of People's Business Credit (KUR), tax relaxation, to policies related to exports and imports.

In line with that, there are still many UMKMs that do not fully understand how to manage a business that is being pioneered, especially in terms of good financial management. Responding to the reality that is currently happening in UMKM businesses, the Accounting Department, Faculty of Business Economics and Social Sciences (FEBIS) at Matana University considers it necessary to bridge the gap in providing basic knowledge for UMKMs related to strengthening financial management as a form of solution to the problems faced and used as a form of activity. downstream from the results of research that has been carried out previously with the title "capital structure, company size, liquidity and profitability of the company" which emphasizes the concept of profit a business/business must consider the capital structure, size of business entities and the level of adequacy in fulfilling short-term and long-term obligations.

METHOD

This service method uses Asset Based Community (ABCD), by maximizing asset potential, and working together with multistakeholders. The facilitator cooperates with several multi-stakeholders in implementing the assisted program. Data collection techniques using Interview and Observation. While the data analysis technique is carried out through 3 stages, namely the preparation and debriefing stage, the implementation stage and the sustainability plan stage as follows:

1. Preparation and debriefing

In this first stage, the mechanism for implementing Community Service activities with the implementation of an independent learning curriculum includes the following activities:

- a. Preparation and survey the location of PkM Merdeka Learning;
- b. Coordination with Mekarwangi Village and Suradita Village, Cisauk District, Tangerang Regency;

- c. Recruitment of students participating in PkM Merdeka Learn to cooperate with Mitra Village;
- d. Debriefing of students participating in PkM Merdeka Learning;
- e. Implementation of programs that are the objectives of the implementation of PkM Merdeka Learning;
- f. Withdrawal of PkM Merdeka Learn students.

The material for the preparation and debriefing of students covers the theory and practice of the following aspects:

- a. Student functions in PkM Merdeka Learn and guidelines for implementing PkM;
- b. Building the mindset of UMKM actors on how to manage UMKM finances well;
- c. Business assistance through socialization, financial management, and utilization of community expertise;
- d. Financial management and administration, including the calculation of the business financing plan and the calculation of the cost of production of UMKMs in the context of determining the selling price of production.

2. Implementation The

implementation of the stages of the PkM Merdeka Learning activity will take place from December 13-24, 2021 as follows: The

- a. event for the release of students participating in the PkM Merdeka Learn from the Matana Campus accompanied by a field supervisor;
- b. Delivery of 8 students participating in PkM Merdeka Learning to Mekarwangi Village;
- c. Submission of students participating in PkM Merdeka Learning to Mekarwangi Village;
- d. Implementation of targeted programs;
- e. Withdrawal of students participating in PkM Merdeka Learning.

3. Program Sustainability Plan

In the implementation of the independent campus program with the approach of community service activities, it has a target to be able to strengthen the knowledge of the UMKM community in better financial management and administration. The pattern of education and assistance provided by students will determine the sustainability of this program. The most important thing is the support of relevant agencies and UMKM actors in Mekarwangi Village in programs that are in accordance with the needs of UMKMs. With these programs, it is hoped that they will be able to raise the welfare of the UMKM community and have benefits for the long term.

RESULTS AND DISCUSSION

The learning process is a comprehensive process aimed at changing the behavior of an individual (Agus Suprijono (2011, p.4-5). Learning itself cannot be separated from mentoring activities. Micro, Small and Medium Enterprises (UMKMs) are one of the businesses productive activities owned by individuals or business entities that have met the criteria as micro-enterprises. This organization certainly needs to be supported by the involvement of several parties, especially educational institutions. The university is the most important milestone in the implementation of an independent campus with community service activities required in the Tri Dharma of Higher Education.

Implementation The Independent Learning program in the Accounting Study Program has a target to be able to strengthen the knowledge of the UMKM community who are members of the assisted villages in better financial management and administration. The management and administration in question includes orderly administration and financial management. This was carried out by UMKM actors in Mekarwangi Village. In addition, financial management in question is the management of

the recording of financial transactions related to the business undertaken by UMKMs, including the administration of transaction evidence held in various UMKM business transactions carried out.

Efforts are being made to effectively achieve the target of strengthening the knowledge of UMKM business actors who are members of the UMKM groups in Mekarwangi Village on financial management and administration, so a pattern of mentoring by students is needed to achieve the effectiveness of the training carried out in the Free Learning Community Service program. The most important thing is the support from the government. The end result of these programs is expected to play a major role in raising the welfare of the UMKM community in Mekarwangi Village, Cisauk-Tangerang, Banten.

The documentation for the joint needs assessment and survey is shown in Figure 3 and Figure 4 below:



Figure 3. The Joint Needs Assessment Process in Mekarwangi Village-Matana University



Figure 4. Survey of UMKM Financial Management Assistance

Activities This Independent Learning activity is a journey carrying a mission to foster UMKM communities through training. After the implementation of the main activity programs and mentoring programs carried out by students, a student withdrawal will be carried out on December 24, 2021. The implementation of programs as community service efforts carried out by lecturers and students at 20 UMKMs in Mekarwangi Village are expected to receive the blessing of life from Allah SWT. so as to create a better quality of life for the UMKM community.



Figure 5. Implementation of UMKM Financial Management Assistance Activities

From the overall UMKM assistance results obtained by the survey and mentoring team, it can be concluded that the UMKMs are willing to use financial reports to run their business by 60%, using financial reports with the SIAPIK application by 30%, and approx. 10% are not willing to use financial statements because they prefer to use simple records that they think are easy to remember.

The results of this finding are reinforced by Bismala, L. (2016), found that UMKMs as a form of the people's economy that have a major role in the country's economy, require a business management model. This business management model adopts from corporate management, which works on aspects of production management, human resource management, financial management, and marketing management. In the business management application, performance measurement criteria were developed that could be adopted and applied practically (Suc, 2017; Thobias, 2013). SMEs should also be able to perform a SWOT analysis for his efforts so as to assess the current state of both the competitors, as well as business development and evaluation efforts.

Other research also found that UMKM make various kinds of contributions, including the contribution of SMEs towards the creation of national investment (Humaira & Sagoro, 2019), Contribution of UMKM to Products National Gross Domestic Product (GDP) (Roshaniza, & Selvaratnam, 2015., contribution SMEs in the absorption of labor national level (Sarfiah, S. N., Atmaja, H. E., & Verawati, D. M. 2019), and the contribution of UMKM to national foreign exchange creation (Kesuma, et al., 2020). In brief get the key that UMKM is the main pillar of Indonesian economy. That matter shows how the role of UMKM very dominant in economic growth Indonesia. So that the empowerment of SMEs is something important in efforts to increase growth economy in Indonesia.

CONCLUSIONS

The results of educational activities and management assistance to finance for SMEs that have been implemented are community or perpetrators of Micro, Small and Medium Enterprises (UMKMs) assisted from Mekarwangi Village are willing to apply financial management techniques in their business financial statements, but only 60% use financial reports with the SIAPIK application, and around 10% are not willing to use financial reports because they prefer to use simple records that they use. think it's easy to remember. Through a program of activities organized by Lecturers and Students of KKN Merdeka Learn to create awareness of the importance of financial management in the businesses that UMKMs are engaged in, it produces an output, namely an understanding of accounting and financial management which is an important aspect to improve the standard of living of UMKM actors.

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