

FINANCIAL ATTITUDES, EDUCATION LEVEL IN FAMILY FINANCIAL MANAGEMENT IN SOMODARAN DISTRICT COMMUNITIES YOGYAKARTA

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Abstraksi

Dusun Somodaran Yogyakarta merupakan salah satu wilayah yang kebanyakan masyarakatnya merupakan pedagang bakulan dan kios kecil. Bakulan berasal dari kata "bakul" asal kata dari Jawa Tengah yang artinya pedagang atau tempat keranjang belanja yang digendong di punggung, dan "bakulan" mengalami penyempitan makna menjadi pedagang kecil yang menggondong dagangannya menggunakan bakul. Mayoritas masyarakat memanfaatkan keahlian mereka seperti membuat kue donat, soto dan lain-lain sebagai mata pencaharian. Pengelolaan keuangan mayoritas masih manual dan pengetahuan kurang memadai karena rendahnya tingkat Pendidikan. Selain itu masih ditemukan kendala dalam hal pemisahan keuangan pribadi dan usaha. Peserta Kegiatan Pengabdian Kepada Masyarakat ini merupakan perwakilan dari bakulan dan kios kecil dengan sampel sebanyak 25 responden. Metode yang digunakan berupa ekspositori yaitu penyampaian materi secara verbal dan inquiry yaitu pembelajaran yang menekankan pada proses berpikir kritis dan analitis terkait keilmuan manajemen keuangan dengan pemahaman mendalam terkait materi bagaimana mengelola keuangan pribadi dan usaha keluarga dan metode wawancara semi terstruktur. Kegiatan Pengabdian Masyarakat menghasilkan bertambahnya keilmuan bagi para pedagang bakulan dan kios kecil, terutama bagaimana cara mengelola keuangan menjadi lebih baik, mampu memisahkan keuangan pribadi dan usaha keluarga, serta mampu menunjukkan sikap keuangan pada diri sendiri. Kegiatan Pengabdian Kepada Masyarakat ini diharapkan dapat memberikan inspirasi dan motivasi bagi para dosen/peneliti selanjutnya yang akan melakukan kegiatan yang sama dan berkelanjutan, ilmu yang diberikan dapat bermanfaat bagi masyarakat, akademisi dan keluarga.

Kata Kunci: sikap keuangan, tingkat pendidikan, pengelolaan keuangan keluarga, pedagang bakulan/kios kecil

Abstract

Dusun Somodaran Yogyakarta is one of the areas where most of the people are bakulan traders and small kiosks. Bakulan comes from the word "bakul" from Central Java which means a merchant or a place for a grocery basket that is carried on his back, and "bakulan" experiences a narrowing of the meaning of being a small trader carrying his wares using a basket. The majority of people use their skills such as making donuts, soup and so on for their livelihoods. The majority of financial management is still manual and knowledge is inadequate due to the low level of education. In addition, there are still obstacles in the separation of personal and business finances. Participants of this Community Service Activity were representatives of bakulans and small kiosks with a sample of 25 respondents. The method used is in the form of expository, namely the delivery of material verbally and inquiry, namely learning that emphasizes critical and analytical thinking processes related to financial management science with a deep understanding of how to manage personal finances and family businesses and semi-structured interview methods. Community Service Activities generate increased knowledge for traders of bakulan and small kiosks, especially how to manage finances better, be able to separate personal finances and family businesses, and be able to show financial attitudes to themselves. This Community Service activity is expected to provide inspiration and motivation for future lecturers / researchers who will carry out the same and sustainable activities, the knowledge provided can benefit the community, academics and families.

Keywords: financial attitude, education level, management of family finances, small traders / small kiosks

INTRODUCTION

Every individual who is in the modern era is currently required to have the ability to manage their finances. This is because many problems are experienced regarding financial management. The situation of the community, especially those who are already married, are required to be able to work harder in order to fulfill their needs and in financial management. It is expected that the implementation is right and right, therefore each individual gets the maximum benefit from his money (Rustiaria, 2017).

With a relatively large population of around 1.7 million people, only about 250,000 people can be categorized as understanding in managing finances, and the rest need increased understanding regarding how to manage their own finances (OJK Survey, 2016). According to Harder (2001), financial management problems are often considered trivial, because individuals learn more about finance only through trial and error. Howell (1993) in Zahroh (2014) states that financial management is one of the most basic competencies needed by modern society, because consumer choice from day to day affects one's financial security and living standards. The implementation of education in terms of increasing understanding of financial management knowledge and skills is really needed since many people feel financial difficulties.

Financial difficulties not only originate from income factors, financial difficulties can also arise if there are errors in financial management (mismanagement) such as misuse of cash in and lack of wise financial planning. Good financial management and regulation can make the right decisions in financial matters. Besides, that the implementation is also expected to have an impact on individuals to optimally use the right financial instruments and products.

Every individual must have a different educational background. The education level that a husband or a wife has taken can influence how they behave in managing their family's finances. The high education level that has been taken will also increase the level of knowledge in managing family finances. This is because when attending some lectures have been taught how to manage their own finances where parents give pocket money that must be managed as well as possible for a month, and can be a husband or wife get a lesson from a course during the lecture. Compared to husbands or wives whose education are low. Knowledge in managing finances is low or even lower. Higher education that is owned by each individual will make the individual more mature in financial planning with the knowledge that has been obtained (Unola, 2014.)

Problems Identification

Somodaran Hamlet is one of the hamlets found in the Banyuraden village of Yogyakarta. Most of the Somodaran hamlet communities are mostly agricultural income communities and small entrepreneurs such as bakulan traders and small kiosk traders. The development of small businesses as part of the spirit of increasing economic independence has had a positive impact on the strength of the local economy. However, there are several problems faced by traders or small business actors. One of which is lack of ability in managing business finances. Some small business actors tend not to separate the family finances and business finance. As a result, business finance is often used to meet family needs on a daily basis.

LITERATURE REVIEW

Financial attitude

The Money Attitude Scale and Money Ethic Scale found by Tang (1992) in (Silvy, 2013) stated that there are several measurements to understand human behavior towards money. Families who can manage their financial well will increase the harmony of their household.

In the research of Yamauchi and Templer (1982) that found that there were five concepts of financial attitudes: 1) Power or prestige: Money for most people is a power to manage everything related to life, 2) Maintenance or time: Financial attitudes are needed in planning also future preparation in order to emphasize planning and use of caution against money, 3) Distrust: According to Durvasula and Lyosnski (2010), someone with sufficient wealth or middle to upper tend to have suspicion / doubt about the situation when using his money and not believing with the ability to make efficient buying decisions, 4) Quality: According to Yamauchi and Templer (1982), a person with sufficient wealth or middle to upper trusts that in getting the best and paying in large quantities will get the desired high quality, while the people middle and lower not too concerned about quality 5) Anxiety: Yamauchi and Templer (1992), Money is the main source of thought for everyone. Money is a source of anxiety for someone with sufficient wealth or middle to upper class but money is also a source of protection from anxiety itself.

Education Level

Lusardi and Mitchell (2014) found that education from parents was a big predictor of financial knowledge. The high education level that has been taken will be the higher the level of knowledge in managing family finances. This is because when attending some lectures, they have been taught how to manage their own finances where parents give pocket money that must be managed as well as possible for a month, and can be a husband or wife gets a lesson from a course during the lecture.

Financial Management

Management of personal finance is also determined by the knowledge possessed by each individual. Individuals who have financial knowledge will tend to have good financial behavior such as paying obligations on time, setting aside funds to be on guard, and can manage income and expenditure on family finances. Cummins (2009) revealed that a person's ability to manage finance is one of the important factors to achieve success in life, so that knowledge of good and right financial management becomes important for members of society, especially individuals. Responsibility is very important for financial management and must be done productively to increase value. Mahdzan and Tabiani (2013) show that with a lot of financial knowledge held it will tend to be more effective in financial behavior and better in financial decision making, and also someone with higher financial knowledge is better able to prepare themselves by increasing savings or plans insurance.

IMPLEMENTATION METHOD

Community service activities carried out by a team of lecturers using lecture methods, training and direct interviews with participants (bakulan traders and small kiosks of Somodaran hamlet, Yogyakarta) on February 22-24 2019. Direct interview aims to obtain information in the form of primary data directly from collectors and small kiosk traders, namely the problems that become their primary issues to be discussed and resolved. Lectures and training on family financial management by educating participants in order to be able to distinguish between personal and business financial management. The following is the atmosphere of the Community Service Activities shown:



Figure 2. Resource persons / lecturers explained the separation of personal and business finance



Figure 3. As a participant / respondent of Community Service Activities



Figure 1. Atmosphere of Community Service Activities



Figure 4. Participant of Community Service Activities



Figure 5. Registration activity

We describe this Community Service with a qualitative approach with a semi-structured interview method. The questions made are adjusted to variables, namely financial attitudes, education level and financial management. Samples in Community Service activities representing 25 respondents with minimum income criteria of Rp2.000.000. The following respondents according to education level:

Table 1. Respondents by Education Level

education level:	Number of people
Elementary School	2
Junior High School	12
Senior High School	11
Total	25

Source: Processed by the author, 2019

Table 2. Respondents Based on Income Level per month

Income/month	total
Near Rp2.000.000	10
Above Rp2.000.000	15
Total	25

Source: Processed by the author, 2019

DISCUSSION

Based on the data analysis that has been done, obtained some conclusions that will be discussed in this discussion. Data in the form of information on the results of interviews, observations and questionnaire recaps from participants collected during the planning and implementation stages of PKM.

Financial attitude

Financial attitude is the tendency of someone's attitude that is most powerful in determining and deciding when faced with the money they have. Not all *bakulan* traders and small kiosks in the Somodaran hamlet understand in the separation of personal finance from business finance. A good financial attitude will improve the behavior of

family financial planning in the future. The financial attitude of the family financial manager will improve the behavior of financial planning because in its implementation the family will think of the welfare of their family in the future. By having a good financial attitude, the financial manager will behave more positively. This is in line with the results of our observations of respondents, where most of the respondents answered disagree. This indicates that respondents disagree that money is a symbol of success and reflects someone's achievement, which means that someone's success or achievement is not only seen from how much money he has, can be seen from experience during his life or create something of value and how to manage finances well.

Education Level

The education level shows that there are still many respondents with low levels of education seen in table 1, where elementary school education is 2 respondents, junior high school as many as 12 respondents and high school as many as 11 respondents, this can affect the ability of respondents to manage and financially plan their families.

Financial Management

(*Ida, 2010.*) stated that financial management has to do with individual financial responsibility regarding their financial management. In managing assets for finance there are six steps, namely as follows:

1. Make inventory of financial assets.
 2. Monitor all expenses.
 3. Prepare a budget.
 4. Paying debt.
 5. Start a savings plan.
 6. Borrow money only to buy assets that have potential (Nickels, McHugh, and McHugh, 2009).
- The education level shows that there are still many respondents with low levels of education. Respondents who have not all implemented good financial management and have not been able to be responsible, so that respondents still need ongoing training in order to be more careful in managing personal and business finances so they can plan finances such as plans to save better, and be more careful in debt.

CONCLUSION

From the descriptive analysis that we discussed above, here are conclusions that can be explained:

1. Not all *bakulan* traders and small kiosks in the Somodaran hamlet understand in the separation of personal finance from business finances, this was answered from the question and answer process session. A good financial attitude will improve the behavior of family

financial planning in the future. The financial attitude of the family financial manager will improve the behavior of financial planning because in its implementation the family will think of the welfare of their family in the future. By having a good financial attitude, the financial manager will behave more positively. This is in line with the results of our observations of respondents, which is where most of the respondents answered disagree, this indicates that respondents disagree that money is a symbol of success and reflects one's achievements.

2. The level of education shows that there are still many respondents with low levels of education, this can affect the ability of respondents to manage and financially plan their families.
3. Respondents have not all implemented good financial management and have not been able to be responsible. Respondents still need ongoing training to be more careful in managing personal, and business finances so they can plan finances such as plans to save better, and be more careful in debt.

SUGGESTION

Based on the results of our analysis, bakulan traders and small kiosks in Somodaran Yogyakarta need to be given continuous training related to financial management and given a pocket book as their guiding in the hope that future financial management will be better.

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