

EMPOWERING MICRO, SMALL MEDIUM ENTERPRISE (MSMES) THROUGH E-COMMERCE PLATFORMS IN SUKODONO VILLAGE, TAHUNAN DISTRICT, JEPARA REGENCY, CENTRAL JAVA, INDONESIA

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Received: 13-06- 2024

Revised: 22-06-2024

Approved: 28-06-2024

ABSTRACT

This community service activity has the spirit to encourage and increase the competitiveness of small and medium enterprises (MSMEs) in Sukodono Village, Tahunan District, Jepara Regency, Central Java in increasing income and improving the Indonesian economy and has proven to be a safety valve for the national economy in times of crisis. Sukodono Village The village has an area of 1.8 Ha and consists of 5 hamlets, namely Karang Anyar, Krajan, Sukodono, Kramat, and Sentono. This village is inhabited by around 6,000 people and 2,007 families. The various problems that exist in MSMEs actually make MSMEs unable to compete, running in place, and even going bankrupt. So that MSMEs can increase income, obtain capital by assisting MSMEs in recording financial administration properly and correctly and utilizing e-commerce platforms to increase income, MSME assistance and training are needed that help MSMEs in the process of recording financial administration and going online properly and correctly. in accordance with applicable standards. The aim of this service is to help with the difficulties faced by MSME entrepreneurs in Sukodono Village, Tahunan District, Jepara Regency, Central Java, such as many sales being carried out conventionally, not yet recording financial reports, unorganized inventory and so on. This service activity is planned to be carried out in a hybrid manner, namely onsite and online. The methods used are mentoring/training/workshops and coaching. It is hoped that the results of this service can be used for MSME activities in increasing MSME income so that it can increase the competitiveness of MSMEs so that the contribution of MSMEs to the economic sector will be wider and greater. The results of this activity are that MSMEs in Sukodono Village, Tahunan District, Jepara Regency, Central Java are able to prepare financial reports in accordance with applicable regulations and are able to use and implement digital technology in selling merchandise and it is hoped that this can develop the MSME business in Sukodono Village, Tahunan District, Jepara Regency, Central Java. It is hoped that MSMEs can increase efficiency in managing their finances and increase sales through e-commerce based marketing.

Keywords : *MSMEs, Go Online, E-Commerce, Sukodono Village, Village Sustainability, Financial Reports.*

Introduction

Sukodono Village, Tahunan District, Jepara Regency, Central Java in Indonesia currently has great potential for development, but unfortunately there are still many villages that still need support and assistance. In this case, assisting MSMEs to go online and preparing financial reports for MSMEs in Sukodono village, Tahunan District, Jepara Regency, Central Java is important in increasing income, competitiveness and going international and going global by optimizing the advantages of local products that

provide added value and support creative economic activities in Sukodono Village, Tahunan District, Jepara Regency, Central Java in Indonesia. The number of MSMEs has now reached around 56 million with complex problems including financial administration that is less disciplined and not neat enough that some MSMEs have not kept financial records so that MSMEs have difficulty getting funding from banks and MSMEs in Sukodono village still carry out sales conventionally. Deputy for macroeconomics and finance at the Coordinating Ministry for the Economy, Iskandar Simongkir, said that the role of Micro, Small and Medium Enterprises (MSMEs) in the national economy is quite large. This number reached 99.9 percent and labor absorption reached 97 percent. Currently, MSMEs contribute up to 60.34 percent to GDP. Iskandar further said that the number of small businesses in Indonesia reached 93.4 percent. Then medium businesses account for 5.1 percent and large businesses only 1 percent. The various problems that exist in MSMEs actually make MSMEs unable to compete, as a result, their businesses run stagnant and do not experience significant progress, until they go out of business. Based on the results of word bank research, there are four problems for MSMEs, namely not having access to financing. Hubeis (2009: 4-6) explains that general problems that occur in MSMEs include: (1) marketing difficulties; (2) financial limitations.

Tambunan (2009: 75) states that there are several obstacles and difficulties faced in developing MSMEs, namely: technological limitations, limited business capital. Furthermore, according to Suhardjono (2003: 38-39) challenges and problems in developing MSMEs include: (a) weaknesses in obtaining market opportunities and increasing market share; (b) limitations in obtaining access to sources of capital. One of the contributions of this research is that it is hoped that MSMEs in Sukodono Village, Tahunan District, Jepara Regency, Central Java can go online and prepare bankable financial reports so they can increase income and apply for funding to banks. The results of this community research and development can be used for MSME activities for business processes and financial reporting as well as being able to prepare bankable financial reports. The results of this service that will be achieved are that MSME players can go online and be able to prepare financial reports properly and correctly. Hubeis (2009: 4-6) explains that general problems that occur in MSMEs include: (1) marketing difficulties; (2) financial limitations; (3) HR limitations; (4) raw material problems; (5) technological limitations; (6) management ability; (7) partnership. Based on the results of word bank research, there are four problems for MSMEs, namely not having access to financing. Secondly, they do not have access and business opportunities. Third, HR and institutional capacity of MSMEs. Fourth, regulations and bureaucracy. Tambunan (2009: 75) states that there are several obstacles and difficulties faced in developing MSMEs, namely: technological limitations, limited business capital, limited human resources, limited raw materials and marketing difficulties.

Sukodono village is an area that produces/produces the best quality furniture in Jepara. There are tables, chairs, cupboards, beds, sofas, statues, crafts, etc. made from selected wood from teak, mahogany, sono rivet, etc. Sukodono craftsmen are also ready to produce furniture/furniture/handycraft orders according to customer requests, both local and export, on a small or large scale. Sukodono Village is an area above sea level and is located \pm 5.9 KM from the Regency capital. Sukodono Village has an area of 1.8 hectares consisting of 5 hamlets, namely Karang Anyar, Krajan, Sukodono, Kramat and Sentono, which are inhabited by around 6000 (six thousand) people and 2007 (two thousand and seven) families. Sukodono Village is located at the border of the area : (1)

to the north, it is bordered by Tahunan Village; (2) to the south it borders Sukosono and Langon Villages; (3) to the east it borders Langon Village; (4) to the west it borders Mantingan Village. Most of the residents of Sukodono Village are furniture workers and farmers. Meanwhile, in the livestock sector, some people raise goats and chickens as additional work. Some people also often use secondary crops as additional crops such as corn, cassava, vegetables. Meanwhile, education and health facilities in Sukodono village are; has 3 elementary schools, PKBM for health facilities there is 1 health center and 5 posyandu, for religious facilities there are 2 mosques, for security facilities there are several security posts. The climate of Sukodono Village, like other villages in Indonesia, has a dry and rainy climate, this has a direct influence on the planting patterns in Sukodono Village, Tahunan District.

Challenges and problems in Sukodono Village, Tahunan District, Jepara Regency, Central Java in developing MSMEs include: (a) Weaknesses in obtaining market opportunities and increasing market share; (b) Limited access to sources of capital; (c) Weaknesses in the areas of organization and human resource management; (d) The coaching that has been carried out is still not integrated enough. Based on observations and experience in providing consultation or assistance, there are several types of obstacles or problems that MSMEs often complain about, namely: (1) manual bookkeeping; (2) online marketing difficulties; (3) access to capital and funding; (4) lack of product innovation; (5) difficulty distributing goods; (6) technologically illiterate; (7) lack of expertise; (8) and so on. The solutions to problems that we offer are assistance, training and development in financial administration and assistance in going online. Going online and recording good and correct financial administration is one of the right solutions that MSME businesses must have. With online assistance and webinar-based interactive financial administration training, it will increase the knowledge and abilities of MSME players in sales and marketing through the E-Commerce platform and preparing good and correct financial reports in accordance with applicable standards so that MSME players can obtain funding. from banking, so far MSME players have experienced difficulties in obtaining access to sources of capital such as banking. In this training, MSME players are accompanied and taught how to sell online via e-commerce platforms and prepare and analyze financial transactions, including financial reports, making it easier for MSME players to gain access to capital and funding. With assistance and training for MSMEs to go online and administrative assistance for Simple Financial Administration, it is hoped that they can resolve several problems faced by MSMEs such as difficulties in accessing financing, financial limitations (business capital), limitations in obtaining access to capital and funding so that they can increase the competitiveness of MSMEs. in Indonesia by providing online inventory information system applications/software to all MSMEs in Indonesia.

IMPLEMENTATION METHOD

This activity uses mentoring/training/workshop methods with onsite and online activity approaches. Mentoring/training/workshop activities are direct assistance in the use of the E-Commerce platform and training on basic accounting and business concept materials, digital marketing, tutorials on opening an online shop in the marketplace and so on. Onsite and online activities accompany and provide training on twelve (12) material topics, including the following, Introduction to Accounting and Business, Analyzing Transactions, Adjusting Process, Completing the Accounting Cycle, banking systems in Indonesia and financial institutions in Indonesia, Accounting System , Accounting for

Merchandising, Introduction to E-Commerce & Inventory, and Internal Control and Cash. Mentoring and Training/workshop for MSMEs going online and preparing simple financial reports focusing on online marketing and sales methods and preparing good and correct financial reports according to applicable standards such as transaction analysis, journals, posting to ledgers and preparing financial reports. The objects of the activity are MSME actors in Sukodono Village, Tahunan District, Jepara Regency, Central Java. The superior product produced is that MSME players can go online and can prepare good and correct financial reports according to standards and can make proposals for applying for business capital loans to banks. Implementation of coaching activities takes place at MSMEs in Sukodono Village, Tahunan District, Jepara Regency, Central Java. This activity will provide solutions to MSME problems in Sukodono Village, Tahunan District, Jepara Regency, Central Java. Offers accounting guidance based on real life situations in SME businesses and uses the right approach and online marketing/sales by utilizing e-commerce system platforms. It is hoped that understanding accounting can help SMEs manage funding sources and use them carefully and effectively. So that SMEs can further develop and improve the Indonesian economy. Community service activities in the form of coaching can provide benefits by applying several methods of implementing activities. In carrying out this activity, MSMEs in Sukodono Village, Tahunan District, Jepara Regency, Central Java will receive a module containing material related to online marketing via e-commerce. This coaching activity was carried out to promote and train MSMEs in Sukodono Village, Tahunan District, Jepara Regency, Central Java to market goods produced online through an e-commerce system platform.

RESULT AND DISCUSSION

E-Commerce technology and accounting information systems for recording financial administration and preparing financial reports for MSMEs to increase the knowledge, abilities and expertise of MSME actors in online sales and marketing, simple financial administration recording and preparing financial reports. With assistance and training as well as online sales and marketing workshops and interactive financial administration that is flexible and not limited by time, you can carry out sales and marketing anywhere with access to the internet network. Utilizing E-Commerce platforms and financial administration neatly, properly and correctly is one of the right solutions that MSME business actors must have. By going online for MSMEs and keeping good and correct financial reports in accordance with applicable standards, it will increase MSMEs' income and profits and open up the potential for MSME players to obtain access to capital and funding from outside such as banking.

The assistance and training provided is not just about taking part in technology training or E-Commerce applications/software and accounting information systems for recording financial administration and preparing financial reports for Android-based MSMEs, but it is also directed at how to submit proposals for business capital loans to banks and us by hand. openly open a discussion forum at any time if there are issues that need to be discussed related to MSME problems. The technical implementation of coaching is carried out using mentoring methods, training, lectures, discussions and exercises in creating an e-commerce based online shop. Participants are trained and accompanied to create an online shop for their business activities and take strategic steps in the online shop in an effort to maximize sales of merchandise products. Photo documentation of activities can be seen in figure 1, figure 2, figure 2 and figure 4.



Figure 1 : Delivery of materials and solutions on the topic of how to open an online shop



Figure 2 : Photo with participants on the topic of how to open an online shop



Figure 3 : Digital Marketing Materials and opening a seller account on Tokopedia



Figure 2 : Photo with participants on the topic of Digital Marketing and opening a seller account on Tokopedia

CONCLUSION

MSMEs in Sukodono Village, Tahunan District, Jepara Regency, Central Java are one of the MSMEs that have great potential to develop, but still face several challenges, especially in terms of online marketing/digital marketing. Marketing via e-Commerce platforms is very important to increase the competitiveness of MSMEs. Preparing accurate and reliable financial reports is the key to obtaining financial support and

increasing trust from external parties such as investors, creditors and so on. This community service program provides guidance, assistance and training to MSMEs in Sukodono Village, Tahunan District, Jepara Regency, Central Java. Community service aims to provide guidance to MSMEs in Sukodono Village, Tahunan District, Jepara Regency, Central Java in preparing e-commerce-based financial and marketing reports. This community service activity can become a model for other MSMEs in managing finances and marketing products digitally. This activity contributes to improving the skills and abilities of the MSME community in Sukodono Village, Tahunan District, Jepara Regency, Central Java in the field of digital marketing and preparing financial reports.

SUGGESTIONS

Based on the conclusions that have been produced, here are some suggestions for MSMEs in Sukodono Village, Tahunan District, Jepara Regency, Central Java, Indonesia :

- 1) Prepare financial reports according to SAK-ETAP standards in order to monitor and control the financial performance of MSMEs in Sukodono Village, Tahunan District, Jepara Regency, Central Java.
- 2) Develop business networks by collaborating with MSMEs in Sukodono Village, Tahunan District, Jepara Regency, Central Java. This can open up new opportunities to increase sales and also expand the MSME market in Sukodono Village, Tahunan District, Jepara Regency, Central Java. MSMEs in Sukodono Village, Tahunan District, Jepara Regency, Central Java must pay attention to factors such as marketing, financial management and product development.
- 3) With this guidance and assistance, it is hoped that SMEs can improve and enhance their marketing system through e-commerce platforms and be able to prepare financial reports to the Financial Accounting Standards for Entities Without Public Accountability (SAK ETAP) standards.

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