

Improving the Quality of Small, Medium and Micro Enterprises Production of Simple Financial Reports in Tahu Bandung Idola and Irma Crackers in West Cilebut Village

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ABSTRACT

Community empowerment is an effort to prepare the community along with steps to strengthen community institutions so that they are able to realize progress, independence and prosperity in an atmosphere of sustainable social justice. Activities are carried out through the Real Work Lecture (KKN) program which is a community service-based activity to increase student empathy towards the conditions of the community and surrounding MSMEs. KKNTematic 2023 was held in West Cilebut Village, Sukaraja District, with service methods such as counseling and providing innovation. Results shows a positive response from MSMEs regarding high active community participation, including carrying out simple bookkeeping neatly, innovating brand designs, and legalizing NIB.

INTRODUCTION

Community empowerment is an effort to prepare the community along with steps to strengthen community institutions so that they are able to realize progress, independence and prosperity in an atmosphere of sustainable social justice. As well as efforts to increase skills through increased training public understanding of the importance of brand logo innovation so that it is popular with the public and becomes a characteristic of MSMEs, business legality, simple bookkeeping. There are several obstacles faced in developing MSMEs. With the development of innovation. However, this is still not being maximized by village communities due to several factors, one of which is what innovations will be developed and explored further, so that MSMEs understand the importance of brand product innovation, bookkeeping and legality. Steps that need to be taken by business actors are to open access to new innovations and business legality, especially bookkeeping, to make it easier for us to access information and make it easier for all of us. existing places driven by gradual development.

Apart from that, interesting promotions need to be implemented to attract visitors and training in recording simple financial reports to help in financial management. This is a consideration for carrying out community service activities in West Cilebut Village, Cidahu District, Bogor Regency. Djuanda Bogor University as a higher education institution taking part important in empowering local communities. Location of community service which is located in West Cilebut Village, Sukaraja District, Bogor Regency, is a place for MSME development which is managed by MSME actors. As for the process, the first step is to identify a problem being faced by the business and then create programs to implement it according to the business actor's expectations.

Student involvement is not only an opportunity for students to learn from the community. However, it can also have a positive impact on the community environment, especially in the location of community service, namely in West Cilebut Village, MSME players still lack knowledge about increasingly changing markets modern, so attractive brand innovation is needed to become the brand identity of their business so that it is known to the wider community. Business actors who still use strategy writing poor bookkeeping in financial records in their MSMEs, and not knowing the importance of business legality.

IMPLEMENTATION AND METHODS

Implementation

Community Service Activities were carried out in West Cilebut Village, Sukaraja District, Bogor Regency. Consists of several stages of activities, namely:

Early stage

The activities carried out in the initial stage are to build communication with the village government and its apparatus and the community around the location which is the aim of Community Service activities. This coordination is very important so that during implementation there is synergy. Then the planning is prepared jointly through a Work Program, delivered and socialized to village officials and the surrounding community, especially those involved in the MSME development business actor group.



Figure 1 Socialization and Coordination with the Village Implementation Stage

In the implementation stage, activities are carried out with steps in the form of a program to be implemented, namely:

1. Socialization and communication stage
2. Observations regarding MSMEs in West Cilebut village



Figure.2 Implementation Activities for MSME evaluation and development visits

RESULTS AND DISCUSSION

This Community Service Program was carried out in West Cilebut Village, Sukaraja District, Bogor Regency. Activities are carried out to provide education related to financial reports and product logos, as well as an understanding of NIB's needs for the sustainability of the MSMEs being run. The activities carried out in this KKN program are as follows:

1. Strengthening MSMEs through promotions related to logos to attract public buying interest

Attractive promotional ideas are one of the keys to a successful business. In this case, creativity is one of the most important things in business. Promotion through logos is carried out to persuade and influence consumers to buy/use the products being sold/offered.

The development of local MSMEs in the world, including in Indonesia, has created media that is used by many people for their promotional strategies. become the most effective means of marketing any product or service. Marketing with logo creativity for promotion is one promotional idea that is worth trying. This is because by using a logo, bookkeeping and legality it is easier to attract people's attention compared to a simple logo. This is also what we apply to the promotion of West Cilebut village so that MSMEs in West Cilebut Village can continue to utilize marketing tools in terms of logos and can be recognized by many people and can become a source of livelihood for many people.

2. Create an attractive product design

Product Design is paper-shaped media that contains information, invitations or the identity of MSMEs. Product Design is one of the best forms of marketing that can be used. A well- designed product design can inform readers and buyers, increase credibility, attract target audiences, and ultimately lead consumers to take purchasing action. Product Design is a tool that can easily provide fast results to attract customers. Printing product designs as a promotional medium is considered effective because it can attract many potential customers, even though the costs are cheaper and more affordable. In this case, the product design was created to promote West Cilebut Village MSMEs regarding the beauty, identity and attractiveness of the community to the MSME logo.

3. Making Simple Financial Reports

Financial reports are a summary of the recording process of various financial transactions that occur during a certain period. Financial reports are created with the aim of providing information relating to financial conditions, performance and changes in financial conditions and can be used by users as consideration in making decisions. Through this guidance activity on how to make simple financial reports, it is hoped that a good understanding of accounting can be fostered so that there are no more overlapping financial reports in the business.

4. Creation of Business Identification Number (NIB)

The NIB was created based on the wishes of MSME owners and suggestions from group 1 to create an NIB to make it easier for MSMEs to access, to obtain legality in the future.

CONCLUSIONS AND RECOMMENDATIONS

Community Service Program which took place on July 23 – 23 August 2023, located in West Cilebut Village, Sukaraja District, Bogor Regency. This activity is a realization of one of the Tri Dharma of higher education to provide community service. The AbdiMas program aims to provide benefits to society, through a program of applying the knowledge that has been learned and then applying it through direct practice in the field.

1. Based on the description of the implementation of the Community Service program activities which were carried out in Cilebut Barat Jaya Village, Sukaraja District, Bogor Regency. So the following conclusions can be drawn:
2. Before going out into the community, students discuss with the village administrators first to get an idea for students about the MSMEs that will be provided with innovation in West Cilebut Village.
3. The planned Community Service Program can run well, even though there are adjustments in time to conditions because access is too far.
4. Community Service Programs can increase knowledge and reflect society in the spiritual field.
5. We hope that the various work programs in this Community Service activity will provide benefits to the MSMEs of Ibu Irma and Tahu Bandung New Idola Crackers in West Cilebut Village, Sukaraja District, Bogor Regency and to help the progress of MSMEs in the community. So that it can advance the Indonesian economy.
6. After the end of Community Service activities, you can help MSMEs in West Cilebut Village, especially in terms of marketing and financial aspects. MSME Destination parties should understand that this Innovation Development activity for MSMEs greatly influences their business interests, so that business parties can fully support the work program carried out in this Community Service activity.

Suggestions for MSMEs:

1. To West Cilebut MSMEs, so that the contributions made in Community Service activities can be accepted and applied to their businesses.
2. For West Cilebut MSME partners, to be more open to the presence of outside parties because it is solely to help develop their business.
3. West Cilebut MSMEs are expected to be able to complete community service programs that are not yet appropriate and continue sustainable programs.

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