

## Digitalization of Marketing, Finance and Inventory Management in MSMEs "Sriti Gamplong"

Audita Nuvriasari<sup>1\*</sup>, Listiana Bhakti<sup>2</sup>, Annisa Nur Fadhillah<sup>3</sup>, Widya Puspita Asmarani<sup>4</sup>, Achmad Fajri Pramudian<sup>5</sup>, Muhammad Raihan<sup>6</sup>  
Program Studi Manajemen Fakultas Ekonomi Universitas Mercu Buana  
Yogyakarta

**Corresponding Author:** Audita Nuvriasari [audita@mercubuana-yogya.ac.id](mailto:audita@mercubuana-yogya.ac.id)

---

### ARTICLE INFO

*Keywords:* Digitalization, Marketing, Finance, Inventory Management

*Received :* 19, January

*Revised :* 21, February

*Accepted:* 23, March

©2024 Nuvriasari, Bhakti, Fadhillah, Asmarani, Pramudian, Raihan: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This community service activity is carried out by the MSMEs "Sriti Gamplong" which produces various handicrafts. The aim of this activity is to optimize marketing activities by utilizing digital technology such as: social media and marketplaces. It is hoped that this will increase consumer buying interest. Apart from that, technology-based ways of managing finances and inventory were also introduced. The results of the activity show that partners increasingly understand the importance of digitalization to support increased business performance. Apart from that, marketing activities are becoming more effective, financial and inventory management is becoming more controlled.

---

## INTRODUCTION

MSMEs in Indonesia have a strategic role in supporting the national economy, such as creating jobs which have a big impact on labor absorption, reducing poverty rates, improving community welfare, and increasing the country's foreign exchange (Nuvriasari et al., 2022). Considering the important role of MSMEs, businessmen must make efforts to optimize their business performance. MSMEs performance can be influenced by a number of factors such as: customer orientation, competitor orientation, promotion (Utami & Nuvriasari, 2023), innovation and competitive advantage (Nuvriasari & Sari, 2023). One of the provinces in Indonesia that has high MSMEs growth is the Special Region of Yogyakarta. Based on data from the Department of Industry, Cooperatives and MSMEs of Yogyakarta City, it is explained that there are around 48,000 MSMEs in Yogyakarta (Ermaya, 2022). There are three MSMEs business sectors that are growing rapidly in Yogyakarta, namely culinary, various crafts and fashion. One of the MSMEs in the craft sector that is currently continuing to be developed is "Sriti Gamplong".

"Sriti Gamplong" MSMEs is a sand handicraft and fashion weaving combined with batik cloth. This business has been established since 2000 and located in Sumberrahayu, Gamplong, Moyudan, Sleman, DIY. The products produced by "Sriti Gamplong" in woven crafts have various types such as tissue holders, tablecloths, pillowcases, bags and fashion. While the products produced from sand handicrafts are figures, tissue holders, gift boxes, and pencil cases. The price offered starts from 3,000 IDR to 800,000 IDR depending on the product with good quality and various variations. The production process is carried out manually or handmade and uses machines such as sewing machines and paper cutters. This MSMEs has 20 employees who are placed in the production of handicrafts and souvenirs, home decor and fashion. The following are a number of products produced by "Sriti Gamplong".



Picture.1 Fashion Product by "Sriti Gamplong"

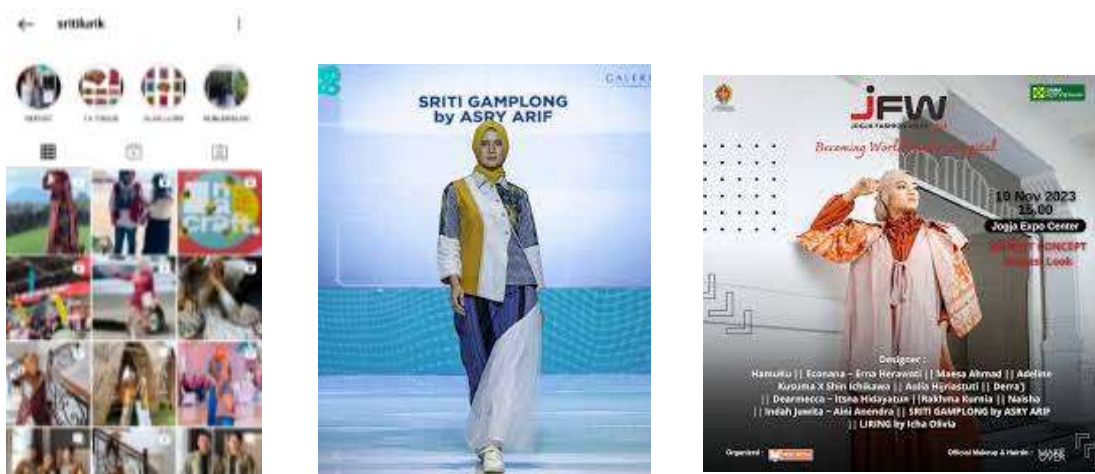


Picture.2 Souvenir Handicraft by “Sriti Gamplong”



Picture.3 Home Decor By Made from Lurik Weaving

The quality of the products produced is good, especially for fashion products. This product is often exhibited at fashion shows so that the product is increasingly known to the public. Efforts to promote products are not only carried out using conventional methods such as participating in exhibitions but also utilizing online marketing media such as: Instagram, Facebook and marketplaces. However, the use of online media is not optimal in supporting the sales performance of “Sriti Gamplong”. The following is an example of promotional media used by MSMEs.



Picture 4. Online Promotion and Exhibitions of Sriti Gamplong

Based on the results of the community service team's observations and interviews with MSMEs owners, it can be explained that "Sriti Gamplong" has been able to run her business quite well, however there are still a number of obstacles encountered. The obstacle is the lack of skills in developing online promotional content through social media in the form of Instagram and marketplaces. Apart from that, in managing her business finances, Sriti Gamplong still uses manual methods and has not utilized financial recording technology. Another obstacle that cannot be overcome is monitoring inventory which will have an impact on the production process.

In fact, social media has an important role because it is a strong driving factor for MSMEs to continue to utilize social media in order to develop products, communicate with consumers, distributors and suppliers, as well as develop a wider market network (Priambada, 2015). Meanwhile, making financial books has the aim of understanding the amount of losses and profits that occurred to the company within that time period. All transactions that occur can be seen in detail, including the entire route of distribution of goods and money in the company, so that entrepreneurs can know the estimated profits and losses that must be borne by the company (Muttaqien dkk., 2022).

To overcome this problem, the community service team provided assistance regarding the development of online promotional content to make it more attractive to potential consumers and introduced an information technology-based financial and inventory management system in warehouses. On this program, the team of community service also provides training on how to do financial report bookkeeping by using Microsoft Excel and the Smart Cashier application.

## **IMPLEMENTATION AND METHODS**

This community service program is carried out for three months starting with pre-implementation, implementation and post-implementation activities. All of these processes involve active participation from the management and employees of "Sriti Gamplong" as community service partners. The method of conducting devotional activities generally consists of four stages:

1. Interview

Interview conducted with Mr. Arif Jaka Triyana as the manager and owner of MSME "Sriti Gamplong". The purpose of this interview is to obtain information about the business activities carried out and the obstacles faced. This activity also coordinated a number of programs that could be implemented to overcome these problems.

2. Observation

Observations were carried out by conducting direct observations at "Sriti Gamplong" to find out the promotional techniques carried out, the business financial recording models that had been put into practice and the management of inventory of goods or raw materials for production. The results of these observations will be used as a basis for developing the mentoring program that will be implemented. This observation activity aims to help overcome the problems faced by partner, especially in

optimizing social media and marketplaces and the importance of automatic data collection. Based on the results of observations and interviews with the owner of "Sriti Gamplong", there are several factors that cause not optimal use of social media and marketplaces and manual bookkeeping.

3. Socialization of Program

This activity is carried out by socializing the program that will be carried out to solve the problems. The program is designed according to the conditions and capabilities of "Sriti Gamplong" so that it is expected to be implemented well.

4. Implementation of the Program

At this stage is carried out through the method of transfer of science and technology. "Sriti Gamplong" provided online marketing education and training including creating interesting content through Instagram and Shoppe. In addition, MSMEs are also provided with education and training on creating financial statements and updating product stocks through Microsoft Excel and the Smart Cashier application.

## RESULTS AND DISCUSSION

This community service activity is carried out in the form of training, counseling and mentoring activities. The aim is to increase partners' knowledge and skills in developing online promotional media and utilizing information technology for financial management and inventory of goods or raw materials. The results of the activities can be described as follows:

### **Training on developing promotional content on Instagram and marketplace**

Technological developments have changed the way of interacting in communication, which was initially done face to face, to communication that does not require face to face or online (Maylinda & Sari, 2021). It is necessary for MSMEs to maximize the optimal use of digital marketing because it can increase sales and profits (Setiawan dkk., 2022). The development of online promotional content can be an attraction for consumers to want to see the products offered by marketers and will then increase consumer buying interest. If consumers already have an interest in buying, this will encourage purchasing decisions which will ultimately have an impact on increasing sales (Bria & Nuvriasari, 2024).

Therefore, by conducting optimization training on social media such as Instagram and e-commerce Shoppe, we convey that marketing via social media can influence sales. Quality, engaging content can help build brand awareness, increase user engagement, and spark positive interactions. With interesting content, you can help introduce products to a wider range of potential consumers through photos or videos, build brand awareness, and make potential consumers interested in the products offered by "Sriti Gamplong". Apart from that, it also provides education about how to create interesting content for social media. This interesting content includes structuring



### **Provide education regarding the use of Microsoft Excel software technology and introduction to the Smart Cashier application**

This program was carried out to assist with financial databases and stock taking. Inventory of goods is a very important result for a business, especially MSMEs. Inventory information systems have an important role in monitoring predictable product conditions and preparing businesses for changes in market demand (Maryani et al., 2012). Inventory management is a process that involves planning, controlling and supervising inventory in MSMEs. The goal is to ensure timely inventory availability, in a cost-efficient manner to meet customer demand. Effective inventory management helps MSMEs avoid excessive storage costs, losses due to expired inventory, or inventory shortages that can lead to loss of customers (Purwangingtyas & Nuvriasari, 2024).

Financial reports has a very important role in achieving success in a business, so that it can be used as a guide in decision making (Santiago & Estiningrum, 2021). MSMEs gain many benefits if they regularly carry out bookkeeping for business purposes. Apart from being able to know the development of the business being run, businessmen can also control business operational costs, find out the amount of debts and receivables, control assets, and calculate taxes (Sari & Nuvriasari, 2023). Considering that "Sriti Gamplong" still uses financial reports that are still manual, there is a great possibility that things will be missed or even lost in the data collection. To overcome this, the team of community service provided education regarding the use of Microsoft Excel software technology for stock taking. Where it conveys an introduction to several features that can be used to create data tables, how to collect data, how to use formulas, and recommendations for recording that can be done once a week.



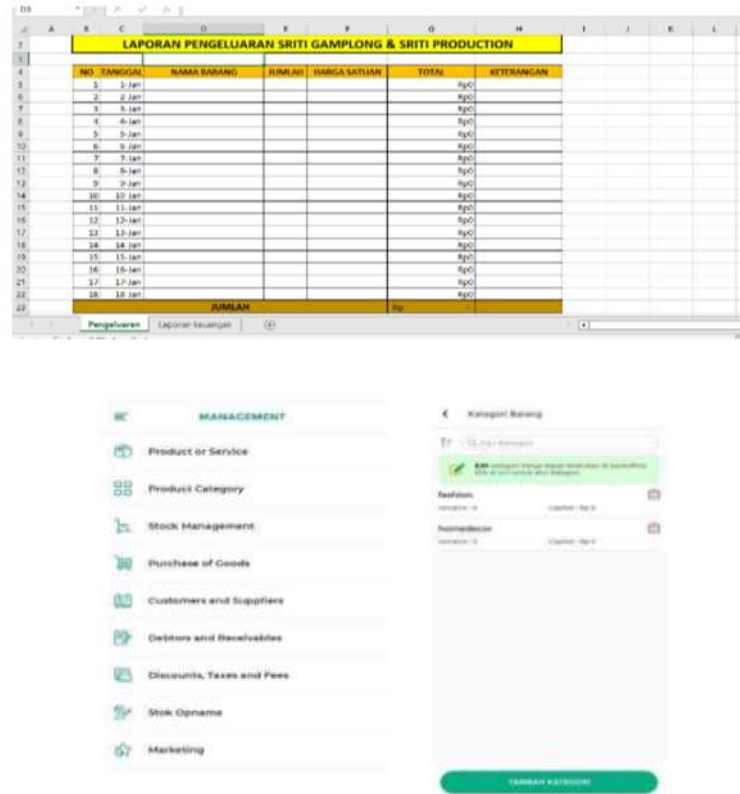
**Picture.7 Educate Partners about Inventory Management**

**Picture 8. Inventory data input training**

The next education and training are the use of Microsoft Excel software technology and the introduction of the Smart Cashier application to assist in the financial reports. In using Excel in financial reports, we provide information on how to create simple financial report tables, input data, and use formulas. Meanwhile, for the introduction of the Smart Cashier application, we explain the use of this application which can help in reporting financial flows, profit and loss reports and stock updates. This education starts from how to enter product types in management, stock management, product categories and how to make transactions. And also explains how to view profit and loss reports, cash flow and sales reports.



**Picture 9. Educate Partners about Smart Cashier Application**



The recommendation given for Sriti Gamplong's business development is the need to update content continuously and creatively online so that it is always attractive to followers and can have an impact on increasing product demand. Apart from that, there is a need for consistency in calculating product stock and preparing financial reports in order to know the number of requests and the ups and downs of business.

## ACKNOWLEDGMENT

The community service team would like to thank the Management Study Program, Universitas Mercu Buana Yogyakarta, which has provided support for the smooth running of this program. Apart from that, we also give our highest appreciation to the leaders and employees at MSMEs "Sriti Gamplong" who have actively participated so that the program can be implemented well. This section gives you the opportunity to thank your colleagues who provide suggestions for the implementation of your service. You can also express your appreciation for the financial assistance you received, in completing this service process.

## REFERENCES

- Bria, L., & Nuvriasari, A. (2024). Assistance For Vifas Batik Through Online Promotions, Service Standardization and Customer Database Management. *Asian Journal of Community Services*, 3(1), 147–156. <https://doi.org/10.55927/ajcs.v3i1.7772>
- Ermaya, S. K. (2022). Konsultasi Pemasaran Digital Produk Kuliner UMKM "Oleh-Oleh Khas Jogja" di Desa Taman Sari. *E-Coops-Day: Jurnal Ilmiah Abdimas*. <https://doi.org/10.55904/ecoopsday.v3i2.2439%20for%20articles>
- Maryani, L., Supriatna, A. D., & Gunadhi, E. (2012). Perancangan sistem informasi persediaan Barang masuk dan barang keluar (Studi Kasus di PD Sumber Sayur). *Jurnal Algoritma*. <https://doi.org/10.33364/algoritma/v.9-1.205>
- Maylinda, S., & Sari, I. P. (2021). Optimalisasi Integrated Digital Marketing Dalam Strategi Pemasaran UMKM Imago Raw Honey. *Jurnal of Applied Business and Economics (JABE)*. <http://dx.doi.org/10.30998/jabe.v7i4.9940>
- Muttaqien, F., Cahyaningati, R., Rizki, V. L., & Abrori, I. (2022). Pembukuan Sederhana Bagi UMKM. *Indonesia Berdaya*. <https://doi.org/10.47679/ib.2022287>
- Purwaningtyas, M. G., & Nuvriasari, A. (2024). Improving Inventory Management and Work Systems at Jagongan Coffee Roasters. *Asian Journal of Community Services*, 3(1), 59–68. <https://doi.org/10.55927/ajcs.v3i1.7478>
- Santiago, M. D., & Estiningrum, S. D. (2021). Persepsi dan Pemahaman Pelaku Usaha Terhadap Pentingnya Laporan Keuangan pada UMKM. *Ekuitas: Jurnal Pendidikan Ekonomi*. <https://doi.org/10.23887/ekuitas.v9i1.34373>
- Setiawan, R., Fithri, D. L., Utomo, A. P., & Nugraha, F. (2022). Penerapan Optimalisasi Marketplace Untuk Pemasaran Produk Pada UMKM Keripik Pare Alena Desa Damaran, Kecamatan Kota Kabupaten Kudus. *Muria: Jurnal Layanan Masyarakat*. <https://doi.org/10.24176/mjlm.v4i1.6543>
- Sari, G. M., & Nuvriasari, A. (2023). Improved Governance of Business Financial Reporting in MSMEs CV Gayatex Indo. *Asian Journal of Community Services*, 2(12), 931–942. <https://doi.org/10.55927/ajcs.v2i12.7146>