

Utilization of Mobbile-Based Accounting Application and Google Business Profile of MSME

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ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) play an important role in supporting the Indonesian economy. However, many MSMEs still face challenges in effective financial management and digital marketing. This community service aims to improve the financial management and digital marketing capabilities of MSMEs through the use of mobile-based accounting applications and Google Business Profile. This activity involves hands-on training to MSME players to optimize the use of these two tools, which are expected to have a positive impact on improving the competitiveness and sustainability of their business. The results of this service show that MSMEs that apply this technology experience improvements in financial management and market access, thus making a significant contribution to local economic development.

INTRODUCTION

Over time, many small and large-scale businesses have emerged. This provides an opportunity to add greater income opportunities (Sudirman, 2020). However, it is not uncommon for companies to experience losses. These losses are caused by many factors, such as the lack of a good organizational structure and inadequate sources of funds. In addition, the inability to manage finances whether cash flow, stock of goods, or other resources is a major problem that often occurs (Khalida Utami, 2023).

This shows that accounting services are an important part of modernization progress in the age of digitalization. Utilizing digitization-based accounting technology provides many benefits for MSMEs, including being able to gain many advantages, such as increasing the consumer base, increasing revenue, making the business easier to track, and lowering costs, especially marketing, logistics, and shipping costs (Informatika, 2022; Wiralestari; Enggar Diah Puspa Arum; Rico Wijaya, 2024).

A survey conducted by OVO and CORE Indonesia in 2021 showed that 84% of MSME partners were helped by digital payment services or e-wallets during the pandemic. They also said that 70% of them experienced an increase in daily income since using digital financial services, 68% gained access to broader financial services, 71% recorded sales transactions more often, and 51% better understood the use of technology to maintain income (Khalida Utami, 2023).

However, in reality, the existence of MSMEs is inseparable from the problems they face (Hidayatulloh & Maulana, 2021). Among these problems is the lack of accounting records. Small and medium-sized businesses (MSMEs) need accounting records while operating, so that they can be used as a business decision-making tool (Agung Parmono; Aminatus Zahriyah, 2021). In addition, MSMEs face problems in providing proper financial reports. Their inability to provide proper financial reports will cause them to be unable to calculate income and taxes accurately (Pramono et al., 2020). This is because the perception of MSME owners assumes that accounting is something complicated, so they usually only carry out simple accounting records (Octaviani, Nuris Irfianti, 2021).

Syifa cake is one of the MSMEs in Jambi City which is engaged in culinary wet food / cakes. Syifa cake is located at Jalan Karya Maju Perumahan Bakri Makmur Blok C8 Jambi City. Syifa cake is a home-based business owned by Sri Reni. Syifa cake has been established for approximately 15 years. At the beginning of its establishment, Syifa cake only sold market snacks and its sales were entrusted to stalls and in the end received orders for box cakes and had many variants of wet cakes. The products produced are market snacks, various layer cakes, pudding, pie and sponge. Currently Syifa cake has 5 permanent employees, but when there is a surge in demand such as orders on Eid al-Fitr, Christmas and New Year, and certain events, the owner will recruit additional infall employees to help produce orders.

To develop its business so that it is not less competitive with other cake sellers, Syifa cake has used social media platforms in marketing and promoting its products. The social media platform used is Instagram. In Indonesia,

Instagram platform users are the most in demand, especially millennials and generation z (Purnamasari, 2023). However, the use of this platform is still not maximizing in marketing and product promotion. Currently, consumers are more concerned with the rating of the MSME itself, both in terms of taste, shape, packaging, etc. Google business is the best solution in terms of providing umkm ratings, besides that it can make it easier for umkm to provide business information, be it products, testimonials, umkm location maps, etc. (Assylla & Nugraha, 2022).

In terms of accounting, Syifa cake MSMEs still use very simple records. The owner doubles as an accountant, the owner only records expenses related to the purchase of raw materials, supplies, and equipment. In addition, income is recorded based on the number of orders received. Not all records are taken because the owner often forgets to take notes. Recording is done in a notebook that is integrated with the cake order list. For this reason, a solution is needed which is mobile accounting records that can be done anytime and anywhere.





Figure 1. Partner situation

This PPM activity focuses more on utilizing mobile accounting applications and business profiles using business google. With the use of digitalization technology, it provides convenience for MSMEs and can improve the MSME business strategy itself.

Based on the description above, the problems that are prioritized in this PPM are:

1. Accounting records. Service partners still use simple notes in a notebook, where recording is only in the form of expenditures on the purchase of raw materials, equipment and supplies based on purchase receipts. Income recording is recorded based on the order list. In calculating profits, the owner reduces the money coming in from orders minus expenses. Sometimes the owner forgets to record all his expenses and the accounting records are still chaotic because they are integrated with the order list.
2. Marketing. In running a business, marketing is the most important part in marketing and promoting the products produced. The challenge in marketing for MSME owners is to describe their products optimally so that they can attract buyers (Yuliani & Novita, 2019). Although currently partners have used social media in marketing their products, the marketing strategy is not optimal. This is because there is no google business so that consumers have difficulty finding partner locations, reviews, product descriptions, and partner ratings. Currently, consumers prefer products that have a good rating.

IMPLEMENTATION AND METHODS

During the implementation of PPM activities, the PPM team carried out several methods of implementing the service, including:

- **The first stage:** Preparation Stage. At this stage, the team makes preparations to conduct an initial survey where the team will identify the problems faced by partners. At the survey stage, identifying problems, and making service proposals were carried out for 3 months from February-April 2024. Furthermore, preparation for the implementation of activities is carried out, at this stage the team will coordinate with partners to determine the schedule

of activities and prepare the material to be delivered and prepare tools for the implementation of PPM activities.



Figure 2. Preparation Stage

- **Second stage:** PPM Implementation Stage. At this stage, the PPM team will conduct socialization in the form of material exposure related to google business and mobile-based accounting applications. This stage is carried out with the aim of increasing partner knowledge and understanding. Next, enter the training stage where partners will be given training on creating a business profile using google business and making accounting records using mobile-based applications. The final stage at this stage is to hold discussions, this is done if partners have problems in utilizing the application or there are applications that are less / not understood in their use. At this stage of implementation, the team and partners agreed to carry out activities on Thursday, August 1, 2024, at 09.00 WIB at Syifa Cake.



Figure 3. PPM Implementasion Stage

- **Third stage:** Evaluation and Monitoring Stage. At this stage the team will check whether there has been an improvement in accounting records and partner financial management and whether there has been a rating of the partner's business. If it is not optimal, assistance will be provided to partners.



Figure 4. Evaluation and Monitoring Stage

RESULTS AND DISCUSSION

This service was carried out by the service team on Thursday, August 1, 2024 at the service location, namely Syifa Cake. The team conducted socialization and delivery of material as well as conducting practices related to the preparation of financial reports and business profiles. This service introduces a mobile-based accounting application which is designed to make it easier for MSME owners to manage their finances more efficiently and accurately. With this application, financial transactions can be recorded in real-time, and financial reports can be accessed anytime and anywhere. This is very important for MSMEs that often do not have sufficient human resources to manage accounting manually.

MSMEs should carry out accounting records even though the records are simple (Mashuri & Ermaya, 2021; Wiralestari Wiralestari & Friyani, 2019). Accounting records provide many benefits, including: as financial control (Rosita Andarsari, 2018), making it easier for owners to develop through loans from banks (Mujiatun et al., 2022), knowing periodic profits, knowing the business assets owned because of the separation of wealth (Wiralestari; Enggar Diah Puspa Arum; Rico Wijaya, 2024; W Wiralestari & Riski, 2020; Wiralestari Wiralestari & Friyani, 2019). Thus the use of mobile-based accounting applications offers convenience in monitoring cash flow, managing receivables and payables, and digitally archiving financial documents. In the long run, the use of mobile-based accounting applications can reduce human error in recording, speed up the decision-making process, and assist MSMEs in complying with tax regulations.

The mobile accounting application introduced in this service activity is the kledo application. Kledo application is an application-based accounting software that can be used by businesses in conducting practical financial records. Kledo makes it easy for businesses to manage finances and helps in making practical financial reports. Kledo includes a variety of accounting features needed by business people. The Kledo application is very easy to use, this application can be used with Android, laptop or PC. The Kledo application can be used in Small and Medium Enterprises (SMEs). This application is a free application software, this is because Kledo has a commitment to help SMEs get back on their feet.

In SAK EMKM the financial statements are made very simple, the entity's financial statements are prepared using the basic assumptions of accruals and business continuity, as used by entities other than micro, small and medium entities, and using the concept of a business entity. The entity's financial statements consist of: (a) statement of financial position, (b) income statement, and (c) notes to the financial statements. The features of the KLEDO application are very simple and easy to learn including: (a) Sales and Purchases, (b) Cash and Bank Balance Monitor, (c) Financial and Business Reports, (d) Inventory, (e) Assets, and (f) Invoicing.

Kledo was created to help SMEs record and monitor business development in a systematic and easy-to-use way. Kledo is very easy to access and presents various financial data needed by SMEs. The Kledo application provides financial information that can be used as a guide / basis for making business decisions. In addition, it provides convenience for SMEs in terms of making neat and systematic financial reports. Thus SMEs can have the opportunity to access additional capital from banks.

In addition to accounting records, the importance of business profiles through Google Business was also explained. Google My Business, also known as Business Google or Goggle My Business, is a tool provided by Google that allows potential customers to obtain information such as company name, address, telephone number, email address, operating hours, website, office photos, and client reviews (Yuliani & Novita, 2019). Business Google is a free service from Google that allows businesses to manage how their business appears on Google Search and Google Maps. This service is very suitable for MSMEs where the market share is still local. This service provides convenience because this service is a free service or free of charge, the use is quite easy and understood, customers/consumers/buyers can make questions to business actors, and with this service business owners can see their business performance. The main features and uses of Google My Business are as follows:

- Business Information: Businesses can update basic information such as address, phone number, opening hours, and website. This information will appear when someone searches for the business on Google.
- Photos and Videos: Businesses can add photos and videos to show the products, services, or atmosphere of the business. This helps customers get an idea of what the business offers.
- Reviews: Customers can leave reviews about the business, and businesses can respond to them. These reviews help businesses get feedback and also build trust with potential customers.
- Posts: Businesses can create posts to promote events, special offers, or the latest news about the business.
- Statistics: Google Business provides statistics on how customers find businesses, including direct searches, indirect searches, and searches through Google Maps.
- Questions and Answers: Customers can ask questions about the business, and the business owner or community can answer them.

- Bookings: For certain businesses, there is an option to allow bookings directly through the Google Business profile.
- Messages: Customers can send messages directly to businesses through the business profile on Google Business.
- Business Attributes: Businesses can add special attributes such as “family friendly” or “wheelchair access” to let customers know about the unique features of their business.

Using Google My Business is an effective way to increase the online visibility of local businesses and make it easier for customers to find and interact with businesses.



Figure 5. Delivery of Materials to Partners

After the presentation of the material, the next step is to apply the application to the partner's business. At this stage the team helped create an accounting recording application account “Kledo” and a business google account on the partner's android, and explained the features of the application. The next step is to provide usage examples on the application's service features. The application of technology and innovation that has been transferred to partners is as follows:

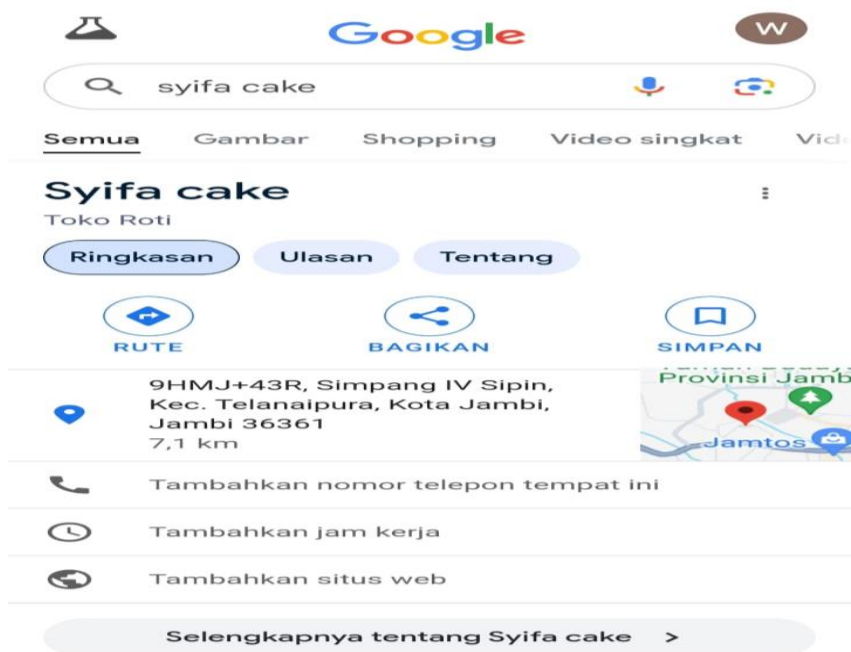


Figure 6. Application of technology and innovation to the community (Business Google)

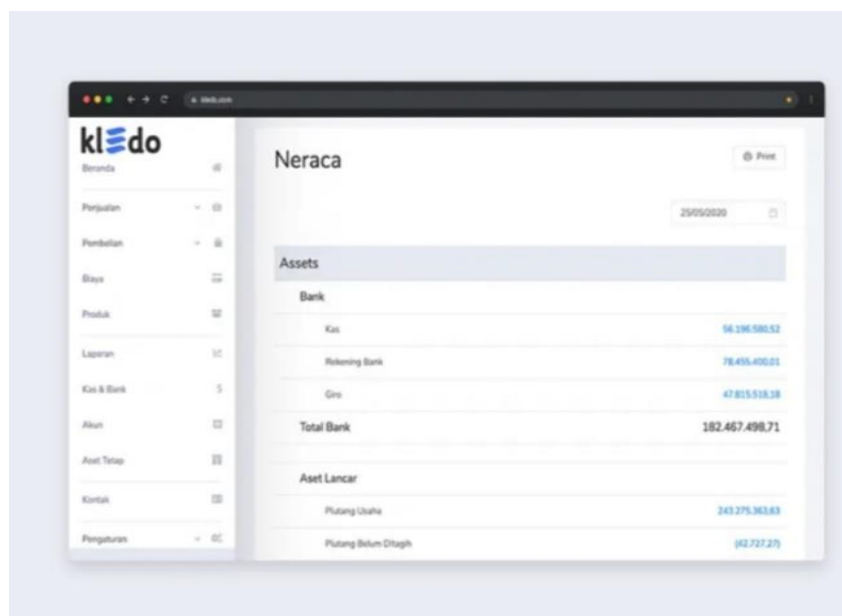


Figure 7. Application of technology and innovation to the community (Kledo Application)

The next stage is to conduct discussions/questions and answers between partners and the service team regarding the use of the application. Partners gave a good response related to this service activity. Partners are motivated to do accounting records properly and respond to business profiles in the application. This makes it easier for partners to communicate with consumers about the products they produce.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This community service activity aims to provide socialization and training as well as assistance regarding the use of mobile-based accounting applications and google business profiles for MSMEs. With this service, partners can:

1. Ready to face digital transformation. This community service activity provides provisions for MSMEs in the ability to use digital so that partners can adapt to technological developments.
2. Improvement in financial management. Using mobile-based accounting applications makes it easier for partners to record transactions in real-time, manage finances and monitor cash flow effectively.
3. Having digital competitiveness. With this service activity, partners utilize digital technology in financial management, accounting records and marketing so that partners are ready to compete in the digitalization era.
4. With the mobile accounting application, partners can make operational cost efficiency.

Recommendations

The suggestions from the implementation of this service are as follows:

1. Collaboration with the government and the private sector is needed. Partners increase training related to digital use, product innovation, and other aspects held by the government or the private sector.
2. Continuous assistance is needed. After this service is carried out, partners need to be assisted periodically.

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