



OPTIMIZING DIGITAL MARKETING AND FINANCIAL REPORTS WITH TAMANSISWA TEACHING: NGARTI NGRASA

**Arief Prasetya^{1*}, Syaquina Kejora Renaldi², Az Zahra Alvin Maharani³,
Devita Puspita Sari⁴, Legio Maria Wadon⁵, Lalu Supardin⁶, Naima Andleeb⁷**

^{1,2,3,4,5,6} Universitas Sarjanawiyata Tamansiswa

⁷ University of Lahore

**Correspondence: akungoarief@gmail.com*

ABSTRACT

Community Service "Optimizing Digital Marketing and Financial Reports with Tamansiswa Teachings: Ngarti-Ngrasa" at UMKM Adrem Mawar Merah Mbak Tini in Piring II Village, Murtigading, Sanden, Bantul, focused on improving marketing strategies and financial management. The implementation method involves direct interviews with MSME owners to identify key problems, including a lack of understanding of marketing on online platforms and the complexity of financial reports. Interview results show that Adrem products are little known outside the Bantul area and experience difficulties in managing finances due to a lack of understanding of balance sheets and profit and loss statements. Therefore, the service team provides solutions through digital marketing materials and the preparation of effective financial reports. The aim of this program is to increase the visibility of Adrem products and increase the effectiveness of financial management, so as to improve the economy of these MSMEs.

Keywords: *Digital Marketing, Financial Report, Community services*

INTRODUCTION

Micro, Small and Medium Enterprises are one of the drivers of the nation's economy because they play an important role in the growth and absorption of labor in Indonesia. MSMEs (Micro, Small, and Medium Enterprises) are businesses or businesses conducted by individuals, groups, small business entities, or households. The fields of MSMEs vary from fashion, culinary, crafts to agriculture. This Community Service (PPM) was held as one of the community service activities, which was carried out by students with the theme "Optimizing Digital Marketing and Financial Statements with Tamansiswa Teachings: Ngarti-Ngrasa". Research and community service, where every academic community is expected to apply the knowledge gained in college to be able to serve the community by playing an active role in activities around the community in accordance with the teachings of Tamansiswa. Program

assistants are expected to adapt and be able to establish good cooperation with all levels of society. In addition, students are expected to be able to help community members according to their expertise and skills.

In recent years, the world of marketing has changed due to advances in information technology. Traditional and conventional marketing strategies have been integrated into the digital world (Afrilia, 2018). Digital marketing, which usually consists of interactive and integrated marketing, facilitates the interaction between producers, market intermediaries, and potential customers. On the one hand, digital marketing makes it easier for producers to observe and fulfill the needs and wants of potential customers; on the other hand, potential customers, by simply browsing online, can search for and obtain information about products (Purwana et al., 2017).

In this era, MSME players must be able to utilize digital media as an effort to market their products so that consumers are more familiar with the goods made by these MSMEs. MSMEs that have online access, engage in social media, and develop their e-commerce capabilities will usually enjoy significant business benefits in terms of revenue, employment opportunities, innovation, and competitiveness, but there are still many MSMEs that have not implemented this (Naimah et al., 2020). Platforms that are often used for digital marketing activities are social media such as Facebook, Instagram, whatsapp, twitter and so on which have certain characteristics that have opportunities for business people to be able to market or offer goods/services. In connection with the explanation above, MSME players are expected to be able to utilize the currently developing technology to market the goods/services they sell. As is the case with the Red Rose Adrem MSME, Mrs. Tini, because this MSME is a home-based business where the marketing system is only homemade and has been active on social media such as Instagram and Google but has not been run since 2020. In addition, there is a lack of understanding about digital marketing.

Financial statements are the result of an accounting process that provides information about a company's finances to interested parties in making economic decisions. Financial statements consist of five types: income statement, balance sheet, changes in capital, cash flow, and notes to the financial statements (Wismara, 2023). MSMEs face various obstacles or problems caused by lack of education, limited understanding of information technology, and constraints in preparing financial reports (Muchid, 2015). With business growth, MSMEs must

provide financial reports that comply with applicable regulations. As a tool for analyzing financial performance, financial statements can provide information about financial position, performance, and cash flow, so that they can be used as a basis for making economic decisions. Micro, Small and Medium Enterprises (MSMEs) face problems with marketing, limitations in innovation, and technological limitations, especially in preparing simple bookkeeping (Chairia et al., 2021).

It will be very important for the government and related institutions to assist MSMEs in providing training and understanding on how to properly record and report finances as many of them still do not do bookkeeping (Sembiring & Elisabeth, 2018). As is the case with the UMKM Adrem Mawar Merah, Mrs. Tini, who has difficulty in understanding financial reports, such as bookkeeping, balance sheets and profit and loss statements. Community Service was carried out at the UMKM Adrem Mawar Merah, Mrs. Tini, whose address is in Piring II Village, Murtigading, Sanden, Bantul. From the results of the observations made, the aspects that we looked at were Digital Marketing and the lack of understanding of the owner of UMKM Adrem Mawar Merah regarding Financial Statements.

METHOD

The implementation method is carried out by interviewing to gather information to find out the problems faced in Mbak Tini's Adrem Mawar Merah umkm. In the direct meeting, we the abdimas team conducted an interview directly with the owner of the red rose adrem. The interview was conducted with the aim of finding information and finding problems that exist in umkm adrem. After conducting interviews and finding problems we as the abdimas team provide solutions related to the problems faced by these umkm. This is done by providing material about digital marketing and preparing financial reports.

RESULT AND DISCUSSION

This community service program is themed “Optimizing Digital Marketing and Financial Statements with Tamansiswa Teachings: Ngarti-Ngrasa” at Mbak Tini's Red Rose Adrem UMKM in Piring II Village, Murtigading, Sanden, Bantul. This theme was chosen based on the results of direct interviews by a team of students from the UST Faculty of Economics

Management Study Program. With Ms. Tini as an umkm business actor in the food industry with the problems faced.



Figure 1. Processing Optimizing Digital Marketing

After getting acquainted with MSMEs, the abdimas team conducted interviews related to the business being run. From the results of the interview we found out some of the problems faced by Mbak Tini's red rose adrem MSMEs, namely the lack of understanding of marketing on online platforms such as Instagram and gofood so that this adrem product is less well known to people outside Bantul. Outside the Bantul area, the food is less well-known and many people do not know what adrem is. This business used to have an online food platform, but now it is no longer running because the owner cannot handle it himself. Another problem faced by this MSME is in the financial sector related to bookkeeping. Due to a lack of understanding of bookkeeping such as balance sheets and profit and loss statements, Mrs. Tini has difficulty managing her business finances effectively.



Figure 2. Interview with Owner Adrem Mawar Merah

After recognizing the problems in these MSME, we provide several solutions related to the problems faced. For solutions in the marketing sector, we suggest that Mrs. Tini reactivate social media accounts such as Instagram and gofood. In addition, Mrs. Tini can also promote on other platforms such as Facebook and TikTok so that she can introduce Adrem to the wider community. After activating social media accounts, you can start making posts by creating content that can attract the attention of consumers, such as the process of making adrem. For solutions in the financial sector we suggest that Mrs. Tini needs to take Financial Management training that focuses on making balance sheets, and profit and loss statements. In providing financial report material to Mrs. Tini as the owner of the adrem MSME, we explained that financial statements consist of four main components, namely the balance sheet which describes the position of assets, the income statement which shows income and expenses, the cash flow statement which records the flow of money in and out, and notes on financial statements which provide detailed explanations in the financial statements. The material we convey in simple language and we also provide practical examples that are very relevant to the scale of MSME businesses, so that MSME actors can easily understand and apply it to the management of their

daily business. By participating in this training, it is hoped that it can help him understand basic financial concepts and how to apply them in practice.



Figure 3. Presentation of material and group photo

CONCLUSION

This program aims to improve marketing strategies and financial management of MSMEs through understanding digital marketing and financial statements. Through interviews with MSME owners, it was identified that Adrem's products were less well known outside Bantul, and the owners had difficulty in managing finances due to a lack of understanding of balance sheet and profit and loss statements. The service team provides solutions in the form of digital marketing training with a focus on using social media such as Instagram and GoFood, as well as financial management training to help owners understand the preparation of financial statements. The implementation of this program is expected to increase the visibility of Adrem products and the effectiveness of financial management, which in turn can improve the economy of these MSMEs.

REFERENCES

- Afrilia, A. M. (2018). Digital Marketing Sebagai Strategi Komunikasi Pemasaran “Waroenk Ora Umum” Dalam Meningkatkan Jumlah Konsumen. *Jurnal Riset Komunikasi*, 1(1), 147–157. <https://doi.org/10.24329/jurkom.v1i1.21>
- Chairia, C., Ginting, J. V. B., Ramles, P., & Sabrina, Y. (2021). Pelatihan Pembukuan Sederhana Bagi Pelaku Umkm Pancur Batu Di Desa Baru Kecamatan Pancur Batu. *SELAPARANG Jurnal Pengabdian Masyarakat Berkemajuan*, 5(1), 323–330. <https://doi.org/10.31764/jpmb.v5i1.6439>
- Muchid, A. (2015). Penyusunan Laporan Keuangan UMKM berdasarkan Standar Akuntansi Keuangan-Entitas Tanpa Akuntabilitas Publik (SAK-ETAP) (Kasus pada UD . Mebel Novel ’ 1 di Banyuwangi). Preparation of Financial Statements UMKM Financially Accounting Standards- Entitie. *Universitas Jember*, 1–6.
- Naimah, R. J., Wardhana, M. W., Hartanto, R., & Pebriyanto, A. (2020). Penerapan Digital marketing Sebagai Strategi Pemasaran UMKM. *Jurnal IMPACT: Implementation and Action*, 2(2), 39. <https://doi.org/10.31961/impact.v2i2.844>
- Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, 1(1), 1–17. <https://doi.org/10.21009/jpmm.001.1.01>
- Sembiring, Y., & Elisabeth, D. M. (2018). Jurnal Manajemen Jurnal Manajemen. *Pengaruh Celebrity Endorsement, Brand Image, Dan Testimoni Terhadap Minat Beli Konsumen Produk Mie Instan Lemonilo Pada Media Sosial Instagram*.
- Wismara, A. P. P. (2023). *Jurnal Riset Mahasiswa Ekonomi (RITMIK) SAK EMKM sebagai Tolok Ukur Perkembangan Perusahaan*. 5(3), 229–243.