



THE TRAINING OF THE SIXTH VERSION ZAHIR ACCOUNTING MICRO, SMALL, AND MEDIUM ENTERPRISE GROUP (MSME GROUP) IN KADU KEMPONG PADARINCANG VILLAGE, PADARINCANG DISTRICT, IN SERANG REGENCY

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Abstract

Community service activities in the form of Student Work Lectures (KKM) and collaboration with Universitas Bina Bangsa Lecturers regarding optimizing Zahir Accounting Version 6 training in the Micro, Small and Medium Enterprises (MSMEs) group of Kadu Kempung Village, Padarincang, Serang Regency, aim to improve understanding and accounting skills in MSME actors. This study aims to empower MSMEs to manage their finances more efficiently through the use of Zahir Accounting Version 6 software. The method of implementing this activity includes the stages of identifying needs and initial assessment of the MSME group in Kadu Kempung Village. After that, a training program was designed that was adjusted to the level of understanding of the participants. The training focused on introducing the main features of Zahir Accounting Version 6, recording financial transactions, preparing financial reports, and simple analysis. In addition, this activity also includes a question-and-answer session and assistance in applying accounting practices to MSMEs.

The results of this activity showed a significant increase in participants' understanding of basic accounting concepts and their ability to use Zahir Accounting Version 6. MSME players are now able to record financial transactions in a more structured manner, produce more accurate financial reports, and are able to analyze the financial health of their businesses. Thus, UMKM Kadu Kempung Village can optimize the use of Zahir Accounting Version 6 software to support their business growth and development. It is hoped that the continuation of this training can assist other MSMEs in overcoming accounting and administrative challenges, as well as potentially boosting the local economy as a whole.

Keywords: Optimization, Training, Zahir Accounting Version 6, MSME Group

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) may seem like mere terms, but behind these words lies a business world full of entrepreneurial spirit, creativity and struggle to survive. MSMEs are the cornerstone of the economies of various countries, play a role in building jobs, advancing local communities, and stimulating economic growth (Damayanti and Rompis, 2021). Micro, Small and Medium Enterprises (MSMEs) have an important role in a country's economy, especially in supporting local economic growth, employment, and contributing to sustainable development. Despite having great potential, many MSMEs in Indonesia still face challenges in managing finances and efficient administration. This problem often becomes an obstacle in the development and continuity of their business.

Cash flow reports can be obtained by recording daily cash receipts and disbursements. Furthermore, at the end of each month, financial reports are prepared which include information regarding cash receipts and disbursements in operations (Rusdiana, 2014). In carrying out its activities, an organization needs to plan the steps to be taken. With planning, organizations can avoid losses and reduce potential losses as small as possible.

Accounting is an information system that generates financial data for parties who have an interest in economic activity and the situation of a company. The results of the accounting process are known as financial statements. The resulting information needs to be able to meet the general needs of the users of the information (Rudianto, 2012). accounting methods have developed and have been transformed into a complex work of art. But at their core, financial reports remain a powerful communication tool, translating the language of numbers into stories all stakeholders can understand. A journey from transactions to numbers, and from numbers to knowledge that can guide better decisions, that is the essence of financial reports, as emphasized by Hery (2016).

In this case, it is important to provide support to MSMEs in terms of increasing their ability to manage finances appropriately and effectively. One solution that can be implemented is the use of modern accounting software, such as Zahir Accounting Version 6. This software has the potential to assist MSMEs in recording financial transactions, preparing financial reports, and better analyzing the financial health of their business.

However, even though these tools are available, there are still obstacles in terms of their understanding and effective application by MSME actors. Many of them do not have adequate knowledge of basic accounting concepts and are not used to using accounting software. This results in limitations in making accurate financial reports, as well as a lack of insight in making decisions based on financial data. This is where the role of Student Work Class (KKM) students and Universitas Bina Bangsa Lecturers becomes relevant. By integrating academic knowledge and practical skills, students and lecturers can contribute in providing training and assistance to MSMEs. This activity is expected to help MSMEs in Kadu Kempong Village, Padarincang, Serang Regency, to optimize the utilization of Zahir Accounting Version 6, increase the efficiency of financial management, and increase the competitiveness and business growth of MSMEs.



Figure 1 Activity Implementation Team and MSME Actors

In addition, Kadu Kempong Village in Padarincang District, Serang Regency, is a strategic location for the implementation of this activity. Serang Regency has quite large potential for MSMEs,

but it still requires efforts to improve financial literacy and managerial skills among MSME actors. Kadu Kempong Village, as part of this region, reflects common challenges faced by MSMEs in rural areas, such as limited access to training and limited support resources. Collaboration between Student Work Class (KKM) students and Universitas Bina Bangsa Lecturers is an approach that has the potential to have a significant impact. Students, as energetic and innovative agents of change, can approach MSMEs with an approach that is appropriate to the local culture and environment. Lecturers, as holders of knowledge and experience, can provide in-depth guidance and guidance and ensure that the approaches taken in training have a strong theoretical basis.

In addition, this community service activity will provide opportunities for students to develop soft skills such as communication, leadership, and the ability to adapt to diverse environments. Students can also learn about social responsibility and the positive impact they can create through real contributions to society. Is hoped that through this activity, MSMEs in Kadu Kempong Village can experience improvements in financial management, produce more accurate and structured financial reports, and be able to make decisions based on more precise analysis of financial data. It is important to conduct training and introduction to accounting applications, because this is a necessary tool for developing the management of financial institutions in society, including at the micro and medium level (Ade Sri Mulyani, 2018). In order to convey messages in the context of learning activities, especially in training, a systematically organized approach is needed. Discussions can provide additional insights about an application and improve the ability to apply and evaluate this understanding (Muhibbin Syah, 2006).

Over time, it is also hoped that the knowledge and skills acquired by MSMEs can be inherited and have a positive impact on local economic growth and improving the quality of life of the surrounding community.

This community service activity will not only provide practical benefits to MSMEs, but will also give students the opportunity to apply their knowledge in the real world, as well as help create a positive impact on the local economy and community development in the region.

METHODS OF IMPLEMENTING ACTIVITIES

Methods for Implementing Community Service Activities “Optimizing Zahir Accounting Version 6 Training in the UMKM Group in Kadu Kempong Padarincang Village, Padarincang District, Serang Regency”.

This activity was carried out on July 28 2023 Location: Kadu Kempong Village Office, Padarincang, Padarincang District, Serang Regency. The method used with the following steps:

1. Identification of Initial Needs

Before the activity started, a team of students and lecturers conducted an initial identification of the needs and challenges faced by MSMEs in Kadu Kempong Village regarding financial management. This involves an initial survey, interviews with MSME owners, and simple financial analysis to identify areas that require special attention.

2. Training Program Design

Based on the identification results, the team designed a training program that was tailored to the level of understanding and needs of the participants. The program includes an introduction to Zahir Accounting Version 6, recording transactions, preparing financial reports, and simple analysis.

3. Preparation of Training Materials

The team of students and lecturers compiled training materials that included basic accounting concepts, Zahir Accounting Version 6 features, and real case examples relevant to MSMEs in Kadu Kempong Village.

4. Implementation of Training

On July 28 2023, training activities were held at the Kadu Kempong Village Office. Participants consisting of MSME owners and members were invited to take part in training sessions guided by students and lecturers. This session includes material presentations, demonstrations of using the software, and interactive question and answer sessions.

5. Practice Session

After the presentation session, participants were given the opportunity to practice directly using Zahir Accounting Version 6 on the provided computer. Teams of students and lecturers provide individual guidance to participants in recording transactions and generating financial reports.

6. Discussion and Question and Answer Session

Following the hands-on session, a discussion and question-and-answer session is held which gives participants the opportunity to ask questions, share experiences, and discuss potential further applications in their business.

7. Assistance and Application of Practice

After the training, a team of students and lecturers provided assistance and support to MSMEs in implementing the accounting practices they had learned. This can include follow-up consulting sessions, financial evaluations, and guidance in making decisions based on financial reports.

8. Evaluation and Feedback

After the activity is completed, an evaluation is carried out by asking for feedback from participants regarding the effectiveness of the training and the impact felt in their MSME financial management.

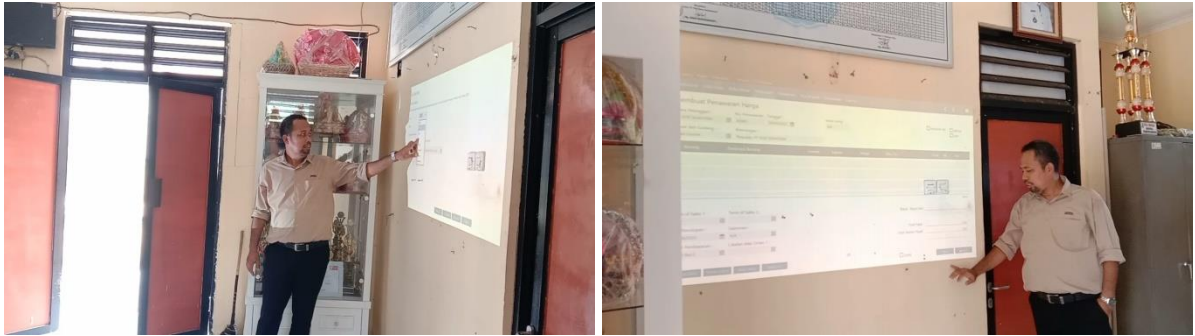


Figure 2 Implementation of Zahir Accounting Version 6 Training Activities

Through these series of steps, this community service activity is expected to be able to provide real benefits to MSMEs in Kadu Kempong Village, facilitate optimizing the use of Zahir Accounting Version 6, and contribute to empowering the local economy.

RESULTS AND DISCUSSION

Community service activities carried out by Universitas Bina Bangsa students and lecturers with a focus on “Optimizing Zahir Accounting Version 6 Training in the UMKM Group in Kadu Kempong Padarincang Village, Padarincang District, Serang Regency” have had a positive and meaningful impact on MSMEs and the local community. The following are the results and discussion of these activities:

1. Increasing the Efficiency of MSME Financial Administration in Kadu Kempong Village

In a quiet rural corner, in Kadu Kempong Village, Padarincang, a positive and meaningful change is taking place. Students and lecturers from Universitas Bina Bangsa joined in a fruitful effort, focusing on “Increasing the Efficiency of MSME Financial Administration” through training activities on Zahir Accounting Version 6. With genuine enthusiasm, the owners of micro, small and medium enterprises (MSMEs) attended this training event. July 28, 2023, marked the beginning of a change in the way they manage financial administration. At the Kadu Kempong Village Office, participants lined up enthusiastically, ready to embrace new knowledge that would change the way they do business.

Starting with a warm welcome from students and lecturers, the atmosphere became intimate and full of enthusiasm. They explained the purpose of this activity: to help MSMEs optimize their financial management through the use of Zahir Accounting Version 6 software. Students bring technological innovations, while lecturers provide experience and practical guidance. The presentation session revealed the importance of efficient financial management. Students and lecturers talk about how MSMEs can avoid chaos and inaccuracies in recording transactions and financial reports. They opened a new door for participants to develop an understanding of how Zahir Accounting Version 6 can help streamline administrative processes.

Then, the eyes of the participants fell on the screen as the practical demonstration began. Students and lecturers guide them through the steps of using the software. From recording transactions to generating reports, processes that were previously complicated have become more structured and easier to understand.

The independent practice session is a crucial moment. With the guidance provided, the participants sat in front of the computer with the determination to try it for themselves. The nervousness slowly dissipated as they began to grasp control. When they successfully recorded their first transaction smoothly, their faces filled with incomparable satisfaction.

The discussion session brought a spirit of collaboration. The participants shared stories about financial administration challenges they had experienced, while students and lecturers provided valuable solutions and suggestions. Questions were answered with full explanation, increasing their understanding of the efficiency of financial administration. With this training, MSMEs in Kadu Kempong Village not only benefit in administrative efficiency, but also increase their overall business competitiveness. Utilization of technology through Zahir Accounting Version 6 helps remove administrative barriers, so that MSMEs can focus more on business growth and innovation.

2. Improving the Quality of Business Decisions for MSMEs in Kadu Kempong Padarincang Village

One sunny morning in Kadu Kempong Village, Padarincang, the spirit of change flared. Students and lecturers from Universitas Bina Bangsa unite to make valuable contributions in the form of community service activities. The focus? “Improving the Quality of Business Decisions for MSMEs” through training events that teach the use of Zahir Accounting Version 6.

July 28 2023 was a historic milestone for MSMEs in the village. The Kadu Kempong Village Office was filled with enthusiasm and curiosity. The owners of micro, small and medium enterprises (MSMEs) are here with an open heart, ready to explore new knowledge that will bring positive changes to their business. With the spirit of leadership, students and lecturers gave a warm welcome. They talked about the importance of smart business decisions and how using Zahir Accounting Version 6 can be an effective tool for that purpose. Students bring the latest technology, while lecturers bring experience and insight in the business world.

The presentation session was the start of this knowledge-filled journey. Students and lecturers provide insight into how the quality of business decisions is closely related to good financial management. They taught how Zahir Accounting Version 6 can assist MSMEs in collecting and analyzing important financial data. However, when the projector screen flashed for the practical demonstration, seriousness took over the faces of the participants. They were presented with real case examples on how Zahir Accounting Version 6 can be used to make better decisions. From financial performance analysis to earnings projections, students and faculty take them through a data-driven decision-making process.

The independent practice session is the highlight of this activity. The participants were given the opportunity to apply what they learned. With the support of students and lecturers, they started designing business decision simulations based on data generated by Zahir Accounting Version 6. Proud faces appeared when they presented their work.

The discussion session is a space for creativity and interaction. Participants shared new ideas, challenges, and insights about how making data-driven decisions can impact their business. Students and lecturers provide guidance and solutions, creating an inspiring collaborative atmosphere.

Through this activity, MSMEs in Kadu Kempong Village not only gain practical skills, but also an in-depth understanding of how to optimize decision making in their business. Students and lecturers have made a real contribution to strengthening local business capabilities and encouraging better quality business decisions. This spirit of change continues, bringing greater hope and economic growth to Kadu Kempong Village and its surroundings.

3. Increased Involvement in MSME Financial Reporting in Kadu Kempong Padarincang Village

Amidst the roar of daily activities in Kadu Kempong Village, Padarincang, a meaningful breakthrough is taking place. Students and lecturers from Universitas Bina Bangsa have joined forces in an initiative that aims to make a valuable contribution to society. The focus is “Increasing Involvement in MSME Financial Reporting”, and the tool is training on Zahir Accounting Version

On July 28 2023, the atmosphere at the Kadu Kempong Village Office was full of enthusiasm and enthusiasm. Micro, small and medium enterprise (MSMEs) owners gathered with high expectations, ready to undergo changes in the way they manage financial reporting. In front of them, Universitas Bina Bangsa students and lecturers opened the event with a warm welcome. In an intimate atmosphere, students and lecturers explained the purpose of this activity: to empower MSMEs to be more involved in their financial reporting through the use of Zahir Accounting Version 6. With an inclusive attitude, they presented the concept of financial reporting in a language that all participants could understand.

The presentation session opened up new views for the participants about the importance of accurate financial reporting. Students and lecturers talk about how good reporting can help MSMEs measure their financial health, make the right decisions, and establish cooperation with external parties such as investors or financial institutions.

However, the real highlight came when the practical demonstrations started. The participants followed closely when the students and lecturers opened the computer screens and demonstrated the practical steps of using Zahir Accounting Version 6. From entering data to producing financial reports, this process was brought to their lives.

The individual practice sessions were a turning point in this journey. With guidance from students and lecturers, the participants experienced first-hand how to produce more structured and accurate financial reports using Zahir Accounting Version 6. The eyes that were initially confused with the data turned into eyes full of confidence.

The discussion summarizes the essence of this training. The participants shared their views on the challenges they had faced in financial reporting, and students and lecturers provided solutions based on their knowledge. The questions were answered in detail, increasing participants' understanding of the importance of the financial reporting involved.

The results of this activity are not only about improving practical skills, but also about improving the quality of business communication and financial reporting. Students and lecturers have succeeded in building a stronger bond between SMEs and modern technological know-how. This initiative is a clear example of how education can change the way business is done at the local level, promoting greater transparency and accountability.

With enthusiasm that continues to burn, MSMEs in Kadu Kempong Village have the tools they need to move forward. Support from Universitas Bina Bangsa students and lecturers has made a significant contribution in strengthening financial reporting, encouraging transparency, and building a stronger foundation for business growth at the local level.

The results achieved

Through collaboration between students and lecturers from Universitas Bina Bangsa, a story about positive change and community empowerment has been carved in Kadu Kempong Village, Padarincang. The main focus of the activity is to provide training on “Zahir Accounting Version 6” to MSME groups in the region. July 28, 2023 became the starting point for change, when society and science joined hands.

The results achieved from this community service activity are very significant:

1. Mastery of Modern Technology

Students and lecturers have succeeded in bringing the latest technology, namely Zahir Accounting Version 6, to the MSME environment in Kadu Kempong Village. With comprehensive training, participants are able to understand and use this software to manage financial transactions and prepare reports more efficiently. This gives them a new mastery in adopting modern technology to increase business efficiency.

2. Increasing Administrative Efficiency

One of the most important results is a significant increase in the efficiency of financial administration. Participants can reduce the time and effort required to record transactions, generate reports, and analyze financial data. With Zahir Accounting Version 6, tasks that used to be complicated are now more structured and easier to manage.

3. Better Decision Quality

This training has enabled MSMEs to make better business decisions. With the ability to analyze financial data in greater depth, participants can make more informed and timely decisions. This helps them plan growth strategies, identify opportunities and tackle challenges more intelligently.

4. Increased Financial Transparency

By utilizing Zahir Accounting Version 6, MSMEs in Kadu Kempong Village have succeeded in increasing transparency in their financial reporting. More structured and accurate financial reports enable them to communicate with business partners, investors and other related parties more clearly and convincingly.

5. Local Business Empowerment

The end result of this activity is the empowerment of local businesses. MSMEs in Kadu Kempong Village have been equipped with knowledge and skills that can help them manage their business better, make smarter decisions, and adapt to changing dynamic business environments.



Figure 3 Final activities of training on the use of Zahir Version 6

Through Zahir Accounting Version 6 training activities, students and lecturers have created a sustainable impact for MSMEs in Kadu Kempong Village. With mastery of new technologies and skills, participants now have the tools they need to face business challenges and take steps towards better growth. This is a real example of how education and collaboration can bring positive change in local communities.

CONCLUSION

Community service activities held by Universitas Bina Bangsa students and lecturers, with a focus on “Optimizing Zahir Accounting Version 6 Training in the UMKM Group in Kadu Kempong Padarincang Village, Padarincang District, Serang Regency,” have succeeded in creating a significant positive and beneficial impact on MSMEs and the community local. Through this training, several important results and impacts have been generated:

1. Increasing the Efficiency of MSME Financial Administration

Through training on Zahir Accounting Version 6, MSMEs in Kadu Kempong Village succeeded in optimizing the efficiency of their financial administration. With this new understanding of how to use the software, participants were able to improve the process of recording, monitoring, and analyzing financial transactions. This helps them save time, reduce the risk of errors, and increase productivity in managing the financial aspects of their business.

2. Improving the Quality of Business Decisions

This activity has also succeeded in improving the quality of business decisions taken by MSMEs. With the knowledge of how to collect, analyze and interpret financial data using Zahir Accounting Version 6, participants can make more informed and informed decisions. This helps them identify growth opportunities, overcome challenges, and steer their business in a better direction.

3. Increased Engagement in Financial Reporting

This training also succeeded in increasing the involvement of MSMEs in financial reporting. Participants now have a better understanding of the importance of accurate and regular financial reporting. By utilizing Zahir Accounting Version 6, they are able to prepare financial reports that are more structured and transparent, which can assist them in interacting with external parties such as investors and other interested parties.

Through the three main aspects above, this activity not only provides practical benefits, but also empowers MSMEs more broadly. This training has helped MSMEs in Kadu Kempong Village to adopt modern technology, improve their managerial skills, and increase their financial accessibility. In addition, Universitas Bina Bangsa students and lecturers have succeeded in connecting science with the real needs of society, creating a strong bond between the university and the local community.

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