



IMPROVING FINANCIAL AND MARKETING MANAGEMENT BASED DIGITAL APPLICATION ON SMEs BATIK TULIS INCUNG KERINCI

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Abstract

The existence of MSMEs is essential to encourage the wheels of the nation's economy, so the government has to participate in the progress of SMEs. The fact found is that most of the MSMEs still do their financial records traditionally, and the level of awareness still needs to be higher on the importance of business financial statements. They are only armed with the knowledge and expertise they have, so they are still untouched by the media (application) tools in financial management. Likewise, with the implementation of marketing at the MSE. This activity aims to improve the ability of Batik Incung Subala SMEs actors to apply SI-APIK in managing financial reports and using digital marketing to promote their products. This activity resulted in that Batik Incung Subala can application the SI-APIK application in business financial management with continuous assistance and guidance and promoting products using digital marketing.

Keywords: Batik, Digital Application, Small and medium-sized enterprises (SMEs), SI APIK, Ecommerce

INTRODUCTION

Batik has long been known and developed in the scope of Indonesian society. The word 'Batik' has several meanings and meanings. Batik, as part of Indonesian culture passed down by the ancestors of the Indonesian nation since ancient times, is a craft with high artistic value. In the beginning, batik culture was a declining custom, and this caused a batik motif to be recognized from regional origin or family origin usually. Some batik motifs can indicate a person's status or degree. Even now, some traditional batik motifs can only be worn by the royal family. UNESCO has recognized Batik as a fine art originating from Indonesia, a heritage of Indonesian culture (Supriyadi and Prameswari 2022).

Traditional Batik, lifted from the roots of regional culture, is rich in local wisdom. Traditional Batik tells from the meaning depicted about values. The values in traditional Batik are lifted from the process of cultural acculturation. Batik can be a representative of the emblem of the art region of each region (Gunawan et al., 2022). However, Indonesian Batik has meaning in every motif caused, so it is not a mass product. Indonesia is obligated to protect and preserve and maintain batik traditions, so the Indonesian nation can interpret and keep this world cultural icon and must know the need to maintain batik traditions (Kusumawati et al. 2022). Batik can represent the symbol of the art area of each region in Indonesia. Batik is a traditional practice from Indonesia that uses fabric through the wax resistance method. It is a

work of art and an ethnological object known as classic art (Sunarjo, Setyanto, and Suroso, 2022)

The development of batik art was also followed by the community around Kerinci, using the original Kerinci script, the Incung script, as a characteristic of the batik motifs created. One of the batik SMEs in Kerinci is Batik Tulis Incung Subala. This batik business can use to increase the family's income. Small and medium-sized enterprises (SMEs) contribute to improving the economy and environmental sustainability. Therefore, they need good corporate governance to increase competitiveness and achieve excellence (Nuryakin, Nurjanah, and Ardyan, 2022) (Raya et al., 2021). Usually, Small and medium-sized enterprises (SMEs) are weak in managing human resources, finance, and marketing and lack innovation in the implementation of production (Widjajanti, Prihantini, and Wijayanti 2022).

Kerinci is now starting to be produced a lot of Kerinci batik because the demand is quite significant. One of the most famous today is Batik with Incung writing motifs, namely the ancient script Kerinci. Kerinci batik, which is characteristic of Kerinci batik, is that the Kerinci batik motif has many themes from agriculture, plantations, tourism, and cultural heritage, such as Incung batik motifs, coffee, and coffee leaf motifs, clove motifs, betel leaf motifs, and Kerinci mountain motifs, of course, there are still other motifs that show the peculiarities of Kerinci culture and nature. Always included Incung script besides the central motif, there is a piece of batik cloth with betel leaf motif. It is a plant that has significance in Kerinci culture. Betel leaf is a treat for guests as a sign of respect. There are many other motifs, including Jangki (rattan wicker baskets that farmers usually carry when they go to their fields), lapek rawang (mats made of woven aquatic plants), array houses (traditional houses), and stilt houses.

One of the unique things is the black Batik with an orange karamentang motif. Karamentang is the flag marking kenduri heirloom (sko), the most sacred kenduri in the Kerinci custom. In all of Batik, there is the Incung script, an ancient script believed to have been used even before Islam entered. This Incung script is found in ancient Kerinci manuscripts written on buffalo horns, bamboo, bark, and lontar leaves. The Kerinci people use this as an heirloom object that has been guarded for generations for centuries. Of course, other motifs show the peculiarities of Kerinci's culture and nature. Kerinci batik is typical with incung script or ancient Kerinci script, which is the difference between Kerinci batik and other Batik, including Jambi batik.

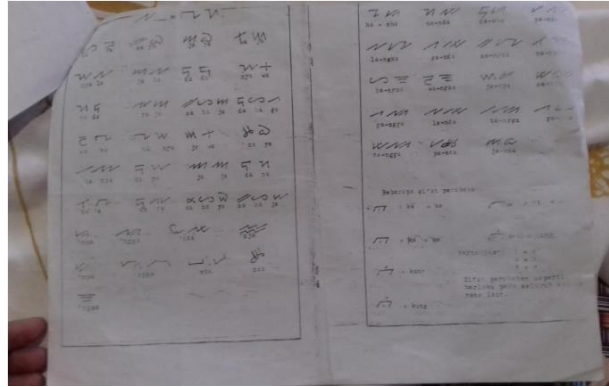


Figure 1. Incung script (Kerinci Ancient Script) written into Incung Batik Motif

The Subala Batik Tulis Business, a Batik Incung Khas Kerinci, is one of the Batik Businesses located in Pasar Senen Village, Pasar Baru Siulak, Siulak District, Kerinci Regency and is a Community Service Partner in the Community Empowerment Program Stimulus Community Activity Program (PKMS) Scheme. The Subala Batik Tulis business, which Randa Erdianti owns, was established in 2013 and had 6 workers. The location of the Batik Tulis Subala business is quite strategic because it is located in Pasar Senen, Siulak District. The production is marketed around the Kerinci Regency, Sungai Penuh City, and Jambi Province.



Figure 2. Various Kinds of Motifs from Batik Incung Subala

Generally, the level of understanding of SMEs regarding accounting or financial recording transactions in business activities still needs to improve. Problems in SME's financial management can be identified from the financial management side, such as limited knowledge of managers on how to record financial transactions, the ability to manage financial transaction records to be then submitted by making financial reports, making simple analyses of the company's financial condition (Effendi, Setiawati, and Matana 2022; Roskina Mas, A. Sahada, and Arwildayanto 2019). Likewise, the Subala Batik business with problems regarding financial management. It is like the inability of Batik Subala business owners to use and compile financial statements by the accounting system. Of these various problems, the main problem is the inability and unwillingness of SME resources or actors to use accounting to manage their funds. The source of funds and the use of funds must be recorded so that there are no misappropriations and irregularities in the business's financial performance. Based on this, the Stimulus Community Partnership Program (PKMS) emphasizes improvements and management in the Digital Application-based Financial Management Sector. The digital application used is SI APIK.

The development of accounting information system technology is one of the developments that users can feel in carrying out operational accounting tasks and objectives in economic activities to facilitate lending capital to banks or other financial institutions. One of them is the SI APIK application. Based on technological developments, an android-based financial application has been created that can be obtained for free. The Financial Information Recording Application Information System (SI APIK) is the application. SI APIK recording standard refers to the standards that Bank Indonesia has prepared in collaboration with the Indonesian Institute of Accountants (IAI) and SAK EMKM. The SI APIK recording system is standard, recognized, and acceptable to banks and financial institutions. SI APIK can present financial statements such as Financial Position Statements, Income Statements, Cash Flow Statements, and Financial Post Details. The SI APIK recording system is standard, recognized, and acceptable to banks and other financial institutions. SI APIK can present financial statements such as Financial Position Statements, Income Statements, Cash Flow Statements, and Financial Post Details (Kholid, Alvian, and Tumewang 2020; Sumarsid et al. 2022)

The next issue is about marketing. Marketing problems include promoting products whose marketing reach still needs to be implemented by SME partners and expanding consumer networks that still need to be improved. Meanwhile, Small and medium-sized enterprises (SMEs) must be able to compete in both local and international markets so as not

to be oppressed. Moreover, in this era of competition, Small and medium-sized enterprises (SMEs) players should be literate in information technology (IT) to make it easier to market products abroad (Ljepava 2022). In today's digital era, Small and medium-sized enterprises (SME) players will need the right information technology to grow and compete. Small and medium-sized enterprises (SMEs) actors find it difficult to get the right information technology solution because MSME actors need exceptional staff who are experts in the dynamic field of information technology. Another obstacle, namely the large variety of technology products, makes Small and medium-sized enterprises (SMEs) players confused about choosing the right solution (Alex Tume-Bruce, Delgado, and Huamaní 2022; Hasyim, Simarmata, and Nasirwan 2022; Kurdi et al. 2022).

Therefore, Small and medium-sized enterprises (SME) players need guidance in choosing the right information technology according to the type of business and its needs. Digital marketing is one of the media that business actors often use because of the new ability of consumers to follow the flow of digitalization; some companies are gradually starting to abandon conventional marketing models / and switch to modern marketing. With digital marketing, communication and transactions can be done at any time / real-time and can be accessed by the whole world, and one can also see various goods through the internet; most of the information about multiple products is already available on the internet, ease of ordering and the ability of consumers to compare one product with another product is limited (Habib, Hamadneh, and Hassan 2022; Lazo-Amado, Cueva-Ruiz, and Andrade-Arenas 2021; Vaculčíková, Tučková, and Nguyen 2020).

Therefore, this Community Empowerment activity scheme Stimulus Community Partnership Program (PKMS) emphasizes management in the field of marketing management using Online-Based Marketing (E-Commerce) and Financial Statements by the Financial Accounting Standards of Micro, Small, and Medium Entities (SAK EMKM) and with use on based the SIAPIK application to increase partner business turnover and increase market share with broader marketing.

METHOD AND PROCEDURES

Methods and procedures to overcome problems in the field of finance and marketing of Batik Incung Subala and management for partners are:

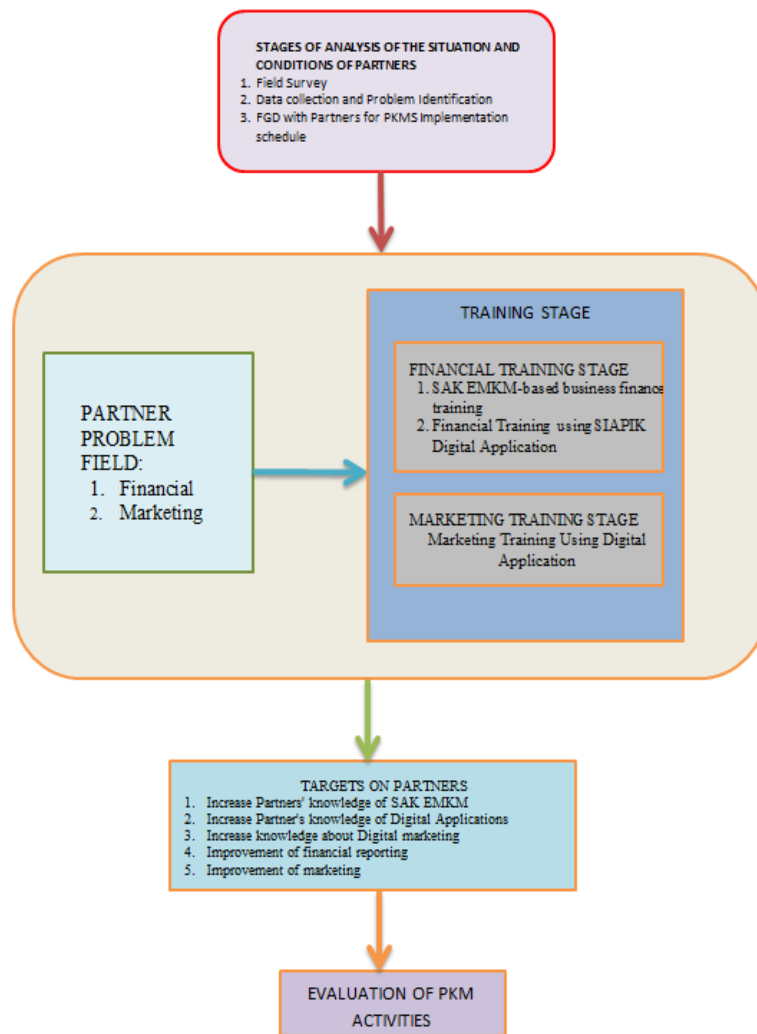


Figure 3. Activity Procedure

The implementation mechanism of the activity procedure that shows the steps for solving the problem in the figure above:

1. Stage of analysis of the situation and conditions of the partner
 - 1) Partner problem analyst survey in the field
 - 2) Preliminary data collection
 - 3) Partner problem identification
2. Training phase

At this stage, the implementation team will start training activities according to the agreed-upon schedule with partners. The training phase includes:

- 1) Digital marketing training phase

Training on the Use of Ecommerce marketing to create a digital-based Marketing strategy, the lack of knowledge of SME actors regarding digital marketing inspired

the Community Service team to deliver socialization and provide training on the use of information and communication technology. If SMEs players understand the importance of digital marketing for their business, using digital marketing as a means of communication and promotion, this training will be guided by Ayu Esteka Sari, S.E., M.M

2) Financial Management and Accounting Training

Stage Training on making Financial reports based on Financial Accounting Standards for Micro, Small, and Medium Entities (SAK EMKM), training and assistance from this training guided by Zachari Abdallah, S.E., M.S.Ak and activities from training on the use of the SIAPIK Application by Maryanto, S.E., M.S.Ak

RESULTS

The partner in this PKMS is "Batik Tulis Subala," owned by Mrs. Randa, located in Pasar Baru Siulak Village, Kerinci Regency. His business produced Batik Tulis Incung Kerinci. Kerinci batik with Incung characters or ancient script Kerinci is the difference between Kerinci batik and other Batik. Therefore, the science and technology transfer process is carried out, including training in financial and marketing management, focusing on digital application-based. Output is an improvement in finance and marketing knowledge and skills. Finally, aiming at the knowledge and skills transferred can be a capital for the Subala Batik Business to increase business turnover. The output produced is an increase in the knowledge and skills of business actors, which will have an impact on improving product quality, increasing sales volume, where the products produced are more diverse in motifs and colors, and of course, marketing of increasingly globalized products. The input, process, and output are as follows:

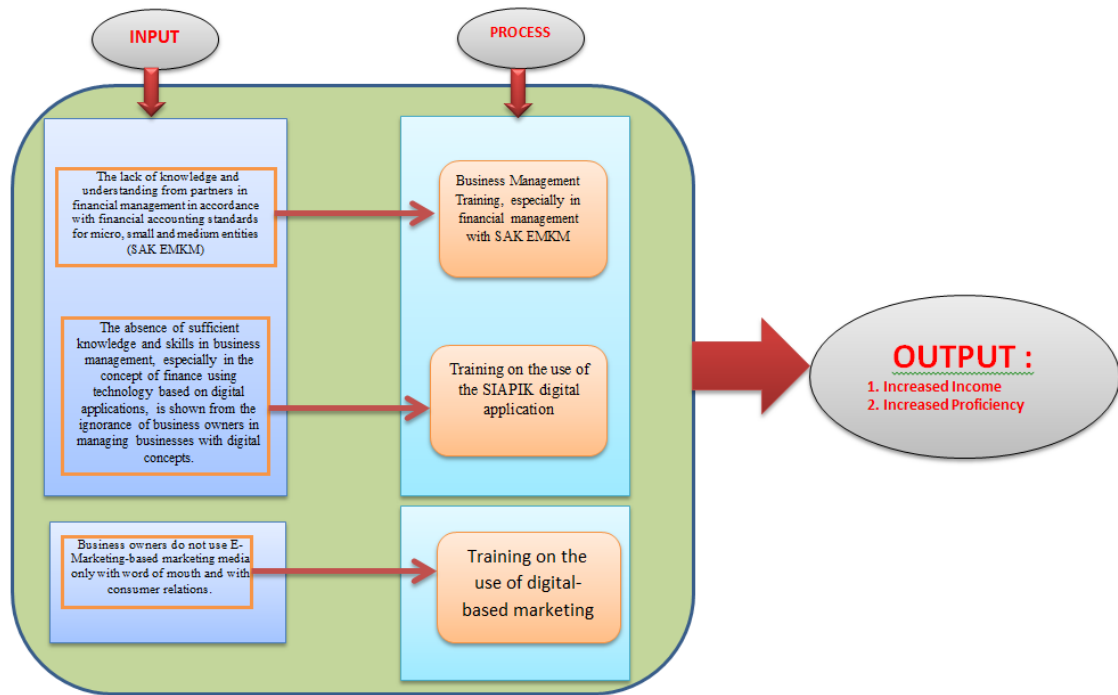


Figure 4. Management of Marketing Quality Improvement and Financial Report Quality Improvement

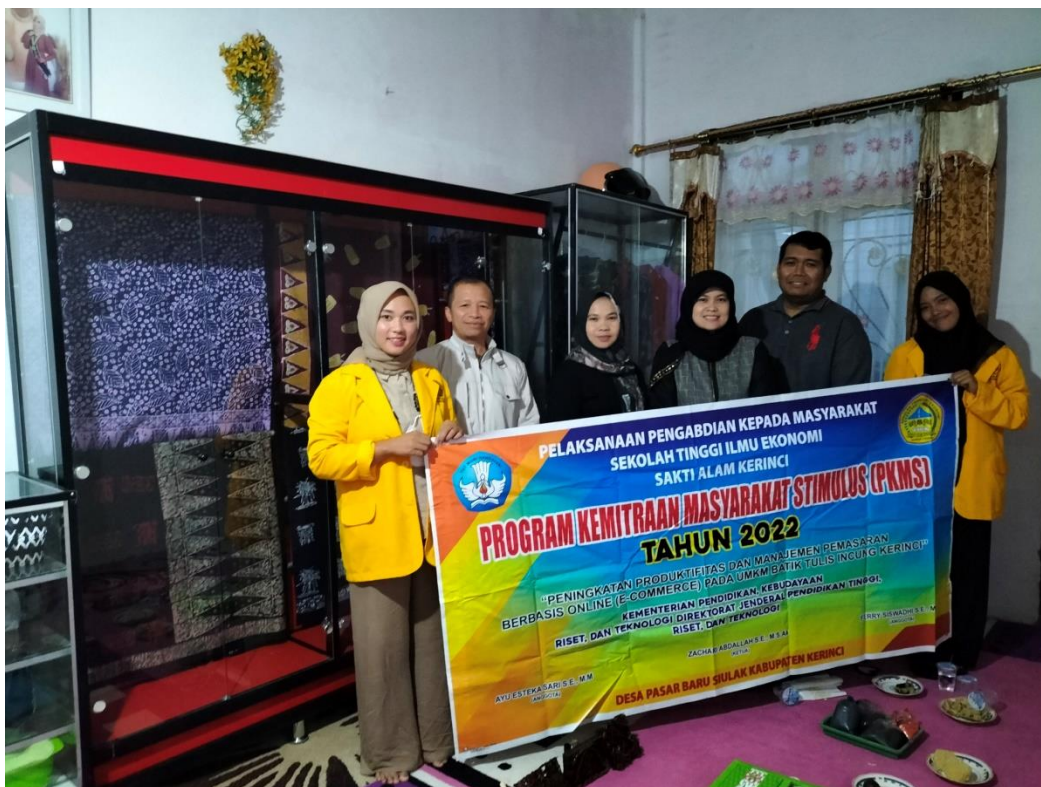


Figure 5. Team Activities with Partners



Figure 6. Marketing management training based on digital and ecommerce



Figure 7. Financial management training based on SAK EMKM



Figure 8. Financial management training based on SIAPIK using the Application Digital



Figure 9. Delivery of tools in the production process, such as Batik Cap, Canting, and electric stoves



Figure 10. The team tries to carry out the batik process



Figure 11. Batik Showcase

CONCLUSION

The implementation of this service program has succeeded in making partners experience improvements in terms of increasing the production used. Partners become more effective and efficient in carrying out their business activities in the field of marketing and financial governance carried out. Batik Incung Subala hopes this activity can continue to run continuously in the next period. The goal is to be able to continue the development that occurs in SMEs, Mrs. Randa. The results of this training can motivate SMEs Batik Incung Subala to compile business financial statements systemically by the Accounting Finance Report. Batik Incung Subala can use the Finance Application by using the Android Application with the SIAPIK Application System.

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