

COUNSELING ON THE IMPORTANCE OF BUSINESS LICENSES, ONLINE MARKETING AND THE USE OF ACCOUNTING SOFTWARE FOR MSMEs IN NORTH TANJUNG DUREN URBAN VILLAGE, WEST JAKARTA

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ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have a very important role for the economic cycle in a country, including Indonesia. One of the national economic recovery programs in the aftermath of the pandemic is strengthening starting from MSMEs. Efforts to restore MSMEs are the most appropriate strategic steps to help improve and restore the welfare of the Indonesian people. As the beginning of this increase in MSMEs is the management of business licenses. A business license is an important thing for MSMEs, because a business license is a form of official state recognition of the existence of a business. There are many obstacles faced by MSMEs so that the increase in MSMEs has not been able to be realized optimally as expected. Some of the obstacles faced by MSMEs are that they do not have a business license, are still hesitant to market their products online and do not know the use of accounting software for MSMEs. For the implementation of this activity, MSMEs in North Tanjung Duren Urban Village have gained knowledge on how to manage business licenses, are more creative in marketing their products, and are able to use accounting software for business financial records.

Keywords: MSMEs, business license, marketing, accounting software

1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) have a very important role for the economic cycle in a country, including in Indonesia [1], [2]. Since the Covid-19 pandemic, all the wheels of the economy can be said to be paralyzed, not running as expected by the Government [3], [4]. However, in the first quarter of 2021 the MSME sector tended to improve and the global economy began to recover [5], [6]. The Indonesian government started the national economic recovery starting from MSMEs, because in theory the economy will not be able to recover if we do not restore MSMEs first. Restoring MSMEs is the most appropriate strategic step to help restore the welfare of the Indonesian people. The government realizes that restoring MSMEs can be done with various programs. The government issued a policy to encourage MSMEs to be able to grow again [1], [7].

MSMEs that can have a positive impact on the Indonesian economy must continue to have the spirit to continue to build business solidarity in the community. The government seeks to make MSMEs the backbone of the national economy. Therefore, the Government pays great attention to the existence of these MSMEs [1], [8].

There are many obstacles faced by MSMEs so that the increase in MSMEs has not been able to be realized optimally as expected. One of the obstacles faced by MSMEs is that they do not yet have their MSME business permits. It is difficult for them to take care of their business license because it requires money in its management, while they must still be able to have money for their family [3], [9].

A business license is an important thing for MSMEs, because a business license is a form of state recognition of the existence of a business. This business license will later be used to collaborate in capital ownership or increase capital with various parties, such as banks. This can help improve the economic welfare of MSMEs for both families and help stabilize the country's economy [10]. The government continues to encourage MSMEs to be able to progress and develop to be more advanced, because this will become the fundamentals of the Indonesian economy as a basis for seizing opportunities for future economic growth [8].

In addition, MSMEs also need to master the right marketing in the current digital era. Business competition is getting tougher when business people make optimal use of technology. This is a challenge for MSMEs, especially MSMEs in North Tanjung Duren Urban Village whose owners are mostly women. Mothers, who are also the majority as household financial managers, need special briefing on business records, so they don't get mixed up with household financial records. It is deemed necessary to introduce an accounting software that can help them record their business finances.

Krida Wacana Christian University (UKRIDA) as one of the universities located in the Special Capital Region of Jakarta, has an important role in applying the Tridharma of Higher Education. Higher education as the world of

education is obliged to carry out the responsibility to implement by applying the knowledge of the lecturers according to their expertise by making it manifest through an activity that is useful and beneficial to the community so that it fulfills one of the tridharma of Higher Education. Ukrida students were also involved in this activity. The Faculty of Economics and Business (FEB) UKRIDA in collaboration with the Faculty of Engineering and Computer Science (FECS) UKRIDA has carried out the initial stage of a series of community service service plans for Micro, Small and Medium Enterprises located in the North Tanjung Duren area. As FEB UKRIDA who is competent in the fields of business science, management, and accounting, as well as FECS which has the ability in the field of technology, will design a community service activity, namely in the form of socialization of the importance of business licensing for MSMEs, marketing strategies in online media, and using accounting software. As a university where one of the requirements and demands of Higher Education (DIKTI), FEB UKRIDA and FECS UKRIDA choose subjects to be partners in receiving community service services, namely MSMEs located in the area around the UKRIDA campus.

We hope that through this activity, UKRIDA as a tertiary institution that takes part in the world of education has participated in realizing one of the Government's hopes in an effort to invite MSMEs as part of Indonesian society, namely towards Indonesia "BANGKIT".

2. METHOD

The implementation of the initial stage of the community service plan goes through the following stages:

Meeting with the Village Head

The UKRIDA lecturer made an appointment with the Urban Village Administration Section by coming directly to the Urban Village office to convey the intent and purpose of realizing the plan that was conveyed some time ago with the Urban Village head.



Figure 1. The meeting of the community service team and the village head (Mr. Iskandar) some time ago conveyed the purpose of the community service team planning to hold community service activities for MSMEs entering the post-pandemic

The Secretary of the North Tanjung Duren Urban Village welcomes the arrival of the Community Service Team who conveyed the intentions and plans that have been conveyed previously, will realize and ask for the support of the North Tanjung Duren Urban Village head, to provide directions and instructions that the UKRIDA Community Service Team can do in the field.



Figure 2. Meeting of the Community Service Team with the Secretary of the North Tanjung Duren Urban Village (Mrs. Icha) to convey the goals and objectives of the Community Service Team to carry out the previous plan to be realized

Meeting with the North Tanjung Duren Urban Village Team

The North Tanjung Duren Urban Village team welcomed the intent and purpose of the plan. The North Tanjung Duren Urban Village team came to visit UKRIDA to convey the time and plan for implementation in the field, and technical administrative procedures.



Figure 3. Meeting of the Community Service Team with the North Tanjung Duren Urban Village team (Mrs. Icha and MSME Coordinator) in the FEB UKRIDA Meeting Room, discussing the planned series of activities to be carried out

Schedule of activities

Table 1. Schedule of Activities

No	Activities	Time	Note
1	Introduction	9.00-9.15	MC
2	Opening Speech from North Tanjung Duren Urban Village	9.15-9.30	Mr. Iskandar
3	Opening Speech from UKRIDA	9.30-9.45	Community Service Team Representative
4	Socialization of the importance of business licensing and online marketing	9.45-10.45	Community Service Team
5	Training on the Use of Accounting Software for MSMEs	10.45-11.45	Community Service Team
6	Discussion & question	11.45-12.00	Community Service Team
7	Closing	12.00-12.15	MC

3. RESULT AND DISCUSSION

Implementation of Activities

The activity has been carried out in September 2022, located in North Tanjung Duren Urban Village. The UKRIDA Community Service Team prepared banners to be used in the implementation of activities and prepared training materials. The municipality prepares a meeting room.



Figure 4. Banner for the implementation of community service activities

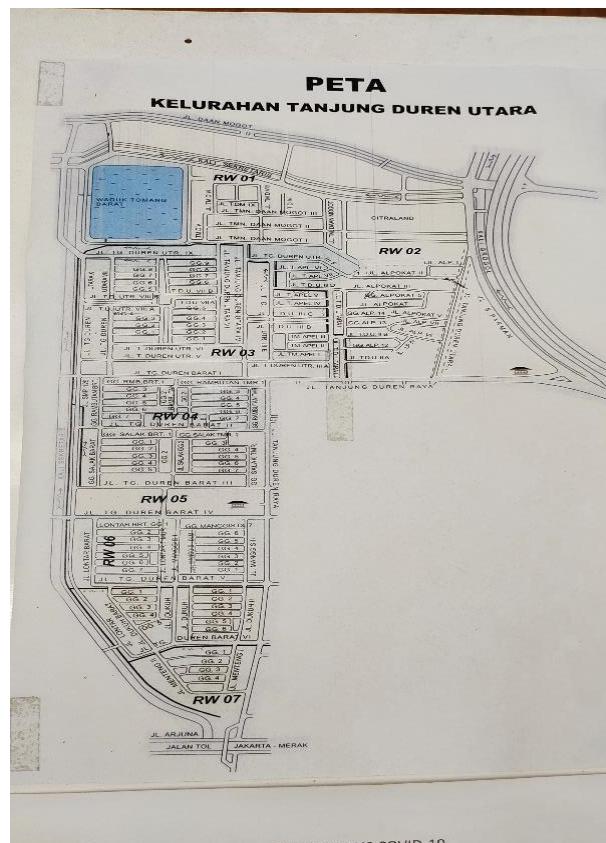


Figure 5. Location of North Tanjung Duren Urban Village

The North Tanjung Duren Urban Village head determines the MSMEs that will be participants in community service services. From the results of the selection conducted by the urban village head, there were 30 participants who attended this counseling event. The requirements for MSMEs that will obtain business permits are as follows:

- a. MSMEs already have a minimum of 2-3 employees or employees.
- b. MSMEs have been running their business for at least 1 year.
- c. The product produced by MSMEs is a unique product.
- d. Committed to running their business well and willing to cooperate in the future with UKRIDA.

The location of subjects who are partners of the Community Service Team of FEB and FECS UKRIDA can be seen in the following picture:



Figure 6. Map of Locations of Subjects who are Partners of the UKRIDA Community Service Team

Materials presented to MSME participants

Referring to the suggestion and suggestion of the North Tanjung Duren Urban Village head, the material to be delivered is (1) the importance of managing a business license, (2) marketing methods through digital media, and (3) the use of accounting software for business records.

The UKRIDA Community Service Team prepared a series of information on business license management instructions prepared by the UKRIDA FECS Team. Participants were given an understanding of the importance of establishing a business entity. Online marketing materials, consisting of 2 parts. The first part is the stage to prepare the requirements for registering the product on the e-commerce website and the second part is the technique/how to make good and attractive product photos.

The use of accounting software introduced is the Accurate Lite software [11] which is easily accessible via gadgets. This software has several menus including recording sales transactions, purchases, recording costs, product stock, customer data, cash and bank, as well as financial reports. This software also displays the balance of sales receivables and payables that will be due, making it easier for business owners to control their cash flow.

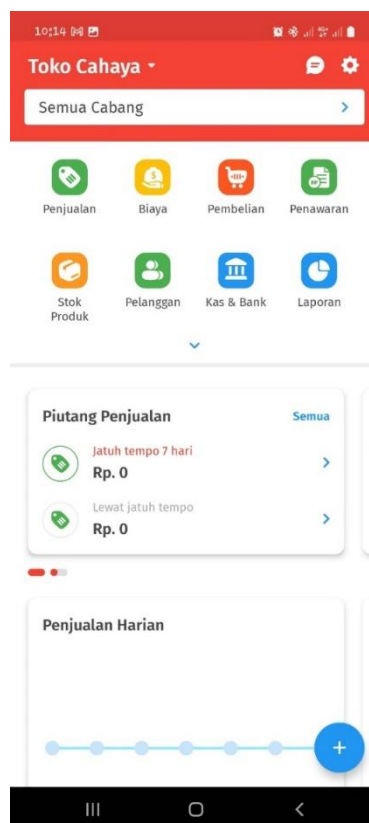


Figure 7. Display of Accurate Lite Software



Figure 8. Marketing materials counseling



Figure 9. Counseling on accounting software materials



Figure 10. Photo with participants

4. CONCLUSION

North Tanjung Duren Urban Village head (Mr. Iskandar) gave a good response to the implementation of community service activities organized by the UKRIDA Community Service Team. From the results obtained through the participant satisfaction questionnaire, it also gave a good score because the participants felt that they got a lot of knowledge they needed to develop their MSMEs, namely the importance of managing business licenses, how to use digital media marketing techniques, and how to use accounting software for recording business finance.

With the implementation of community service activities for MSMEs, it is hoped that UKRIDA has contributed to the participation in advancing MSMEs as an effort to help the Government in the Community Movement towards Indonesia “BANGKIT”.

This community service activity is beneficial for the development of education, especially in the field of marketing and the use of accounting software.

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