



## BASIC FINANCIAL TRAINING FOR SMEs ACTORS IN RUMAH HASANAH COMMUNITY BANDUNG

Aldi Akbar<sup>1\*</sup>, Putu Nina Madiawati<sup>2</sup>, Sherly Artadita<sup>3</sup>

<sup>1</sup>Program Studi Administrasi Bisnis, Fakultas Ekonomi dan Bisnis, Universitas Telkom Bandung,  
Email: [aldiakb@telkomuniversity.ac.id](mailto:aldiakb@telkomuniversity.ac.id)

<sup>2</sup>Program Studi Administrasi Bisnis, Fakultas Ekonomi dan Bisnis, Universitas Telkom Bandung,,  
Email : [pninamad@telkomuniversity.ac.id](mailto:pninamad@telkomuniversity.ac.id)

<sup>3</sup>Program Studi Administrasi Bisnis, Fakultas Ekonomi dan Bisnis, Universitas Telkom Bandung,,  
Email : [sherlyartadita@telkomuniversity.ac.id](mailto:sherlyartadita@telkomuniversity.ac.id)

\*email Koresponden: [aldiakb@telkomuniversity.ac.id](mailto:aldiakb@telkomuniversity.ac.id)

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### Abstract

Financial management training for small and medium enterprises is very relevant in overcoming the challenges faced by new business owners, especially in the Rumah Hasanah community as the target community. With a focus on financial management, this training aims to provide an in-depth understanding of how to build a new business in terms of financial management so that the business can run effectively. This activity considers the limited resources often faced by new businesses, such as limited budgets and lack of experience in financial administration issues. To overcome this gap, this accounting training uses an Android platform-based application, namely the SME Accounting Application from developer Wiinfeel. Thus, SMEs can get updated financial accounting knowledge as well as improve the skills of recording financial transactions so that their digital financial literacy level increases. The results of this training received a very positive response from the participants because they could gain new understanding and experience related to basic financial concepts and effective financial management techniques. And as much as possible they want similar activities to be carried out on an ongoing basis in the future.

**Keywords :** Financial management, MSMEs, Digital accounting training

### 1. INTRIDUCTION

Basic Financial Training for Micro, Small and Medium Enterprises (MSMEs) in Rumah Hasanah Bandung is a strategic initiative in supporting local economic growth. The training was designed to provide an in-depth understanding of effective financial management to MSME players, especially those under the auspices of Rumah Hasanah.

In this context, the training is expected to increase the capacity and capability of business actors to better manage their business finances, so as to encourage business sustainability and growth in the future.

The background of this training is based on the awareness of the importance of financial literacy for MSMEs. Many MSMEs still face challenges in managing their business finances, such as disorganized financial records, lack of understanding of the importance of separating personal and business finances, and lack of access to relevant financial information. In this situation, mistakes in



financial management can have a significant impact on business sustainability, especially in the face of increasingly fierce competition in this era of globalization.

Rumah Hasanah, located in Margahayu Raya - Bandung, is a gathering place for mothers / women and their families who want to jointly achieve the pleasure of Allah SWT and always do good deeds. The vision of Rumah Hasanah is “To be a person *khairunnas* *anfauhum linnas* to be the most beneficial person for others (family)”, with the mission of “making all family members always want to continue to learn and teach every knowledge that has been obtained and practiced in Rumah Hasanah”.

This training will involve resource persons who are experienced in the field of finance and MSME development, so that the material presented will be relevant and applicable to the participants. By using an interactive and practical approach, participants will be invited to not only understand the theory, but also practice directly in simulations that resemble the real conditions they face in their daily business. This is expected to help participants to more easily apply the knowledge gained after the training ends.

Furthermore, this training is also expected to create a network between MSME players in the Rumah Hasanah neighborhood. By exchanging experiences and strategies, participants can learn from each other and strengthen the MSME community in the area. This is an important step towards creating a more solid and collaborative business ecosystem, which will ultimately provide greater benefits for its members.

Through this, it is hoped that MSME players in the Rumah Hasanah neighborhood can improve their skills in managing business finances more professionally and efficiently. Thus, they can not only maintain the continuity of their business, but also contribute significantly to the regional economy. This training is also expected to be a milestone for further development of MSME capacity building programs in the future.

## 2. RESEARCH METHOD

The training will be interactive, combining elements of lectures, group discussions, case studies, and simulations. Participants will be actively involved in the learning process, gaining in-depth understanding through the exchange of ideas, as well as practicing concepts through applicable exercises.

The details of the training materials are as follows: (i) Cash Flow Preparation (basic concepts of cash flow, cash flow preparation techniques, application of cash flow in daily financial monitoring, case studies of cash flow preparation for new businesses); (ii) Capital Structure Planning (Definition of capital structure, effective capital structure planning strategies, the relationship between capital structure and business sustainability, capital structure planning simulations for certain business scenarios); (iii) Cost of Goods Determination (basic concepts of cost of goods, commonly used cost of goods determination methods, calculation of cost of goods for new business products/services, group discussion of cost of goods adjustment based on business variables); (iv) Preparation of Simple Financial Statements (Types of financial statements, introduction to software or tools for making financial statements, making simple financial statements for new businesses, evaluation and interpretation of financial statements).

By combining these materials, participants are expected to develop the financial management skills necessary to ensure the success of their new business. Each session will provide in-depth understanding through active interaction and practical application, allowing participants to immediately apply the concepts learned in their business context.

## 3. RESULT AND DISCUSSION

### Result

The financial accounting training for MSMEs took place on Thursday, May 15, 2025 at the Telkom University Faculty of Economics and Business classroom from 08.00 - 12.00 WIB with 20



participants attending. Before the training, the participants were given a pre-test related to accounting and finance. The pre-test results showed that the majority of participants still lacked understanding, especially those related to recording and preparing financial reports.

Therefore, at the beginning of the session, a brief understanding was given in the form of financial accounting terms, basic concepts, and the accounting cycle until it becomes a financial report in the form of profit and loss and balance sheet. The target community was very enthusiastic when this initial material was given because it became a new experience and knowledge for them. This is not surprising because the participants have been more focused on the development and sustainability of their businesses. So that administrative matters, especially those related to finance, are only recorded in the form of simple notes. When additional business capital is needed from bank or non-bank financial institutions, these records become less accountable and the chances of getting micro-credit become smaller.



Figure 1. Providing basic material on financial accounting for MSMEs

In this initial session, there was a discussion between the presenters and participants and even a sharing session between participants regarding their experience in enforcing financial records in each business environment they run. From here it was revealed that they really needed this training so that their records could become tidier bookkeeping in business administration. If the bookkeeping is neat, it will be easier for them to monitor and evaluate the business processes they have been working on, especially when faced with investment decisions in the coming period.



After the presentation of the basic concepts, participants were then introduced to financial accounting applications specifically for MSMEs. The use of the application is nothing more than so that their assets, namely their smartphones, can be more useful in supporting their businesses. In addition,



The use of MSME financial applications is also a demand for MSMEs in the Rumah Hasanah community to go digital ready. The application used in this training is the UKM Accounting version

Figure 2. Homepage view of the accounting application of SME Wiinfeel ©

5.7.4 released by Wiinfeel as a software developer.

In this second training session, participants were more enthusiastic because the material was in the form of practice recording business transactions using the application. And the simulations given were as similar as possible to the daily business transactions that they usually experience. The initial stages of this practical material are (i) Introduction to the characteristics of the application; (ii) Introduction and use of account codes; (iii) Simulation of business transactions; (iv) Preparation of financial reports.



Figure 3. The flow of making financial reports based on SME Accounting application Wiinfeel®



In order to improve their understanding and skills in understanding, recording, bookkeeping, and preparing financial statements, in the third session a task was given in the form of a case study of a service company transaction (laundry business). Discussions between participants were intertwined in such a way as to solve the case study given and not infrequently when matching the results of financial statements, there were discrepancies in the results between participants. Of course this is an interesting experience for them and provides important learning that accuracy, simplification of transactions, and consistency are important factors for the realization of orderly financial administration..



Figure 4. Discussion atmosphere discussing case studies of MSME financial accounting transactions

## Discussion

Financial accounting training for MSME players is very necessary, especially by utilizing applications that can be adopted on their smartphones. This action certainly encourages MSME players to always innovate and keep up with the latest technological developments, the hope is of course that it can help the Government program so that MSMEs go digital.

The potential that can be obtained from the participation of MSME actors in this activity includes: (i) Increased knowledge and expertise (Da Silva et al., 2024); (ii) Individual economic empowerment for MSMEs (Timur, 2023); (iii) Facilitation of small and medium enterprise ecosystem growth (Cavallo et al., 2021); (iv) Strengthening the individual capacity of MSME actors (Sari & Kusumawati, 2022).

This training activity is of course a real form of systematic support for MSME players to be well literated in terms of understanding aspects of recording business transactions. The solution in question is: (i) Collaborative Approach (Anggie & Werdyaningsih, 2024): Actively involving target communities in the planning, implementation, and evaluation of empowerment programs, so that they feel ownership and responsibility for the success of the program; (ii) Improved Training Affordability and Resources (Sutrisno et al., 2023): ensure that all members of the target community have equal opportunities to access the necessary training and resources. This can be done by organizing free or affordable training, as well as facilitating access to capital and equipment needed to start a business; (iii) Providing Technical Support and Assistance (Kumar & Nanda, 2023): Provide technical assistance and support to trainees in efficient financial management. This assistance may take the form of individual consultation sessions, group coaching, or access to experienced financial consultants; (iv) Establishment of Connections and Cooperation (Lubis & Effendi, 2023) : Encourage collaboration between trainees and others in the community, such as local financial institutions, suppliers and potential customers. By collaborating, they can support each other and strengthen each other's efforts; (v) Empowerment of Women and Vulnerable Groups (Yudiasuti & Pratikto, 2021): Pay special attention to the empowerment of women and vulnerable groups in the target communities, including organizing specialized training, providing access to business capital, and providing social support to help them overcome barriers; (vi) Increased Capacity of Local Institutions (Hasyim & Bakri, 2025) : Strengthen the





capacity of local institutions, such as local governments, nongovernmental organizations, and educational institutions, to support community empowerment programs. This aims to ensure the sustainability of the program and provide ongoing support for the target communities; (vii) Regular Monitoring and Evaluation (Chand & Mohan, 2025): Conduct regular monitoring and evaluation of the implementation of the empowerment program, so that problems that arise and solutions needed to improve the effectiveness of the program can be identified.; (viii) Partnership and Network Development (Junaidi et al., 2023): Build partnerships with various parties, including non-governmental organizations, the private sector, and educational institutions, to support the implementation of empowerment programs. By working together, diverse resources and experiences can be combined to achieve better results.

Dyahrini & Wiludjeng (2020) in their publication shows that at a macro level, the number of Indonesian MSME players shows a positive growth trend over time, including in the city of Bandung. In terms of digital finance and accounting adoption, less than 20% of Indonesian MSMEs use digital bookkeeping (Bank Indonesia, 2022) and most of them still rely on manual recording in the form of (physical books / Excel) due to the lack of understanding of technology (Otoritas Jasa Keuangan, 2023). In terms of the digital divide, MSMEs in rural areas, especially outside Java, are more left behind due to infrastructure problems in the form of limited devices, constrained internet access and minimal education. (Tambunan, 2018). When this condition is compared with MSMEs in other ASEAN countries, there is certainly a wide gap. The highest adoption rate is held by Singapore, where more than 80% of their MSMEs use accounting software (Xero, QuickBooks) due to government support and advanced digital infrastructure (Erh, 2023). Malaysia integrates Fintech & MSMEs using the BookDoc app, StoreHub is popular among their MSMEs and 65% of their MSMEs have used digital bookkeeping (Tajudeen et al., 2025). Thailand and Vietnam are experiencing rapid growth in MSME digital adoption with 50% of Thai MSMEs using local apps such as FlowAccount (Simapivapan, 2018), while Vietnam adopted MISA, KiotViet so that it was able to increase rapidly and was driven by fintech startup investment (Pham & Hampel-Milagrosa, 2022). In Philippines, only 30% of MSMEs are digital accounting literate (Angeles, 2022) at least still above Indonesia. This shows the pattern that Indonesian MSMEs are still below the ASEAN average in terms of financial digitization adoption. For this reason, continuous efforts are needed to help Indonesian MSMEs to be able to grow and develop by utilizing technological developments based on digital platforms so that this gap can be further reduced in the future period.

#### 4. CONCLUSION

Financial accounting training by utilizing an application-based platform among Rumah Hasanah MSMEs has a positive impact on participants because it can improve financial literacy both conceptually and especially practically. This can be seen from the enthusiasm and level of satisfaction after the training. It is realized that there is a gap in financial literacy related to financial administration reporting in their business environment. It is important that orderly financial administration is applied because in addition to being disciplined in recording every transaction that occurs, it also makes it easier to analyze their business opportunities and prospects in the future. For this reason, periodic training in the form of mentoring, upgrading knowledge and skills is absolutely necessary so that later the digital gap at the level of MSME actors will decrease.

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