

Assistance in the Management of the Digital Business of Sambal Ikan MSMEs Through the Warung Cashier Application in an Effort to Increase Sales Turnover

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Abstract—Assisting in the business management of Micro, Small, and Medium Enterprises (MSMEs) is a crucial effort in increasing the competitiveness and sustainability of their business. One of the innovations in this assistance is through the use of the stall cashier application. The cashier warung application is an application designed to help MSMEs manage their business operations more efficiently and effectively.

This study aims to evaluate the use of the stall cashier application for the management of the fish sambel MSME business in increasing its sales turnover. MSMEs often face challenges in stock management, transaction recording, and accurate financial reporting. The approach used in this study is a case study on fish sambel MSMEs in Paiton Village. During a period of six months, business actors are given training and assistance in the use of the stall cashier application

The results of the study show that the use of the stall cashier application has several significant benefits for MSMEs. First, this application makes it easier to record and report financially, so that MSME actors can better monitor their cash flow and business performance. Second, the inventory management features in the stall cashier application help MSMEs in managing the stock of goods and raw materials in a more organized manner, so that they can reduce the risk of shortage or excess stock. Third, this application provides a digital marketing module that allows MSMEs to expand their market reach through various online platforms.

The results of the study show that this application plays a significant role in facilitating the process of recording transactions, stock management, and preparing financial statements. Improved operational efficiency and data accuracy contribute directly to increased sales turnover. In addition, business actors feel more helped in managing their business as a whole, because the warung cashier application provides easy access to real-time and structured information. The conclusion of this study is that the use of digital technology such as the stall cashier application is able to improve the business performance of MSMEs, especially in the aspect of more efficient management and increased sales turnover. The implementation of this technology has a significant positive impact on business growth and competitiveness in the market

Keywords— MSMEs; Application; Increased Turnover

1 Introduction

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the Indonesian economy. The contribution of MSMEs to the Gross Domestic

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Product (GDP) reaches more than 60%, and plays a role in creating jobs for millions of workers.[1] One type of MSME that has great potential is the food processing business, including typical culinary products such as fish sauce. This product has a distinctive taste and is liked by the Indonesian people, so it has wide market opportunities at the local and national levels.[2]

However, despite having great potential, Sambel Ikan MSMEs are often faced with various challenges, especially in terms of operational and financial management. Many MSME actors still rely on manual methods in recording transactions, managing stock of goods, and making financial reports. This causes various obstacles, including:

1. Inaccuracies in Financial Records: Errors in recording transactions can lead to inaccurate financial analysis.[3]
2. Ineffective Stock Management: Difficulties in monitoring stock often result in excess or shortage of inventory, which has an impact on service quality and customer satisfaction.[4]
3. Difficulties in Business Performance Analysis: With manual methods, it is difficult for MSMEs to analyze business performance, such as knowing the best-selling products or peak sales periods.[5]

To overcome these challenges, the application of digital technology, such as the stall cashier application, is one of the relevant solutions. This application is specifically designed to help MSMEs manage transactions, monitor stocks, and produce more accurate and transparent financial reports.[6] The use of this application allows MSME actors to:

1. Monitor sales transactions in real-time.
2. Manage stock more effectively and efficiently.
3. Create more accurate and accessible financial reports.

In this context, Sambel Ikan MSMEs in Paiton Village are one of the partners who receive assistance in the implementation of the stall cashier application. This assistance aims to improve operational efficiency, stock management accuracy, and encourage an increase in sales turnover through the application of integrated digital technology.[7]

This research focuses on the application of the stall cashier application as part of efforts to manage digital business in Sambel Ikan MSMEs in Paiton Village. Through this approach, it is hoped that an overview of the impact of the application application on business management efficiency, increased productivity, and business competitiveness in an increasingly competitive market can be obtained.

2 Method

This study uses a case study approach that focuses on Sambel Ikan MSMEs in Paiton Village. The case study was chosen to provide a deep understanding of the implementation of the stall cashier application in MSME business management.[8] This approach allows for an in-depth analysis of the dynamics that occur in the application implementation process as well as their impact on operational efficiency and increased sales turnover.[9]

a. Identify Needs

This stage aims to understand the initial condition of Sambel Ikan MSMEs, including the challenges faced in operational and financial aspects. The steps taken include:

- 1) Direct Observation: Observing daily activities in MSME operations, such as the process of recording transactions, stock management, and preparing financial statements
- 2) In-Depth Interviews: Conducted with MSME owners and employees to identify key issues in financial and operational management
- 3) Problem Analysis: Identifying the gap between existing practices and ideal practices in managing MSMEs using digital technology. [9]

b. Program Design

Based on the results of the need identification, the next step is to design a mentoring program that is in accordance with the conditions and needs of Sambel Ikan MSMEs. These stages include:

- 1) Selection of Warung Cashier Application: Applications are selected based on features relevant to the needs of MSMEs, such as transaction recording, stock management, and preparation of financial statements.[10]
- 2) Training Module Adjustment: The training module is designed to make it easier for MSME actors to understand and use the application effectively.[3]
- 3) Application Usage Simulation: Prior to implementation, simulations are conducted to ensure a good understanding of the application's functionality.

c. Program Implementation

Implementation is carried out through a participatory approach, where MSME owners and employees are actively involved in each stage. Implementation steps include:

- 1) Application Installation: The stall cashier application is installed on the device owned by MSMEs.[4]
- 2) Intensive Training: Business actors are provided with hands-on training related to important features in the application, such as:
 - (a) Real-time stock management.
 - (b) Digital transaction recording.
 - (c) Automated financial report generation.

- 3) Field Mentoring: The research team provides hands-on guidance during the implementation period to ensure the application is used effectively.
- d. Monitoring and Evaluation
This stage aims to assess the effectiveness of the implementation of the stall cashier application in the management of Sambel Ikan MSMEs. Activities carried out include:
 - 1) Application Report Analysis: The transaction, stock, and financial report data generated by the application are evaluated to see the progress of the business.[5]
 - 2) Advanced Interview: Conducted to understand the user experience and challenges faced during the implementation process.[6]
 - 3) Feedback Session: The companion team held a discussion session to evaluate and improve the application usage process.
- e. Reporting and Dissemination
The final stage in this research method is to prepare a report on the results of the assistance and disseminate the results of the research to related parties. The steps taken include:
 - 1) Final Report Preparation: The report is prepared by including implementation results, challenges, and practical recommendations for other MSMEs.[2]
 - 2) Dissemination of Research Results: Research results are conveyed through seminars, journal publications, or socialization activities to other MSME actors.
 - 3) Strategic Recommendations: Practical recommendations are compiled based on research results to encourage the adoption of similar technologies in other MSMEs.[11]

3 Findings And Discussion

3.1 Finding

The Findings section focuses on presenting data from research results obtained from observations, interviews, and data analysis related to the application of the stall cashier application in Sambel Ikan MSMEs in Paiton Village. These results are presented objectively in the form of descriptive and numerical data processed during the implementation period.

- a. Improved Financial Reporting Accuracy
 - 1) Before using the application, the recording of financial transactions was done manually, causing recording errors quite frequently.
 - 2) After the implementation of the stall cashier application, recording errors were reduced by 90%.
 - 3) The preparation of daily and monthly financial reports has become faster and more systematic.
- b. Enhanced Inventory Management
 - 1) Before the implementation of the application, there are often shortages and overstocks that are not well controlled.

- 2) With the stall cashier application, stock monitoring is carried out in real-time and automatic notifications help avoid stock shortages.
- 3) The risk of stock shortages is reduced by up to 70%.
- c. Increased Operational Efficiency
 - 1) The time-consuming manual process of recording transactions has now been replaced by automatic recording in the app.
 - 2) The reduction in time spent recording transactions reached 60%.
 - 3) The focus of business owners has shifted to product development and marketing strategies.
- d. Sales Turnover Growth
 - 1) Improving operational efficiency and recording accuracy has an impact on increasing sales turnover.
 - 2) Sales turnover increased by 25% in the six months since the implementation of the app.
- e. Implementation Challenges
 - 1) Low Digital Literacy Level: Most business actors are not used to using digital technology.
 - 2) Technical Support Needs: The use of the application requires ongoing technical support to overcome operational constraints.

3.2 Discussion

The Discussion section aims to interpret the findings, explain the relationship between the results and previous theories or research, and analyze the implications of the results obtained.

- a. Improved Financial Reporting Accuracy

The improvement in accuracy in financial reports after the implementation of the stall cashier application shows the effectiveness of technology in overcoming manual recording errors. The real-time recording system ensures that transaction data is recorded accurately and transparently, thus assisting business owners in compiling reliable financial reports. This finding is in line with research conducted by Atina et al. (2022), which states that digitization in recording transactions reduces the risk of human *error* and improves the accuracy of financial statements.
- b. Improved Stock Management

More effective stock management with real-time features allows Sambel Ikan MSME owners to better control the availability of raw materials and finished products. Automatic notifications prevent stock shortages during peak sales periods. These results are consistent with research by Khairani & Pratiwi (2018), which found that digital stock management systems help reduce the risk of stock shortages and overstocks, thereby improving supply chain efficiency.
- c. Increased Operational Efficiency

Automation in transaction recording and report generation reduces the time required for administrative activities. This gives business owners more time to focus on developing a better business strategy. Research by Sudarsi et al. (2022) also shows that the adoption of digital systems in business operations increases productivity and reduces administrative burden on MSMEs.

d. Sales Turnover Growth

The increase in turnover by 25% in six months shows that the warung cashier application not only simplifies operational management but also contributes directly to the increase in business revenue. Data accuracy and management efficiency allow for more effective marketing planning. These results are supported by research by Sari et al. (2022), which shows a positive correlation between the application of digital technology in financial management and the increase in MSME income.

e. Implementation Challenges

Despite the many benefits, challenges in implementation remain, such as low digital literacy and the need for ongoing technical assistance. This is an obstacle in the maximum utilization of the stall cashier application feature. In line with Nurasyiah & Fadli's (2023) research, the low digital literacy among MSME actors is still the main challenge in the application of new technology. Therefore, continuous training is the key to the successful implementation of digital technology in the MSME sector.

4 Conclusion

This service concluded that the application of the stall cashier application to Sambel Ikan MSMEs in Paiton Village has a significant impact in improving operational efficiency, stock management accuracy, and financial report transparency. With an automated transaction recording system and integrated stock management features, MSME actors can reduce human error, monitor stock in real-time, and prepare financial reports more accurately and systematically. The results of the study also showed an increase in sales turnover of 25% in six months after the implementation of the application.

Despite the many benefits obtained, this study also found several challenges in the implementation of the application, such as low digital literacy among MSME actors and the need for continuous technical assistance. Therefore, support in the form of regular training, periodic evaluations, and consistent technical assistance is an important factor to ensure long-term success in the application of this technology.

The practical implications of this devotion are as follows:

1. Continuous Training: Training programs that focus on improving digital skills should be conducted periodically.
2. Technical Assistance: Easily accessible technical support should be provided to ensure the continued use of the app.
3. Regular Evaluation: Regular monitoring and evaluation are necessary to ensure that the application is used optimally and provides maximum benefits.

Meanwhile, this service contributes to providing practical guidance for MSMEs in adopting digital technology to improve operational efficiency and sales performance. The results of this study are also expected to be a reference for similar mentoring programs in other MSME sectors.

Recommendations for Further Research are:

1. Analyze the impact of the long-term implementation of the stall cashier application on the sustainability of MSME businesses.
2. Exploring the most effective strategies in increasing digital literacy among MSME actors.
3. Examine the adaptability of similar technologies in different MSME sectors.

It is hoped that the results of this research can be a reference for Sambel Ikan MSME actors and other MSME sectors to be more open in adopting digital technology as part of their business management strategy. Thus, MSMEs can increase competitiveness, expand the market, and contribute more to local and national economic growth. This research is also expected to encourage related parties, such as the government, educational institutions, and community organizations, to continue to support the digitization of MSMEs as part of a technology-based economic empowerment strategy.

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