

Marketing and Finance Management Training for Micro Small and Medium Enterprises Instructions for Sleman Creative House

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Abstract. The purpose of this community service is to give members of Micro, Small and Medium Businesses (MSMEs) under the Sleman Creative House an introduction to management. The Sleman Regency Industry and Trade Office established the Sleman Creative House as a platform to help Micro, Small, and Medium-Sized Businesses (MSMEs) in the Sleman region. PPM tasks are completed online through Zoom. 44 participants make up the targeted audiences, who are Micro, Small and Medium-Sized Businesses (MSMEs) under the Sleman Creative House. The activity was conducted by first delivering the content, then having a group discussion about the challenges the training participants encountered running their businesses. Financial management, social media-based digital marketing management, and turnover mastery are covered in the management introduction. The pre-test, process evaluation, and post-training using the post-test provide evidence of the success of the implementation of MSME training. PPM activities went off without a hitch. The program was enthusiastically followed by the participants throughout. The introduction of marketing and financial management is anticipated to be able to enhance the skills of Micro, Small and Medium Businesses (MSMEs) under the Sleman Creative House, which have a variety of companies including catering, batik, souvenirs, tourist transportation, and homestays.

Keywords: Marketing Management, Financial Management, Micro, Small and Medium Enterprises, Sleman Creative House

1 Introduction

Sleman Regency is one of the many regencies that make up the Special Region of Yogyakarta. The pondoh salak fruit is thought to have originated in Sleman. Indeed, this region serves as the administrative hub for a number of Yogyakarta universities. As a result, Sleman has good potential for business and industry. The income and welfare of nearby communities may rise as a result.

MSMEs (micro, small, and medium-sized businesses) play a crucial and strategic role in both regional and national economic growth. The fact that MSMEs were able to withstand the recent financial crisis is evidence that the MSME sector is a rather resilient business sector. The food and beverage sector in Indonesia has seen MSMEs grow at an increasing rate. Business development in the food and beverage industry has grown significantly during the last few years. Berry[1] contends that there are three factors that have recently influenced emerging nations' views on the significance of micro- and small-business existence, namely:

- a. Micro and small firms typically perform better in terms of generating a productive workforce.
- b. Micro and small businesses frequently boost productivity through investment and technology advancement as part of their dynamics.
- c. It's a common misconception that tiny and micro enterprises are more flexible than larger ones.

The Sleman Regency Industry and Trade Office offers a platform for providing guidance for Micro, Small, and Medium Businesses in the growth of industry and commerce in Sleman (MSMEs). Sleman Creative Home is the name of the container. Sleman Creative House not only advises Micro, Small and Medium Businesses (MSMEs), but also trains them and meets their needs as developers of Micro, Small and Medium Enterprises (MSMEs) through consultation and support. The primary prerequisite for joining Rumah Creative Sleman is that the production of an IKM (Small and Medium Industrial) firm must be situated in the Sleman region and be a direct product, not wholesale. You can register first, and curating will be handled by the teacher, if Micro, Small and Medium Businesses (MSMEs) that have joined the Sleman Creative House want their products displayed at the Sleman Upakarti Gallery, which is located on Floor 1 of the Disperindag Building.

The difficulties the Sleman Creative House has in offering advice, instruction, and facilities, one of which is connected to money and marketing. As a result, Yogyakarta State University's Management Department offered a program for community service called "Financial Management and Marketing of Micro, Small, and Medium Businesses (MSMEs) under the leadership of Sleman Creative House."

The following issues can be found based on the description and situation analysis description:

- a. MSMEs who receive assistance from the Sleman Creative House nevertheless require financial management training.
- b. MSMEs that receive assistance from the Sleman Creative House nevertheless require training in marketing management

Based on the description above, it can be formulated that the problem in this PPM is how to improve financial management and marketing of Micro, Small and Medium Enterprises (MSMEs) assisted by Rumah Kreatif Sleman?

2 Literature Review

2.1 Business Micro Small And Intermediate

Micro, Small and Medium Enterprises (MSMEs) have different definitions. However, in accordance with Law number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs)[6] explains the general provisions, as follows:

- a. Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in this Law
- b. Micro Enterprises are productive economic enterprises that stand alone, which are carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part either directly or indirectly of Micro Enterprises or Large Enterprises that meet the criteria of a Micro Enterprise. Micro as referred to in this law
- c. Medium Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly with Small Businesses or Large Businesses with total net worth or annual sales proceeds as stipulated in this Law.

According to Hafsah (2004) development is an effort made by the government, the business world, and the community through the provision of guidance and strengthening assistance to grow and improve the ability of small businesses to become strong and independent businesses.

2.2 Financial Management

According to Wahjono[7], management is a collection of planning and action procedures that combines science and art. organizing, exposing, and leadership, together with constraint on the use of resources and organization accessible to accomplish goal which has been set to be good for humans. Home in Visible (2010) defines management finance as all actions taken to acquire, fund, and manage assets with certain overarching objectives. According to Hartati[3], the entire process is carried out to maximize the company's value while minimizing expenditures. This includes both the use and allocation of funds. Hartati[3] asserts that the first job of management finance is efforts to raise money (get money) for profitable investment decisions. (2) Fund-allocation activities. These activities are designed to control how money is used for business operations. Financial efficiency and effectiveness are only achieved through objective management of finances. Maximizing inputs and outputs is a sign of effective management finance.

2.3 MSME Financial Management

According to Memmul Husnan[4], financial management is the organizing of financial activity in an organization. Management Finance is concerned with business planning, financial management, and activities. and manage financial activity. Financial management is carried out to fund small businesses, manage cash flow, and establish the necessity for further expansion. The need for financial reports from internal companies as a means of performance evaluation, to aid in decision-making, as a requirement for submitting credit to banks or creditors, as opposed to external as a means of company accountability to candidates or investors/creditors, or accountability to the general public.

2.4 Marketing Strategy

Marketing prowess is frequently essential for financial success. If there is not enough demand for a company's goods and services to make a profit, then finance, operations, accounting, and other business tasks are useless. To turn a profit, income is required. Creating, communicating, delivering, and trading offerings that have value for consumers, clients, partners, and society at large, according to the American Marketing Association (AMA), is marketing. Marketing also refers to a system of institutions and activities that support this definition. Hence, marketing is a management process that recognizes, foresees, and delivers what customers want effectively and profitably, according to the UK's Chartered Institute of Marketing.

Marketers are people or groups that are looking to get a reaction from other people, such as their attention, money, support, or vote. Every marketer has a variety of objectives he wants to fulfill, including survival, monetary objectives (sales and profits), strategic objectives (market share, business foundation, business experience, business networking, etc.), social objectives (such as community welfare, public services, resolving social issues), ecological objectives (environmental awareness, environmental conservation), and others.

2.5 Digital Marketing

Digital marketing is the promotion of goods and services through digital technology or online media. The characteristics of digital include its interactivity and quick reactions. According to Morrisan[5], there are many reasons for businesses to conduct their operations digitally:

- a. Able to reach a global audience.
- b. Capable of engaging in interactive communication at a low cost.
- c. May connect with specific target customers.
- d. Information changes, such as pricing modifications or other information, are easier to communicate.
- e. Enhancing client service due to access being available every day of the week, round-the-clock.
- f. Get instant consumer input.
- g. It is an alternative channel of distribution.
- h. Give brand information a cost- and time-effective distribution.

According to Chaffey[2], using digital marketing with internet assistance can offer the following strategic business advantages:

- a. *Global dissemination*
Meaning: Email, chat, social media marketing, and other digital marketing initiatives have made the deployment of information scale faster, less expensive, and simpler. This provides an advantage strategy deep company increases savings and efficiency communication globally, and is capable of reaching, selling, and developing service markets for foreign consumers.
- b. *interactions*
Meaning: Discussion boards or chat rooms, interactive forms for orders, feedback, and technical help, e-mail for answer requests, and other online commenting options are all available. feedback from customer service representatives offers various possibilities to demonstrate the company's concern for its clients. feedback that is quick and efficient to the consumer. Hence, digital marketing aids companies in fostering customer loyalty..
- c. *Customization*
It means: possible to provide information and services in accordance with each customer's needs, automation is used. Information can be accessed and spread via a network of servers, according on the wearer's needs..
- d. *Collaboration*
streamlines data access, hardware, and software are all present on the network. This can improve collaboration across groups, teams, and business partners to fulfill the function of business plan company.
- e. *Electronics commerce*
Internet links businesses and customers. And the seller to allow businesses to market, purchase, sell, and support items and services through electronic means on the Internet..
- f. *Integration*
Businesses that operate online combine outside activities with internal business operations in some way. Thus, the benefits of Internet technology for the organization come from both internal and external innovation in processes.

3 Implementation Methods

3.1 Problem Solving Framework

A proper grasp of MSME management is needed in order to help the local community boost its economic output and competitiveness, which is the issue brought up in this community service activity for MSMEs owners under the Sleman Creative House. As a result, a framework for problem solutions is suggested, specifically the application of the following work processes in community service:

- a. Set the number of participants training that is all members group MSMEs Sleman Creative House.
- b. All participant collected in in ZOOM For maintenance training, which will implemented by *online* in time one day.
- c. Give material through lecture, question and answer, And discussion which includes:
 - 1) Material 1 : understanding draft finance simple.
 - 2) Material 2 : understanding marketing concept digital through social media.
 - 3) Material 3 : understanding draft *Omsel mastery*

3.2 Linkage

The management of UMKM under the Sleman Creative House, the UNY Faculty of Economics Management department and its implementing team, and all of the institutions of the Faculty of Economics at Yogyakarta State University are technically collaborating on this community service project.

In order to increase the competency of the Sleman Creative Homes Assisted MSME community, the Community Service Institute, Faculty of Economics, UNY, is supported by qualified and experienced human resources who are professionals in their fields as well as by a complete and sufficient infrastructure. The Community Service Institute, Faculty of Economics, UNY, is concerned with the following issues regarding its infrastructure, facilities, and human resources:

- a. Own room class For training theory.
- b. Own asset HR that is lecturer Which professional And experienced.
- c. Own room laboratory For practice.

The ability and determination to obtain advice on MSME management, including financial management, marketing strategy, and digital marketing in order to enhance MSME quality and competitiveness, is the potential possessed by the UMKM community under the Creative House of Sleman.

It is hoped that this sort of cooperation will exhibit synergism that is extremely strategic and positive between institution College Tall with MSMEs Sleman Creative House based on numerous key factors in each party involved in this training activity.

3.3 Target Audience

All Sleman Creative House Fostered UMKM members are the service's intended audience. In order to improve the MSMEs' quality and boost their competitiveness in the future, reasonable and strategic considerations were taken into account when choosing and setting the training's objectives. By enhancing the quality of MSME to be able to compete, this service activity serves as a type of community development to help people comprehend the idea of MSME management, which includes financial management, marketing strategy, and digital marketing. When considering resources, the community has the potential to be an important resource for the growth of MSMEs.

3.4 Activity Method

The method used for this activity is enrichment in the Sleman Creative House's management of UMKM. The community is educated on how to handle MSMEs effectively so that they can raise the standard of MSMEs while boosting their level of competitiveness. The training phases that will be carried out are as follows:

- a. Stage Preparation
Stage preparation Which done includes:
 - 1) Surveys.
 - 2) stabilization And determination location And target.
 - 3) Preparation material/ material training, Which includes: module For activity training.
- b. Stage Implementation Training
Stage implementation training This includes:

- 1) Exposure about how to make report finance simple.
 - 2) Exposure about marketing digital through social media For perpetrator businessMSMEs.
 - 3) Exposure about turnover mastery for support MSMEs.
- c. Method Training

For carry out activity the, used a number of method training, that is:

- 1) Lecture method
Lecture method was chosen to provide an explanation of the conceptmanagement finance, marketing strategy, And digital marketing.
- 2) Method Ask Answer
Method ask answer needed in training This For know levelunderstanding trainees and For evaluate activities.
- 3) Method Simulation
Method simulation needed For give understanding Which deepabout training materials And For measure results training Which given.

3.4 Evaluation Design

Both during the process and after the service is completed, activities are evaluated with regard to their effectiveness in accomplishing the service's objectives as well as their implementation. Debriefing and observation are used to evaluate the process and outcome (completion of training objectives). The evaluation of the post-training process serves as a gauge of how well MSME training was implemented.

Starting with the signing of the employment contract, 5 (five) months must be set aside for the implementation of this training activity. Details of various operational activities are displayed in Table 1 below.

Table 1. Timetable Work

No	Activity	Month to-			
		1-3	4-7	8	9
1	Preparation	X			
2	Surveys beginning stabilization program	X			
4	stabilization module managementfinance, strategy marketing, And marketing digital.		X		
5.	Implementation training: <u>Explanation</u> a. Management b. Function management. c. Draft management finance,strategy marketing, And marketing digital		X		
6.	Making report			X	
7.	Seminar results activity				X
8.	Revision report				X
9.	Report duplication				X
10.	Delivery report				X

4 Results of Implementation of Ppm Activities and Discussion

4.1 Results of Activity Implementation

The Micro, Small, and Medium-Sized Businesses (MSMEs) Financial Management and Marketing Training Events, sponsored by Rumah Kreatif Sleman, were successful on Wednesday, June 30, 2021. With ZOOM, this exercise is done online. The first presentation of the subject, on financial management, concentrates on how to create straightforward financial reports. The presentation of the next content, which discusses how to make the most of Instagram Business's features in order to help the implementation of marketing strategies, is then made. The next piece, titled Turnover Mastery, which concentrates more on money management techniques to increase turnover, is then presented. The summary of the activities' implementation is shown in table 3 below for additional information.

Table 2. Rundown Program Training

O'clock	Program	Material	pic
08.00-08.30	Registration Participant		Committee
08.30-08.40	Opening Program	Opening program	MC
08.40-08.45	Sing a song Indonesia Raya		MC
08.45-08.50	Prayer		MC
08.50-09.00	Chairman's welcome Workshops		Agung Utama, SE, Msi (Chairman PPM Workshops KuPasdan Training Head of Department Management FE UNY)
09.00-09.10	Chief's Speech Ministry of Industry and Trade Sleman	Welcome at once opening "Peel Training (Finance and Marketing)"	dr. RR. Mae Rusmi S.MT
09.10-09.20	Pre-test		Committee
09.20-10.20	Session I	Planning Finance	Winarno, SE, M.Sc
10.20-10.25	Rest		MC
10.25-11.25	Session II	Marketing Through Media Social	Rullyana Puspitaningrum M, S.Pd., MM
11.25-11.30	Rest		MC
11.30-12.30	Session III	Oh <i>mset mastery</i>	Fera Nofartika, S.Gz., MPH owner Elhurriyah
12.30-12.40	Post-test		Committee
12.40-13.00	Closing		MC

The audience members actively listened and participated in the presentation by asking questions about the presented information that they had run into in the field and participating in discussion and question-and-answer sessions. Participants in the course generally asked questions about:

- a. How to be consistent in making financial reports?
- b. How to record finances/financial planning, what needs to be recorded?
- c. How to switch to business social media, how to close, and how to create interesting content from social media, especially Instagram?
- d. Which social media ads are more effective?
- e. What is the strategy to increase the amount of turnover / income per month?

Overall, the training's implementation went successfully, and the participants' reception was positive and enthusiastic. It is envisaged that the participants' understanding of management in business development will grow as a result of this training, making their companies better qualified to satisfy customers with their goods and services. In a corporation, customer pleasure is crucial. Customers who are happy with their purchases will come back or tell others about the goods or services they used. The seller's income will be impacted, which will ultimately increase his welfare.

4.2 Discussion of Activity Implementation Results

The following elements make up the outcomes of the PPM Training on Financial Management and Marketing for Micro, Small and Medium Companies (MSMEs) sponsored by Sleman Creative House:

- a. Achievement of PPM activity goals
- b. Achievement of the material provided
- c. The ability of participants in mastering the material
- d. The enthusiasm of the participants in continuing the training on another day

The participants' understanding of business management in relation to financial management and marketing management is good, and participants can apply it in several case studies through joint discussions after the presentation of each piece of information, demonstrating the success of PPM activities. Also, the effectiveness

of the offered information is fairly strong, as evidenced by the training participants' comprehension levels and the presence of exercises including questions and answers.

The conclusion that the participants reached after each presentation of the material and their capacity for information sharing with one another in order to solve business management-related problems demonstrate that the participants' capacity for mastering the material was deemed sufficient at that point. Overall, the PPM activities were carried out to the participants' satisfaction because they matched their needs for operating their business. The participants are hoping that ongoing initiatives like this would improve their knowledge, comprehension, and capacity so they can better support the performance of their businesses.

5 Conclusion and Suggestion

5.1 Conclusion

The Financial Management and Marketing Training Activities for Micro, Small and Medium Enterprises (MSMEs) assisted by the Sleman Creative House were carried out successfully and according to the plan, encountered no significant obstacles during the implementation process, and the participants' acceptance was also very good and enthusiastic. This is evident from the participants' high level of comprehension, their able ability to solve issues relating to business management, as well as their active participation in asking questions and providing answers throughout training exercises. Financial management and marketing management training exercises are available.

5.2 Suggestions

The following recommendations can be made based on the evaluation of the actions that have been done:

- a. According on the participants' interests and needs, this activity may be maintained using more sophisticated materials, which would result in a longer implementation period and higher participation expenses.
- b. The requirement for additional actions, such as those involving apps for financial management and marketing management.

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