

Vol. 3 NO. 1 2024

P-ISSN: 2964-4917

E-ISSN: 2985-8755

IMPACTS:
International Journal
of Empowerment
and Community Services

Ngerti, Ngrasa, Nglakoni





HOME / Editorial Team

Editorial Team

EDITOR IN CHIEF

Eko Yulianto, Departement of Management, Universitas Sarjanawiyata Tamansiswa, Indonesia

MANAGING EDITORS

Umi Wahidah, Departement of Accounting, Universitas Sarjanawiyata Tamansiswa, Indonesia

Ignatius Soni Kurniawan, Departement of Management, Universitas Sarjanawiyata Tamansiswa, Indonesia

ASSOCIATE EDITORS

Suddin Bin Ladda, (SCOPUS ID: [53877773300](#)) Universiti Malaysia Sabah, Malaysia

Suyanto, Departement of Accounting, Universitas Sarjanawiyata Tamansiswa, Indonesia)

Chukwuka Bethel Anucha, (SCOPUS ID: [57218427583](#)) Karadeniz Technical University, Trabzon, Turkey

Fitra Roman Cahaya, (Scopus ID: [55096931300](#)) Essex Business School, University of Essex, United Kingdom

Somchai Watcharapunyawong, (Scopus ID: [55537901500](#)) Thepsatri Rajabhat University, Thailand

REVIEWERS

Rozaidy Mahadi, (Scopus ID: [55371110800](#)) Departement of Accounting, Universiti Malaysia Sabah, Malaysia

Thao Quoc Tran, (Scopus ID: 57201731410) Ho Chi Minh City University of Technology, Vietnam

Yanyin Zhang, (Scopus ID: [7601307711](#)) The Australian National University, Australia

Ariff Azly Muhamed, (Scopus ID: [56644636800](#)), Faculty of Business and Management, Universiti Teknologi Mara, Malaysia

Mohd Sabrun bin Ibrahim, (Scopus ID: [57579392000](#)), Faculty of Economics and Business, Universiti Malaysia Sarawak, Malaysia

Irwan Trinugroho, Department of Management, Universitas Sebelas Maret, Indonesia

Yavida Nurim, Departement of Management, Universitas Janabadra Yogyakarta, Indonesia

Indrian Supheni, Departement of Accounting, STIE Nganjuk, Indonesia

Nung Harjanto, Politeknik YKPN, Indonesia

Antonius Singgih Setiawan, Departement of Accounting, Universitas Katolik Musi Charitas, Indonesia

Muinah Fadhilah, Departement of Management, Universitas Sarjanawiyata Tamansiswa, Indonesia

Ida Bagus Nyoman Udayana, (Scopus ID: [57209536338](#)) Departement of Management, Universitas Sarjanawiyata Tamansiswa, Indonesia

Didik Subiyanto, (Scopus ID: [57200383250](#)) Departement of Management, Universitas Sarjanawiyata Tamansiswa, Indonesia

Sri Hermuningsih, (Scopus ID: [57219901971](#)) Departement of Management, Universitas Sarjanawiyata Tamansiswa, Indonesia

Syamsul Hadi, (Scopus: 57217770889) Departement of Management, Universitas Sarjanawiyata Tamansiswa, Indonesia



Focus and Scope

This journal publication aims to disseminate conceptual thoughts or ideas and problem solving that has been implemented in the field of community service.

IMPACTS contains various service activities in dealing with and managing various potentials, obstacles, challenges and problems that exist in society, including:

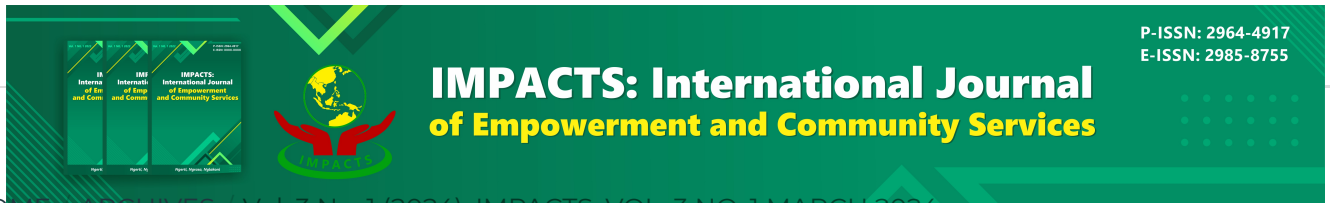
1. Community Service: Community, Local Food Security, Training, Assistance, Appropriate Technology, Design;
2. Community Empowerment, Social Access;
3. Student's Community Service;
4. Education for Sustainable Development.



QUICK MENU

Editorial Team

Reviewer



HOME / ARCHIVES / Vol. 3 No. 1 (2024): IMPACTS: VOL. 3 NO. 1 MARCH 2024

Vol. 3 No. 1 (2024): IMPACTS: VOL. 3 NO. 1 MARCH 2024



IMPACTS: International Journal of Empowerment and Community Services, Faculty of Economics, Universitas Sarjanawiyata Tamansiswa (UST) Yogyakarta Indonesia has been published since 2022. This journal is published regularly in September and March. In each journal publication period, contains 7-9 articles. This journal aims to publish the results of thoughts and ideas achieved in community service. We hope that this journal can be a means to increase the interest of the people, improve the quality of community service in various fields and be able to provide benefits to the wider community.

DOI: <https://doi.org/10.30738/impacts.v3i1>

PUBLISHED: 2024-03-14

ARTICLES

Implementation of Good Governance E-Filing and Strengthening Soft-Skill Characters for Japanese Kenshushei Institutions at LPK Akihiro Semarang

Inayah Inayah (Politeknik Negeri Semarang, Indonesia)

Iwan Hermawan (Politeknik Negeri Semarang, Indonesia)

Gita Hindrawati (Politeknik Negeri Semarang, Indonesia)

Suharmanto Suharmanto (Politeknik Negeri Semarang, Indonesia)

Dika Vivi Widyanti (Politeknik Negeri Semarang, Indonesia)

Annisa Nur Aulia (Politeknik Negeri Semarang, Indonesia)



PDF

56-63

pdf downloads: 1

Abstract View : 17

DOI :

[10.30738/impacts.v3i1.16008](https://doi.org/10.30738/impacts.v3i1.16008)

Digital Marketing Training and Increasing Human Resource Management Motivation for Bangunjiwo Youth, Bantul Regency

Lusia Tria Hatmanti Hutami (Universitas Sarjanawiyata Tamansiswa, Indonesia)

Didik Subiyanto (Universitas Sarjanawiyata Tamansiswa, Indonesia)

Alfiatul Maulida (Universitas Sarjanawiyata Tamansiswa, Indonesia)

Banun Havifah Cahyo Khosiyono (Universitas Sarjanawiyata Tamansiswa, Indonesia)



PDF

64-70

pdf downloads: 2

Abstract View : 24

DOI :

[10.30738/impacts.v3i1.16940](https://doi.org/10.30738/impacts.v3i1.16940)

Financial Literacy Strategy to Increase De Thela MSME Income

Christina Heti Tri Rahmawati (Sanata Dharma University, Indonesia)

Rubiyatno (Sanata Dharma University, Indonesia)

Theodorus Sutadi (Sanata Dharma University, Indonesia)

Florentinus Nugro Hardianto (Sanata Dharma University, Indonesia)



PDF

71-76

pdf downloads: 2

Abstract View : 8

DOI :

[10.30738/impacts.v3i1.17141](https://doi.org/10.30738/impacts.v3i1.17141)

Introduction of Virtual Reality Technology for Education at Sekolah Kebangsaan Jalan Gurney (2), Kuala Lumpur

Audita Nuvriasari (Universitas Mercu Buana Yogyakarta, Indonesia)

Mohd Hafiz Faizal Mohamad Kamil (Malaysian Institute of Information Technology, Universiti Kuala Lumpur, Malaysia)

Mohammad Khairul Shaleh Md Asari (Malaysian Institute of Information Technology, Universiti Kuala Lumpur, Malaysia)

Mahfuzah Mohaidin (Malaysian Institute of Information Technology, Universiti Kuala Lumpur, Malaysia)

Bazilah Binti Hj. A. Talip (Malaysian Institute of Information Technology, Universiti Kuala Lumpur, Malaysia)

Rochmad Bayu Utomo (Faculty of Economics, Universitas Mercu Buana Yogyakarta, Indonesia)

Martinus Budiantara (Faculty of Economics, Universitas Mercu Buana Yogyakarta, Indonesia)

Tutut Dewi Astuti (Faculty of Economics, Universitas Mercu Buana Yogyakarta, Indonesia)



 PDF

 pdf downloads: 3

 Abstract View : 4

 DOI :

[10.30738/impacts.v3i1.17158](https://doi.org/10.30738/impacts.v3i1.17158)

Online Promotion, Packaging Innovation and Reseller Management at Hero Bakery

Audita Nuvriasari (Universitas Mercu Buana Yogyakarta, Indonesia)

Frisca Octavia (Management Study Program, Universitas Mercu Buana Yogyakarta, Indonesia)

Aditya Sunny (Management Study Program, Universitas Mercu Buana Yogyakarta, Indonesia)

Bayu Agung Widyanto (Management Study Program, Universitas Mercu Buana Yogyakarta, Indonesia)

Galih Wibowo (Management Study Program, Universitas Mercu Buana Yogyakarta, Indonesia)

Nandito Limor (Management Study Program, Universitas Mercu Buana Yogyakarta, Indonesia)

 Citations { ? }

85-94

 PDF

 pdf downloads: 2

 Abstract View : 1

 DOI :

[10.30738/impacts.v3i1.17164](https://doi.org/10.30738/impacts.v3i1.17164)



QUICK MENU

Editorial Team

Reviewer

Financial Literacy Strategy to Increase De Thela MSME Income

Christina Heti Tri Rahmawati^{1*}, Rubiyatno², Theodorus Sutadi³,
Florentinus Nugro Hardianto⁴

^{1,2,3}Department of Management, Faculty of Economics, Sanata Dharma University, Yogyakarta

⁴Department of Economics, Faculty of Economics, Sanata Dharma University, Yogyakarta

*christina.heti@usd.ac.id

Received: 15th March 2024/ Accepted: 27th March 2024/ Published online: 31th March 2024

ABSTRACT

Purpose - Micro, Small and Medium Enterprises (MSMEs) have an important role in the Indonesian economy because they contribute to the formation of Gross Domestic Product and the absorption of work energy. Therefore, strategies are needed that can be used to help develop MSME businesses. This service activity raises the problems faced by a coffee shop business called De Thela, where based on interviews with the owner of De Thela MSMEs, there are problems experienced by these MSMEs related to good financial management. The aim of this service activity is to provide assistance regarding the importance of financial management through financial literacy strategies, so that it can increase business income.

Methods – This activity was carried out using methods including problem identification, preparation, assistance, monitoring and evaluation of assistance to De Thela MSMEs.

Result and discussions – This community service activity provides results for De Thela MSMEs, namely (1) De Thela MSME owners have financial literacy regarding financial services products for investment, saving, borrowing and insurance; and (2) De Thela MSMEs are able to carry out financial management by keeping good financial records.

Conclusion – The implication of the results of this community service activity is that it is hoped that this assistance can increase financial literacy and manage business finances, so that ultimately it can increase the income of MSMEs and the sustainability of their businesses.

Keywords: *financial literacy, income, MSMEs*

INTRODUCTION

Cassava (*Manihot Utilisima*), also called cassava or cassava, grows in almost all regions of Indonesia. Figure 1 explains that cassava is a monoecious dicotyledonous plant that is grown for its starch so that it is suitable for the body to digest. This is because fresh cassava has a chemical composition consisting of water content of around 60%, starch 35%, crude fiber 2.5%, protein content 1%, fat content 0.5%, and ash content 1% so it is a source of carbohydrates and fiber. food (Bayata, 2019). Apart from that, the low fat and cholesterol in cassava coupled with the high fiber content makes cassava also good for consumption.



Figure 1. Cassava Plant
(Source: Rachman, 2022)

One of the processed cassava products produced by UMKM De Thela is crispy fried gethuk which is sold at a price of IDR12,000.00/pack. Apart from that, De Thela MSMEs also produce other processed products from cassava in the form of cassava sticks and sweet potato balls as shown in Figure 2. MSME De Thela is an MSME that operates in the field of producing frozen food produced from processed cassava. The location of De Thela MSMEs is in the Pucanganom Village area, Sumberagung Subdistrict, Moyudan District, Sleman Regency, Yogyakarta Special Region with the business owner named Yesy Purwatiningsih and was founded on September 10 2021. De Thela MSMEs utilize cassava as a natural potential. in the Pucanganom Village area to make various processed cassava products which have economic benefits.



Figure 2. UMKM De Thela Processed Cassava Products
(Source: Personal documentation, 2023)

MSMEs are a business sector that plays an important role in the Indonesian economy and plays a role in absorbing labor and distributing development results. The MSME sector makes a major contribution to 60% of Indonesia's Gross Domestic Product with labor absorption of more than 90% (Limanseto, 2023). However, according to Shahnewaz (2019) there are obstacles faced by MSMEs both related to financial and non-financial aspects which cause MSMEs to not be able to develop optimally. Some of the financial obstacles faced by MSMEs include (1) lack of compatibility between available funds that can be accessed by MSMEs, (2) lack of a systematic approach to funding MSMEs, (3) lack of access to formal sources of capital either due to the absence of banks in remote areas or inadequate information is not available, and (4) many

MSMEs are not yet bankable due to the absence of transparent financial management or lack of managerial and financial capabilities. Apart from that, several non-financial obstacles faced by MSMEs include (1) lack of knowledge of production technology due to lack of opportunities to follow technological developments and lack of education and training, (2) limited human resources (HR) due to lack of resources to develop human resources, and (3) lack of understanding of finance and accounting. Likewise, De Thela MSMEs have not been able to develop well. Based on observations, the obstacles faced by De Thela MSMEs are that business financial management is still simple. Good financial management and literacy for MSMEs is very important because it is the key to smooth company operations (Rahmawati, Rubiyatno & Sutadi, 2022). Based on the results of the 2022 National Survey of Financial Literacy and Inclusion conducted by the Financial Services Authority, it shows that the financial literacy index reached 49.68% and states that Indonesian society in general does not fully understand how to improve the quality of decision making and financial management to achieve prosperity (Rahmawati & Rivieda, 2023). The results of the Financial Services Authority survey provide the implication that financial literacy, especially for MSME players, needs to be improved. Apart from that, MSMEs generally pay less attention to their business financial bookkeeping activities and have difficulty knowing the calculation of business profits (Graña-Alvarez, Lopez-Valeiras, Loureiro & Coronado, 2024). Financial management of controlled cash flows in and out of company funds will show good company credibility (Rahmawati, Yulita, Sulistiyowati & Wardhani, 2023). Therefore, this community service activity provides assistance regarding the importance of financial management through financial literacy strategies so that it can increase business income.

METHOD

Based on the problems faced by De Thela MSMEs, they still do not understand good financial management, so that when the business has grown to a large size, many experience problems such as not being able to make loans to financial institutions for capital because they do not understand financial literacy. This is in line with the results of research by Rita & Utomo (2019) which shows that 74% of MSMEs do not have access to financing because financial literacy is not evenly distributed. Therefore, to avoid financial problems, financial literacy is an important need, especially for De Thela MSMEs. The assistance activities that the community service team carries out for De Thela MSMEs include providing assistance related to education regarding literacy and good financial management for De Thela MSME players, for example introducing financial service products such as investment, saving, borrowing and insurance. So it is hoped that this activity will contribute to increasing the income and sustainability of De Thela MSMEs. Apart from that, De Thela MSME players can also avoid investment activities in illegal financial instruments.

The stages of implementing this community service activity are carried out as follows: (1) identification of De Thela MSME problems which aims to find out the problems faced by De Thela MSME actors; (2) preparation of forms of assistance that are in accordance with the results of problem identification with the aim of ensuring that the assistance provided is appropriate and in accordance with the problems faced by De Thela MSMEs; (3) financial literacy and management assistance which aims to ensure that De Thela MSMEs can implement good financial management and have education regarding financial literacy so that problems previously experienced can be resolved; (4) monitoring and evaluating mentoring, namely looking at the

impact of mentoring on De Thela MSMEs, the aim of which is to see the impact of mentoring on De Thela MSMEs on the problems faced by De Thela MSME actors and knowing the extent to which mentoring has been successful in overcoming the problems faced.

RESULTS AND DISCUSSION

According to research results from Rita & Utomo (2019), 74% of MSMEs do not have access to financing because financial literacy is not evenly distributed. Therefore, to avoid financial problems, financial literacy is an important need, especially for De Thela MSMEs. The assistance activities that the community service team carries out for De Thela MSMEs include introducing financial service products such as investment, saving, borrowing and insurance. So it is hoped that this activity will contribute to increasing the income and sustainability of De Thela MSMEs. Apart from that, De Thela MSME players can also avoid investment activities in illegal financial instruments.

Apart from that, good financial management for MSMEs is very important because it is the key to the company's smooth operations (Kumari, Sharma & Adnan, 2024). This community service activity provides assistance related to financial management, namely in financial bookkeeping and compiling simple financial reports. Bookkeeping activities are an effort to document all transaction activities of receipts and expenditures of money which in turn can determine the financial condition of the business (Oppong, Atchulo, Akwaa-Sekyi, Grant & Kpegba (2023). So that with bookkeeping activities, MSMEs can find out how much their business is worth, the amount of debt, the amount of receivables and the total value of goods in stock are as shown in Figure 3. Therefore, with this assistance activity, it is hoped that De Thela MSME players can prepare simple financial reports such as profit and loss reports and cash flow so that business financial efficiency and effectiveness can be achieved.

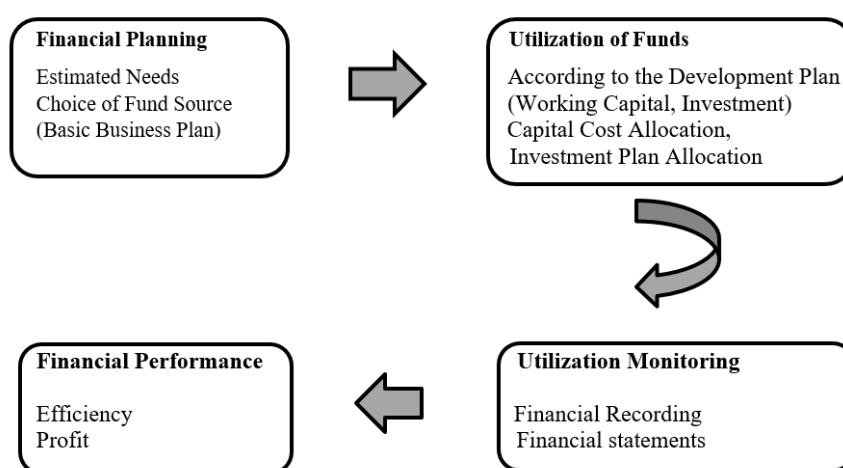


Figure 3. Business Financial Governance
 (Source: Leffel & Bracking, 2021)

CONCLUSION

The results of community service activities for De Thela MSMEs are that De Thela MSME owners have financial literacy regarding financial service products for investment, saving, borrowing and insurance, and De Thela MSMEs are able to carry out financial management by keeping good financial records. The implication of this community service activity is that it is hoped that this assistance will make it easier for De Thela MSMEs to develop their business and increase their income and business sustainability.

REFERENCES

- Bayata, A. (2019). Review on Nutritional Value of Cassava for Use as a Staple Food. *Science Journal of Analytical Chemistry*, 7(4), 83-91. <https://doi.org/10.11648/j.sjac.20190704.12>
- Graña-Alvarez, R., Lopez-Valeiras, E., Loureiro, M. G., & Coronado, F. (2024). Financial Literacy in SMEs: A Systematic Literature Review and A Framework for Further Inquiry. *Journal of Small Business Management*, 62(1), 331-380. <https://doi.org/10.1080/00472778.2022.2051176>
- Kumari, R., Sharma, V. C., & Adnan, M. (2024). Financial Literacy of Microentrepreneurs and its Effect on the Business Performance and Innovativeness: Empirical Evidence from India. *SEDME (Small Enterprises Development, Management & Extension Journal)*, 2(5), 10-22. <https://doi.org/10.1177/09708464241233025>
- Limanseto, H. (2023). "Dorong UMKM Naik Kelas dan Go Export, Pemerintah Siapkan Ekosistem Pembiayaan yang Terintegrasi". Retrieved from <https://www.ekon.go.id/publikasi/detail/5318/dorong-umkm-naik-kelas-dan-go-export-pemerintah-siapkan-ekosistem-pembiayaan-yang-terintegrasi#:~:text=Jakarta%2C%202024%20Agustus%202023&text=Sektor%20UMKM%20memberikan%20kontribusi%20terhadap,97%25%20dari%20total%20tenaga%20kerja>.
- Leffel, B., & Bracking, S. (2021). Climate Finance Governance: Fit to Purpose?. *Wiley Interdisciplinary Reviews*, 12(4), 20-35. <https://doi.org/10.1002/wcc.709>
- Oppong, C., Atchulo, A. S., Akwaa-Sekyi, E. K., Grant, D. D., & Kpegba, S. A. (2023). Financial Literacy, Investment and Personal Financial Management Nexus: Empirical Evidence on Private Sector Employees. *Cogent Business & Management*, 10(2), 20-35. <https://doi.org/10.1080/23311975.2023.2229106>
- Rachman, S. (2022). "Perkembangbiakan Tanaman Singkong dan Cara Menanamnya". Retrieved from <https://wartanionline.com/perkembangbiakan-tanaman-singkong-dan-cara-menanamnya>, accessed February 29, 2024.
- Rahmawati, C. H. T., Rubiyatno, & Sutadi, T. (2022). Efforts to Increase Coffee Store Business Income through Financial Literature during the Covid-19 Pandemic. *Semanggi: Jurnal Pengabdian kepada Masyarakat*, 1(02), 74-83. <https://doi.org/10.38156/sjpm.v1i02.131>
- Rahmawati, C. H. T., Rubiyatno, Sutadi, T., & Hardianto, F. N. (2023). The Maximization of Digital Marketing and Business Legality in the Development of De Thela MSME in the New Normal Era. *IMPACTS: International Journal of Empowerment and Community Services*, 2(1), 14-20. <https://doi.org/10.30738/impacts.v2i1.13674>
- Rahmawati, C. H. T., & Rivieda, D. U. B. (2023). *Bank dan Lembaga Keuangan Lain*. Yogyakarta: Sanata Dharma University Press.
- Rahmawati, C. H. T., Yulita, I. K., Sulistiyowati, F., & Wardhani, A. M. N. (2023). Empowerment of Karang Taruna in the Kali Gajah Wong Tourism Village through Increasing Literacy and

Financial Inclusion. *IMPACTS: International Journal of Empowerment and Community Services*, 2(2), 25-32. <https://doi.org/10.30738/impacts.v2i2.15968>

Rita, M. R., & Utomo, M. N. (2019). An Entrepreneurial Finance Study: MSME Performance Based on Entrepreneurial and Financial Dimensions. *Jurnal Keuangan dan Perbankan*, 23(2), 217-234. <https://doi.org/10.26905/jkdp.v23i2.3076>

Shahnewaz, S. T. (2019). Current Scenario of SME Sector in Bangladesh: Performance, Problems, and Prospects. *Canadian Journal of Researcher's Society*, 09(01), 1-19. <http://canadianrc.org/journals/wp-content/uploads/2019/11/2019090109.pdf>

ICI World of Journals / **IMPACTS**

← Back

IMPACTS



English title: IMPACTS
 ISSN: 2964-4917 (print), 2985-8755 (online)
 DOI: 10.30738/impacts
 Website: <https://jurnal.ustjogja.ac.id/index.php/IMPACTS>
 Publisher: Fakultas Ekonomi Universitas Sarjanawiyata
 Tamansiswa
 Country: ID
 Language of publication: **EN**

Non-indexed in the ICI Journals Master List 2022

Not reported for evaluation

Archival ratings >

MSHE points: n/d

Archival ratings >

Deposited publications: **0** > Full text: 0% | Abstract: 0% | Keywords: 0% | References: 0%

Issues and contents

Please contact with: