



THE IMPLEMENTATION OF FINANCIAL MANAGEMENT ASSISTANCE TO IMPROVE THE FINANCIAL MANAGEMENT ABILITY OF BUDI RAHAYU FEMALE FARMERS GROUP (KWT)

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ABSTRACT

Financial management is an important factor in a business. Budi Rahayu KWT as the initiator of ideas and the pioneer of egg roll producers whose products has been being recognized as a typical snack of Cepu Sub-district must be able to manage its finance due to the tightness of egg roll producers in Cepu Sub-district, Blora Regency. Financial management is defined as an option for financial administration that is very potential for the financial management of Budi Rahayu KWT members who produce egg roll with "Ngudi Roso" brand. To socialize the financial management though financial administration as an alternative to funds usage and fundraising for "Ngudi Roso" egg roll, the community service team of Economics Faculty (FE) of Unnes held financial management mentoring activities for the members of Budi Rahayu KWT who actively produce "Ngudi Roso" egg roll. This business unit was chosen because based on the results of observations and interviews, it was found that so far there were still a few producers of egg roll in Cepu Sub-district carried out financial management. Even if there are several producers who have carried out financial management, the management practices were carried out using manual records. Therefore, financial management assistance was expected to enable the members of Budi Rahayu KWT to carry out effective financial management.

Manajemen Keuangan merupakan salah satu faktor penting dalam sebuah bisnis. KWT Budi Rahayu sebagai pencetus ide dan pioneer produsen egg roll hingga saat ini dapat menjadi produk yang diakui sebagai camilan khas Cepu, harus mampu mengelola keuangan di tengah semakin ketatnya kompetisi produsen egg roll di Kecamatan Cepu Kabupaten Blora. Manajemen Keuangan dinilai sebagai pilihan pengelolaan keuangan yang sangat potensial untuk pengaturan kegiatan keuangan bagi anggota KWT Budi Rahayu yang memproduksi egg roll dengan merk "Ngudi Roso". Dalam rangka mensosialisasikan Manajemen Keuangan melalui pengelolaan keuangan sebagai salah satu alternatif menggunakan dana dan mencari pendanaan egg roll "Ngudi Roso", tim pengabdian kepada masyarakat FE Unnes mengadakan kegiatan pendampingan pengelolaan keuangan untuk anggota KWT Budi Rahayu yang aktif memproduksi egg roll "Ngudi Roso". Unit usaha ini dipilih karena berdasarkan hasil observasi dan wawancara ditemukan bahwa selama ini masih sedikit produsen egg roll di Kecamatan Cepu yang melakukan pengelolaan keuangan. Kalaupun ada beberapa produsen yang telah melakukan pengelolaan keuangan, praktik pengelolaan keuangan yang dilakukan menggunakan catatan manual. Pendampingan pengelolaan keuangan diharapkan anggota KWT Budi Rahayu mampu melakukan manajemen keuangan yang efektif.

INTRODUCTION

Ngroto is one of 17 villages in Cepu Sub-district, Blora Regency, East Java Province. Ngroto region is not too wide compared to other villages in Cepu Sub-district. This village is located in 137.2 hectares area with a population of 3,419 people lived in 19 Neighborhood (RT). Prior to its development as egg roll producers, most of Ngroto Village worked as farmers. However, since 2006 Ngroto Village has been well known as a center for egg roll production, which is currently an icon of Blora Regency typical snack, especially in Cepu Sub-district.

The development of egg roll producers in Ngroto Village started in 2004 when Ngroto Village Family Welfare Programme (PKK) joined women's skills training in Wonojati, Malang. This training turned out to be a training in food processing from non-rice and non-wheat basic ingredients. One of which was egg roll training with basic ingredients of pumpkin (Cucurbita). The results of the training were then transferred to all PKK members in Ngroto Village by conducting socialization to *dasa wisma* (a group of women coming from 10 households) group and integrated health service post cadres. The training of egg roll making with pumpkin as the basic ingredient run for three months in some of PKK cadres. The production kept going on after the training, particularly when any of villagers has an event.

The high demand from consumers makes Ngroto village PKK members initiatively coordinate egg roll production through a special container. After a negotiation, they established Budi Rahayu Female Farmers Group (KWT) in 2006 that is official and has legal entities by the issuance of Ngroto Urban Village Head Decree No. 02 year 2006 on the Inauguration of the Budi Rahayu Female Farmers Group (KWT) in Ngroto Village, Cepu Sub-district, Blora Regency on January 15, 2006.

Up to now, Budi Rahayu KWT has had 20 groups that actively produce egg roll. Each group generally consists of 5-10 people. The finished products were then deposited with Budi Rahayu KWT and then packaged and marketed under the supervision of the Village Investment Committee (KID).

The existence of the eggroll industry in Ngroto Village has many benefits felt by the people of Ngroto Village in particular and the people of Blora Regency in general. Based on the results of a study by Rahayu, Riptanti, and Qonita (2015) the pumpkin egg roll made by Budi Rahayu KWT is able to provide added value to raw ingredients of pumpkin and labors. The results of this study indicate that eggroll products have been able to increase the level of the economy of the population of the Ngroto village. In addition, egg roll products have succeeded in becoming one of the iconic snacks of Blora Regency which is able to become one of the attractions of this regency.

In 2011, Budi Rahayu KWT received a prize in form of fund from *Nata Desa* (ND) of the World Bank amounted to 1 billion rupiah and 400 million of them were used for building training buildings (MMSM, 2013). This KWT also continues to diversify its products

so that the egg roll product that initially had only one flavor, pumpkin, currently has almost 20 flavors, such as: melon, strawberry, sesame, cheese, durian, jackfruit, pineapple, chocolate, green beans, pandanus, guava, milk, banana, cassava, vanilla and young coconut (Jatimiko, 2016).

Behind the successes and various achievements achieved by Budi Rahayu KWT, there are several problems faced by this group. Along with the growing popularity of egg roll products as a typical snack in Cepu Sub-district, there are many problems in financial management. Competition in determining selling prices has increased. This KWT needs to innovate in financial management in an effort to improve the currently owned financial management.

So far, most of the egg roll producers, including Budi Rahayu KWT members, managed their finances manually. They recorded their selling results manually using simple notes. Therefore, there is a need for financial management for this matter. In addition, financial management is the management of financial activities (Husnan, 2002). The functions of this management are related to the activities of planning, analysis and financial activities control. The aim of this management is to maximize company value. The company value is the price that the prospective buyer is willing to pay if the company is sold. So far, Budi Rahayu KWT with its Ngudi Roso egg roll products can survive and develop to a wide scope. However, its financial management still needs to be improved if they want to survive in the middle of the egg roll producer competition that begins to develop and expand its existing market.

The problem faced by Budi Rahayu KWT with Ngudi Roso egg roll product was the ineffective financial management. Financial management is an administrative action related to the activities of budget planning, saving, using, recording, and monitoring of the entry and exit of money. Organization funds. The management can be done by anyone from the smallest level in form of individuals, households, groups, companies, until state. To manage the finance, there is need for good financial management ability. This managerial ability is particularly important for women (Nafik et al., 2015).

Some Budi Rahayu KWT members have tried to do financial management manually. However, according to the results of observation, there found some weaknesses, namely they sometimes forgot the results of sales that have not been recorded, and took the money for personal purposes (private). As a result, the sales record, and the amount of money were often different. Hence, financial management assistance was needed by Budi Rahayu KWT in order to improve the financial management for all its members.

The role of financial management in current business advances is important because there appeared other competitive competitors of egg roll producers other than Budi Rahayu KWT. Consequently, Budi Rahayu KWT should have higher values if they wanted to excel in the competition on the egg roll market. One way to maintain the position on the egg roll market is to improve financial management.

The formulation of the problems compiled for community service activities are:

How is the implementation of financial management assistance to improve the financial management of Budi Rahayu KWT?

METHOD

Several approach methods were used to resolve priority issues in understanding the members of Budi Rahayu KWT regarding financial management. The methods are described as follows:

- a) Identification of the extent of knowledge of the members of Budi Rahayu KWT regarding financial management
- b) Socialization of the importance of financial management in running a business
- c) Provision of financial management training
- d) Provision of assistance and observation of financial management practices
- e) Provision of feedbacks

RESULTS AND DISCUSSION

Prior to carrying out the service, the team conducted a coordination and list checking Budi Rahayu Female Farmers Group (KWT) members in Ngroto Village, and the person in charge of activities to take part in the overall training so that the participants were able to understand “the implementation of financial management training to improve the financial management ability of Budi Rahayu Female Farmers Group (KWT)”



Figure 1. The Speakers provide additional answers for the questions from the participants

The service activity was held on Friday, August 23, 2017 at 09.00 WIB at the Ngroto Village Hall, Cepu Sub-district, Blora Regency. This activity was attended by 19 members of Budi Rahayu KWT who actively played a role in Budi Rahayu KWT in Ngroto Village, Cepu Sub-district, Blora Regency. Each participant obtained material about financial management. During the service, the speakers explained about financial management to improve financial management.

The following is details of changes in the conditions of service partners, namely the village officials before and after the service program carried out by the Community Service team of FE Unnes.

The participants in community service activities in Ngroto Village, Cepu Sub-district, Blora Regency ad-

mitted that they were greatly helped and gained insight into financial management after participating in the service activities held by FE Unnes service team.



Figure 2. The speaker delivers marketing strategies via social media



Figure 3. The participants attentively listen to speakers' explanation

Thus, the objective of this activity has been achieved, capable of adding knowledge about financial management for Budi Rahayu KWT in Ngroto Village, Cepu Sub-district, Blora Regency.

No.	Elements	Pre service	Post service
1.	Knowledge about financial management	The activity partners had no knowledge about financial management	The activity partners possess knowledge about financial management
2.	The provision of financial management training	The activity partners never / only a few carried out financial management	All activity partners are able to do financial management
3.	Financial management practice	The activity partners have never done financial management	The activity partners do financial management practiced taught in the training

CONCLUSIONS AND SUGGESTIONS

Based on the results of evaluation of a community service activity entitled “The Implementation of Financial Management Assistance to Improve the Financial Management Ability of Budi Rahayu Female Farmers Group (KWT)”, it can be concluded that this service activity is able to gain insight into Budi Rahayu Female Farmers Group (KWT) in Ngorot Village, Cepu Sub-district, Blora Regency regarding the implementation of administration management to improve the ability of financial management. Further, this service activity is able to train the skills of Budi Rahayu Female Farmers Group (KWT) in Ngorot Village, Cepu Sub-district, Blora Regency in management administration.

According to the results of evaluation of a community service activity entitled “The Implementation of Financial Management Assistance to Improve the Financial Management Ability of Budi Rahayu Female Farmers Group (KWT)”, the researchers suggest that there should be a periodic mentoring for Budi Rahayu Female Farmers Group (KWT) in Ngorot Village, Cepu Sub-district, Blora Regency in financial management. For more, follow up services by using financial management application are recommended in order to have far more easier process.

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