



KAKEIBO: A JAPANESE FAMILY FINANCIAL MANAGEMENT TO CREATE AN ENTREPRENEURIAL FAMILY

¹ Arum Pujiastuti, ² Gilang Kharisma Putra, ³ Shofiatul Mila

^{1,2,3} Universitas Selamat Sri

ARTICLE INFO

Article History:

Received March 29, 2023

Accepted June 07, 2023

Available June 30, 2023

Keywords:

Financial Management,
Entrepreneur,
Family Welfare,
Community Development

ABSTRACT

The community service activities carried out in fulfilling the Tridharma of Higher Education focused on training in family financial management in Sidorejo Village, Brangsong District, Kendal Regency, with female participants who are members of the PKK. This activity was carried out to improve community welfare through family financial management using the Kakeibo method (household financial record book). Training is carried out through lectures, demonstrations, and budgeting practice. The results of this community service show that participants are very enthusiastic about participating in the training. Furthermore, by carrying out this activity, participants are expected to manage family finances effectively and efficiently in improving their welfare and creating a financially productive family. The limited time in this activity made the material less detailed; hence, it was necessary to carry out further activities to determine the implementation of the participants' training material.

Kegiatan pengabdian masyarakat yang dilakukan dalam memenuhi Tridharma Perguruan Tinggi ini berfokus pada pelatihan pengelolaan keuangan keluarga di Desa Sidorejo, Kecamatan Brangsong, Kabupaten Kendal dengan peserta ibu-ibu yang tergabung dalam PKK. Kegiatan ini dilakukan sebagai upaya peningkatan kesejahteraan masyarakat melalui pengelolaan keuangan keluarga dengan metode kakeibo (buku catatan keuangan rumah tangga). Pelatihan dilakukan dengan cara ceramah, demonstrasi, dan praktik pembuatan anggaran. Hasil pengabdian ini menunjukkan bahwa peserta sangat antusias mengikuti pelatihan. Lebih lanjut, dengan dilaksanakan kegiatan ini, para ibu diharapkan mampu mengelola keuangan keluarga dengan efektif dan efisien dalam peningkatan kesejahteraan dan mampu menciptakan keluarga yang produktif dalam keuangan. Keterbatasan waktu dalam kegiatan ini membuat kurang tersampainya materi secara detil sehingga perlu adanya kegiatan lanjutan untuk mengetahui penerapan materi pelatihan yang dilakukan oleh peserta.

INTRODUCTION

Sidorejo Village is one of the villages in Brangsong District, Kendal Regency, Central Java. With a village area of 1.49 km² and a population of 5,857, Sidorejo village is the most densely populated village in the Brangsong district, with a population density of 3,931 people/km². Geographically, 50% of the Sidorejo village area is rice fields, so farming is a suitable livelihood for the community besides factory workers. However, over time, because the rice fields are now housing and the conditions during the pandemic caused a reduction in factory workers, this has made people look for other alternatives to find a source of income, such as opening a business. Besides that, Sidorejo village is the centre of the crowd in the South Brangsong area, which has great potential for starting a business. It can be seen along the Kaliwungu – Kendal alternative road that passes through Sidorejo. Many small entrepreneurs sell their wares, varying from selling on carts to setting up shophouses. In a decade, the number of entrepreneurs initially only ranged from 20-30 traders until late 2022. This number increased to 50-60 traders along the road.

Even though there has been a shift in people's livelihoods from farmers/labourers to entrepreneurs or entrepreneurs for a side job, people's welfare is still relatively stagnant from the previous year. Based on data obtained from the Central Bureau of Statistics for Kendal Regency (2021), the number of already married residents is 1,818 families. However, 261 families or 14.36%, were still categorized as pre-prosperous families in 2020. This number is the same as in previous years, and there was only the addition of new families classified as prosperous compared to the previous year.

In realizing their welfare, household finances must be understood in depth. A wife (mother) has an important role in managing household finances. Income received must be managed to fulfil current and future needs. The results of interactive dialogues with mothers in Sidorejo village show difficulties in managing household finances. Most of them have yet to do financial planning for the short term or long term. Some mothers are also business actors and do not carry out financial planning. They stick to their income, and then their expenses will be. Worse, sometimes mothers are involved in getting into debt for something that is not a priority.

Referring to these conditions, the community service team at Universitas Selamat Sri (UNISS), located in Kendal, is responsible for improving the conditions above and caring about the surrounding developments. This family financial management training program focuses on developing the ability of the wife (mother), who serves as household treasurer, to be

more efficient in managing household finances so that household welfare increases.

Furthermore, the community service team at Universitas Selamat Sri (UNISS) uses a family financial management method from Japan called *Kakeibo* (家計簿), which means household notebook. This method has been around since 1904 and is still used today because it effectively cuts household expenses. From research conducted by Sato (2012), it was proven that the *kakeibo* method was successful in helping to increase gender equality in women and get them out of poverty. The study also discussed that *kakeibo* advances the status of women at home because it allows them to analyze how household budgets are managed and openly discuss budget issues with family members. As a result, they gained a certain degree of power over the family's financial resources.

Furthermore, the formulation of the problem in this community service activity is how to enable wives (mothers) to manage household finances well for a more prosperous future.

METHOD

To solve the problems identified and formulated above so that the assistance can run smoothly, alternative solutions to problems are as follows: assistance is carried out using an individual and classical approach. The classical approach is carried out when giving theories about financial planning using the *Kakeibo* method, and the individual approach is carried out when practising planning using the *Kakeibo* method. The methods used are:

1. Lecture

This method was chosen to convey important concepts to be understood and mastered by the participants. This method is based on the consideration that the lecture method combined with pictures, animations and displays can provide a relatively large amount of material in a compact, fast and easy way. The material provided includes an introduction to the *Kakeibo* method, identification of income sources, setting savings targets, spending allocation based on 4 (four) *Kakeibo* posts, and budget evaluation.

2. Demonstration

This method was chosen to show a work process, namely the stages of making financial budgeting based on the *Kakeibo* method. The instructor carried out the demonstration in front of the participants, each of whom was equipped with stationery and envelopes so that participants could directly observe the methods and techniques for doing financial planning using the *Kakeibo* method.

3. Exercise

This method assigns assignments to mentoring participants to practice making household financial planning using the Kakeibo method.

RESULTS AND DISCUSSIONS

The community service process begins with coordinating and discussing with members of the Sidorejo village PKK. This coordination resulted in problems experienced by PKK members related to financial management. It shows that most PKK members need to make a budget plan to manage their finances. Their financial resources are only for their daily needs, and no savings can be used to start a business.

Then, the community service team asked the Village Head for permission to conduct training activities. After the acceptance and the material has been prepared, community service activities are conducted face-to-face using lecture and demonstration methods, followed by exercises/practices for making household financial planning. This activity is carried out in one day, Friday, 15 July 2022, from 16.00-17.30 WIB. Participants in the activity totalled 20 PKK from Sidorejo Village, and the training location was at the Sidorejo Village Hall, Brangsong District, Kendal Regency.



Figure 1. Training Material Presentation

The implementation of this PKM activity is carried out by 3 (three) people who are members of a community service team with the subject matter presented regarding:

1. Lecture

The lecture was conducted by Arum Pujiastuti, S.Tr.E., M.Sc., with explanatory material about Kakeibo. Kakeibo is a method for managing finances written and introduced by Hani Motoko, the first female journalist in Japan, in 1904. Hani Motoko promoted her ideas to "modernize" family life by offering a "new picture" of the role of women in society, free from Feudal customary restrictions. She introduced the Kuppogi, a cooking apron worn over the traditional

kimono, and devised a Kakeibo (household notebook) to help women better manage household expenses (Kahn, 1996). Then, Kakeibo became popular again through Chiba's book "Kakeibo: The Japanese Art of Saving Money" (2018). Kakeibo (家計簿), which means 'household notebook', is a technique often used by wives as money holders for household needs. In Kakeibo, one can record all expenses and income and allocate a budget for expenses and savings. Kakeibo is a conventional financial bookkeeping technique written manually or by hand. Because it is written by hand, it makes the writer appreciate what has been written more and is easier to remember.

2. Demonstration

The demonstration was hosted by Gilang Kharisma Putra, S.E., M.M., with material on preparing financial planning using the Kakeibo method. Four questions must be answered before making a Kakeibo.

- a. How much money do you have?
First, participants must record and add up all sources of income received each month
- b. How much money do you save?
What distinguishes the Kakeibo method from other methods is that the money that needs to be saved is set aside at the earliest before being allocated to expenses. Determining how much money you want to save and the purpose is very important. However, if there is a debt, pay off debt first and avoid getting into debt (such as using a pay later for shopping) except for very important things.
- c. How much to spend? For needs and wants?
In Kakeibo, the budget allocation is divided into the following four posts:
 - Survival or basic needs such as food costs, bills, instalments, and other obligations.
 - Optional or secondary needs include entertainment, eating out, etc.
 - Culture or the need to add insight, such as books, films, magazines, etc.
 - Extra or other expenses such as gifts, home repairs, maintenance of motor vehicles, and so on.
- d. How to improve the budgeting process in the next month?

At the end of the month, evaluate the financial activities that have been carried out. Check if the savings are on target and expenses are in accordance with the budget.

3. Exercise

Kakeibo practice and evaluation results from making financial planning were carried out by Shofiatul Mila, S.E., M.Ak.

From the exercise, the participants are not used to making family financial planning and are confused about differentiating budget allocations using the Kakeibo method. Meeting time limitations also resulted in not all material being delivered in detail.

This community service activity has been successful with the fulfilment of the following points:

- a. Implementation of family financial management training program
- b. Implementation of assistance in making family financial planning using the Kakeibo method.
- c. The participants were able to practice how to make family financial planning using the Kakeibo method.



Figure 2. Documentation with the participants

CONCLUSION

This community service program can be carried out properly and run smoothly according to the activity plan that has been prepared, even though not all mentoring participants have mastered the material presented well. This activity was very well received, as evidenced by the activeness of the participants in participating in the activity by staying in the place before the end of the training time.

Based on the evaluation that has been carried out, several suggestions can be put forward as follows:

1. The time for carrying out community service activities needs to be increased so that the activity objectives can be fully achieved,
2. Follow-up activities in the form of similar training are always held periodically to increase public awareness about the importance of household financial planning to increase entrepreneurship.

REFERENCES

Badan Pusat Statistik. (2021). *Kecamatan Brangsong Dalam Angka 2021*. Retrieved from <https://kendalkab.bps.go.id/publication/2021/09/24/4cf4352ddc8119091f1d228e/kecamatan-brangsong-dalam-angka-2021.html>

Chiba, F. (2018). *Kakeibo: The Japanese Art of Saving Money*: Penguin.

Kahn, B. W. (1996). Hani Motoko and the Education of Japanese Women. *The Historian*, 59(2), 391-401.

Sato, M. (2012). Promoting Gender Equality by Facilitating Women's Collective Problem-Solving Capacity Development: Japanese Experience with the Post-War Life Improvement Program and Its Application to Contemporary Developing Countries.