

Training in Smart Financial Management for Cilengkrang Village's MSMEs

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Abstract

The goal of this community service project in Cilengkrang Village is to improve financial literacy and MSME (Micro, Small, and Medium Enterprises) actors' comprehension of effective financial planning. The program focuses on using financial planning techniques that are relevant to local MSMEs' real-world situations in order to promote business growth and maintain their financial stability. This event took place in Cilengkrang Village on October 28 and November 4, 2025, and 26 persons took part. Among the strategies used to encourage participants' active participation were conversations and interactive counseling. The results of the activity show that Cilengkrang Village MSME actors now comprehend the need of sound financial planning and the processes involved.

Keywords: financial; planning; MSMEs

Abstrak

Tujuan dari proyek pengabdian masyarakat di Desa Cilengkrang ini adalah untuk meningkatkan literasi keuangan dan pemahaman pelaku UMKM (Usaha Mikro, Kecil, dan Menengah) tentang perencanaan keuangan yang efektif. Program ini berfokus pada penggunaan teknik perencanaan keuangan yang relevan dengan kondisi nyata UMKM lokal guna mendorong pertumbuhan usaha dan menjaga stabilitas keuangan mereka. Kegiatan ini berlangsung di Desa Cilengkrang pada tanggal 28 Oktober dan 4 November 2025, dan diikuti oleh 26 orang. Salah satu strategi yang digunakan untuk mendorong partisipasi aktif peserta adalah melalui percakapan dan konseling interaktif. Hasil kegiatan menunjukkan bahwa pelaku UMKM di Desa Cilengkrang kini memahami pentingnya perencanaan keuangan yang baik dan proses-proses yang terlibat di dalamnya.

Kata Kunci: keuangan; perencanaan; UMKM

A. INTRODUCTION

The role and services of Micro, Small, and Medium Enterprises (MSMEs) are undeniably essential to everyday economic activities. MSMEs constitute one of the fundamental pillars of the national economy and serve as the primary driver of domestic economic circulation. These enterprises encompass a wide range of business sectors, including agriculture, manufacturing, construction, trade, hospitality,

communications, finance, and various other service industries (Ginting & Ruzikna, 2024).

The Micro, Small, and Medium Enterprises (MSME) sector plays a vital role in strengthening Indonesia's economic growth (Juliansyah et al., 2024). With their number reaching 99% of all business units, MSMEs dominate the structure of Indonesia's economy. According to data from the Ministry of Micro, Small, and Medium Enterprises (MSMEs), there are approximately 30.18 million MSME units registered in Indonesia as of December

31, 2024. However, this number does not yet include MSMEs from the agricultural and fisheries sectors. Meanwhile, based on data from the Central Bureau of Statistics (BPS) Agricultural Census 2023, the number of agricultural and fisheries MSMEs reached 29,341,033 units, of which 99% are individual agricultural businesses (KADIN Indonesia, n.d.).

Enhancing the long-term performance and sustainability of SMEs requires strategic initiatives, such as raising the awareness of financial management and accountability among SME stakeholders. To enable SMEs to report their financial data more methodically and effectively, akin to large corporations, such efforts are required. Many SME owners have not yet given enough attention to managing their company's finances, frequently combining personal and business funds, which is one of the main factors impeding business growth (Rahmi, 2024).

In order to preserve cash flow and avert possible losses from financial inefficiencies, financial management entails the efficient distribution and arrangement of an organization's financial resources (Yudha, 2021). The capacity of MSME actors to make quicker and more accurate decisions, which boosts productivity, is another important advantage of good financial management. In reality, though, a lot of MSME practitioners do not take advantage of these benefits, which leads to the persistent lack of appropriate financial management techniques. Poor financial management practices among MSME actors are caused by a number of factors, such as a lack of commitment to the businesses they manage, a lack of awareness, and an inadequate grasp of financial principles. (Ningsih et al., 2023).

According to a study by Handayani et al. (2025), Micro, Small, and Medium-Sized Enterprises (MSMEs) still face a number of challenges in managing their debt, even though they make a substantial economic contribution. This stems from a lack of knowledge and understanding about proper money management. Many MSME actors end up in

a debt cycle as a result of their incapacity to effectively manage cash flow (Handayani et al., 2025).

For SMEs to succeed in the future, prudent financial management is crucial. This is in line with the conclusions of Nengsih et al. (2022), who stress that a crucial component of efficient SME governance is resolving financial management concerns. SMEs' overall performance and stability can be greatly improved by accurate and transparent financial reporting. Furthermore, one of the most important strategic methods that can be used to maintain company operations and foster long-term growth is good financial management (Nengsih et al., 2022).

As previously mentioned, MSMEs in Cilengkrang Village receive training in smart financial management as a community service project through the Accounting Study Program at the Faculty of Digital Business and Law at Maranatha Christian University. It is expected that MSMEs in Cilengkrang Village will improve their knowledge of finance and be able to more effectively and efficiently plan how to allocate their financial resources. For example, they will have the ability to allocate their money among several areas, including investments, insurance to safeguard their assets, an emergency fund for unanticipated events, and the capacity to efficiently handle debt to prevent cash flow problems.

B. IMPLEMENTATION AND METHODS

This community service employs question-and-answer (discussion) and consultation/counseling techniques (Hidayat et al., 2025; Oktavianti et al., 2025; Atmaja et al., 2021).

The speaker began the community service program by cautioning SMEs about debt management. The speaker stressed that SMEs should match their operational activities and expenses with the available financial resources in order to avoid unproductive debt. The speaker also went into detail about the fundamentals of successful personal financial planning, emphasizing the significance of establishing specific financial goals. As a

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Aurora Angela, Vinny Stephanie Hidayat, Oktavianti, Nunik Lestari Dewi, Yani Monalisa

framework for prudent financial management, SMEs are urged to set SMART (Specific, Measurable, Attainable, Realistic, and Time-Bound) goals.

The following stages of implementation are identified and described by the research, per Prasetyo (2024): The partners' first introduction to the target-setting process had a positive effect on the first aspect (Specific). More specific goals have a higher chance of being achieved than more general ones. The second aspect (Measurable) provides a summary of measurement. Measurement in this sense refers to the criteria that must be established in order to assess progress. Once specific goals have been established, the next step is to measure the effectiveness of the actions taken. The last element, "Attainable," explains how the objective is not only measurable but also rational and achievable after careful consideration. The fourth element (Relevant) discusses how pertinent the goals to be set are. When relevant objectives are achieved, they may motivate the team to move forward. Targets that align or supplement other objectives are considered relevant. The partners were asked to quantify and create a timeline for the fifth aspect (Time-Bound) in order to assess the effectiveness and efficiency of their goals. The importance of selecting the right time, which usually relates to a specific term or the conclusion of the activity period, in order to measure objectives was also explained to the partners (Prasetyo, 2024).

A question-and-answer period started after the speaker concluded her presentation. The workshop's facilitator encouraged participants to ask questions about the material covered. The speaker then provided clarifications and suggestions in response to queries from the audience. A pre-test was given prior to the presentation, and a post-test was given following it. These assessments were designed to determine how well the participants understood the material and how it applied to the MSME actors in Cilengkrang Village.

The steps used to carry out this community service project are described in the section that follows:

Preparation Stage

The first step was to form the community service implementation team. Each team member was selected based on how well their area of expertise aligned with the subject that needed to be covered. To ensure that the activities met the community's real needs, the team conducted interviews with MSME actors in Cilengkrang Village. Through these interviews, the team identified the topics and resources most relevant to supporting the growth and development of Cilengkrang MSMEs.

Implementation Stage

The implementation phase in Cilengkrang Village was conducted between October 28, 2025, and November 4, 2025. To determine participants' prior knowledge, a pre-test was administered at the beginning of the program. After the presentation on smart financial management techniques, a discussion and Q&A session were held to encourage deeper understanding and active participation. At the conclusion of the session, a post-test was administered to determine the extent to which the speaker had enhanced the participants' comprehension of the topic.

Evaluation Stage

The final step involved an evaluation process in which the facilitator provided feedback forms to the participants. The evaluation sheets contained a questionnaire intended to assess the overall quality of the community service project. Numerous significant elements were considered in the evaluation, such as how well the speaker presented the information and addressed questions, how well the committee planned the event and arrived on time, and how applicable the material was to the attendees' needs. The evaluation's conclusions gave the community service team valuable input to enhance the design and implementation of subsequent programs.

C. RESULTS AND DISCUSSION

Results

The dates of this community service were October 28, 2025, and November 4, 2025, in Cilengkrang Village (Figure 1). The total number of participants in the training was 26. The community service presenters were from Maranatha Christian University's Accounting Study Program at the Faculty of Digital Business and Law. The activity's content focused on "Being Smart in Financial Planning for SMEs."



Figure 1. Speakers' Material Presentation

MSMEs are one of the main forces behind Indonesia's economy. In conducting their business operations, MSMEs are undoubtedly impacted by the environment, which includes the presence of self-control, financial planning, and financial knowledge in those who carry out activities so that the business they run develops and fosters good financial behavior. The process of achieving a person's or a family's life goals through appropriate and well-organized financial management is known as financial planning. According to Indriani et al. in Ika (2011), if a program's financial strategy is put into action, it can help reach its future objectives. In conclusion, financial planning is the most crucial component of conducting a business activity. Before beginning any venture, a person needs to have a well-thought-out strategy to ensure that there are no gaps in their future operations (Fadilah & Purwanto, 2022). This is consistent with study by Dewi et al. (2022) that indicates the performance of SMEs is significantly impacted by financial planning, financial recordkeeping, and the division of personal financial statements from corporate finances (Dewi et al., 2022).

To address the requirements of the residents of Cilengkrang Village, this topic was selected. It's probable that some

community members, especially MSME players, still lack sufficient business and sound financial planning skills. It's possible that a large number of people have never even done financial planning. In order to implement sound financial planning that is suitable for each MSME's situation, education and socialization are therefore required (for instance, for those who have debt and for those that do not).

In order for MSMEs to avoid unproductive debt and to deploy their financial resources appropriately and in accordance with priorities, the presentation material highlights the significance of prudent financial planning. The information starts with a lecture about the risks associated with debt traps before going into an explanation of personal financial planning. MSMEs need to have well-defined financial goals. The SMART (Specific, Measurable, Attainable, Reality Based, and Time Bound) guide can be used by MSMEs.

A practical illustration of using SMART in financial planning is then described. The given case example is consistent with transactions that MSMEs and the community engage in on a regular basis and in business activities (e.g., setting amount/target savings to acquire equipment/supplies). The discipline of managing a budget with percentages that correspond to the MSME's state is next explained. It also discusses the value of having an emergency fund, how to manage debt sensibly, and the significance of investments and insurance for financial security.

Discussion

The timely and seamless content presentation session was conducted. As evidenced by the MSME actors' delight as they listened to the speaker discuss prudent and effective money management, the participants' passion was quite high. There was a lot of interaction throughout the Q&A session. Participants enthusiastically inquired about how to develop a straightforward yet practical financial strategy that they could implement for their MSMEs. In addition, participants discussed actual situations they had encountered and inquired about the best

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Aurora Angela, Vinny Stephanie Hidayat, Oktavianti, Nunik Lestari Dewi, Yani Monalisa

financial strategies or solutions. In accordance with their circumstances, they also inquired about the appropriate % distribution of financial items.

Material handouts, pre-test and post-test results, and actual case studies and practice questions in MSMEs' financial planning are among the results of this community service project. Cilengkrang Village MSMEs' financial literacy and understanding of how to effectively manage their finances improved after taking part in this program. This is anticipated to improve the local community's overall financial situation as well as that of Cilengkrang MSMEs in particular.

According to Yudianto's (2023) research, financial planning is crucial for Micro, Small, and Medium-Sized Enterprises (MSMEs) in order to maximize their financial management and reduce possible financial hazards. Using technology to make financial management easier and offering training and mentoring to enhance financial planning knowledge and abilities are two recommendations for improving financial planning in MSMEs (Yudianto, 2023). To improve SMEs' financial performance, business expansion, and financial management expertise, the government must provide practical, high-quality financial management training. Additionally, training lowers operating expenses and enhances financial performance and access for SMEs. For SMEs to succeed, financial management is essential (Ompusunggu & Ditya Sri wahyuni Sinurat, 2023).



Figures 2. Distribution and Filling of Pre Test & Post Test

The purpose of the first and last assessments pertaining to the financial literacy content was to track the growth in participants' comprehension of appropriate money management and planning (Figure 2). Overall,

the findings demonstrated that the final test scores exceeded the baseline test scores. This indicates that the activity was successful in raising the MSMEs in Cilengkrang Village's level of financial literacy about sound financial planning, asset protection through insurance, and wise investment choices. Participant documentation is presented in Figure 3.



Figures 3. Participants

D. CLOSING Conclusion

According to the results of the community service project, MSME participants in Cilengkrang Village demonstrated a strong desire to learn efficient money management techniques. Many of them previously lacked adequate knowledge and comprehension of appropriate financial management methods, including the implementation of the SMART Goals framework, which sparked their interest. Participants were exposed to specific instances of how SMART Goals can be used in financial planning during the training sessions. Additionally, they were taught how to maintain financial discipline by dividing budgets among necessities, profitable debt repayment, investments and savings, and leisure and lifestyle expenditures. The MSME actors found the activity to be beneficial since it improved their financial management abilities and helped their companies expand and survive over the long run. The posttest findings, which were higher than the pretest scores, showed an overall improvement in the participants' comprehension of the subject, and their enthusiasm was demonstrated by their active participation during the discussion session.

Suggestion

Based on the outcomes of the completed community service, it can be inferred that MSME actors in Cilengkrang Village require ongoing support in order to create appropriate financial planning. This is due to the fact that many MSMEs still do not have financial planning in place that meets their needs. The goal of this support is to keep MSMEs from being mired in unproductive debt. Creating a suitable budget percentage is one approach to achieve this, giving each income and expense a well-organized allocation and improving the financial health of MSMEs. The fact that many MSME actors are still ignorant of the value of savings and insurance as long-term asset preservation makes this support essential.

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