

**IMPLEMENTATION OF SIMPLE SMARTPHONE-BASED FINANCE THAT IMPACTS
THE EFFICIENCY OF UMKM RECORDING IN CIBUNGBULANG SUB-DISTRICT**

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Abstract: Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in the Indonesian economy, yet their growth remains hampered by low levels of financial literacy, sub-optimal transaction recording, the commingling of personal and business finances, and limited understanding of calculating the Cost of Goods Sold (COGS). Furthermore, the proliferation of illegal online loans offers a distinct threat to the cash flow stability of business operators. This Community Service (PKM) activity, conducted by Master of Accounting students from Pamulang University, aims to enhance financial literacy, encourage structured transaction recording through smartphone applications, educate on cash flow management, reinforce the separation of personal and business finances, and provide an understanding of digital financial security for food and beverage MSME owners in Cibungbulang District, Bogor Regency. The implementation method was carried out in stages through a qualitative and participatory approach, consisting of: (1) data collection and problem identification, (2) socialization and presentation of materials, (3) training and hands-on practice in smartphone-based financial recording and COGS calculation, (4) mentoring, and (5) evaluation. The results of the activity indicate an increase in participants' understanding and awareness regarding the importance of orderly financial management. Participants demonstrated high enthusiasm in practicing smartphone-based transaction recording, as it was deemed more practical and efficient than manual record-keeping. Additionally, participants showed increased vigilance in selecting legal digital financing services registered with the Financial Services Authority (OJK) to avoid the risks of illegal online loans. Overall, the combination of theoretical presentation and hands-on practice proved effective in enhancing the financial management capacity of MSMEs. Continuous mentoring and synergy among academia, local government, and the MSME Forum are required to ensure that good financial management habits can be consistently applied over the long term.

Keywords: Financial Literacy, Digital Financial Recording, Cash Flow, Digital Security, MSMEs, Cost of Goods Sold (COGS)

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the Indonesian economy, creating jobs, distributing income, and driving regional economic growth. According to data from the Ministry of Cooperatives and SMEs (Kemenkop), there are more than 65 million MSMEs in Indonesia across various sectors. However, MSME growth still faces various obstacles, particularly in financial management and financial literacy. Many MSMEs do not yet understand the importance of systematic transaction recording and financial planning. Low financial literacy makes it difficult for entrepreneurs to manage cash flow, mix personal and business finances, and lack accurate financial reports. This situation makes it difficult for them to make strategic decisions and determine selling prices that reflect production costs. In Cibubulung District, Bogor Regency, this problem was also found, where most MSMEs lack a proper financial recording system and do not understand how to correctly calculate the cost of goods manufactured (COGS).

MSMEs are a sector that dominates Indonesia's economic structure. According to data from the Ministry of Cooperatives and SMEs, the number of MSMEs in Indonesia reached more than 65 million business units in 2024. These businesses are spread across various sectors, such as trade, manufacturing, agriculture, and services, as well as culinary, fashion, handicrafts, and digital technology (DJPB Kemenkeu, 2025). The

existence of MSMEs is crucial, especially in remote areas, because they are able to create jobs, distribute income, and drive local economic growth. The number of MSMEs continues to increase, but their growth remains slow and hampered by various obstacles, such as limited capital, low utilization of technology and information, and minimal financial literacy in business management. Financial literacy is one of the important factors that MSMEs should possess to facilitate business management and development (Seminar of Social Sciences Engineering & Humanities Scenario, 2020).

Financial literacy is the knowledge, skills, and beliefs that influence attitudes and behaviors to improve the quality of decision-making and financial management in order to achieve prosperity (OJK, 2016). MSMEs who have an understanding of financial literacy tend to be more productive and able to increase the competitiveness of their businesses, so they can manage and develop their businesses more effectively and sustainably. MSMEs who have a good level of financial literacy (well literate) are able to control their financial condition more wisely and understand how to manage income and expenses. This not only supports the sustainability of their business but also ensures the stability of their lives in the future. A high level of financial literacy will enable MSMEs to control the financial condition of the business to avoid mistakes in making financial decisions, and the ability to maintain a business with good financial performance will improve prosperity in the long term (Muraga & John, 2015). Financial literacy is a knowledge (knowledge), skills (skills), and beliefs (confidence) that can influence attitudes and behavior to improve the quality of decision-making and financial management in order to achieve prosperity (OJK, 2016). This is evidenced by research conducted by Rizka Septiana (2023), which shows that financial literacy, financial knowledge, financial attitudes, and personality positively influence financial management behavior. High financial literacy will enable MSMEs to be proficient in financial management, able to select and utilize financial products and services, and have sound financial planning, thus enabling them to make informed decisions about their businesses.

Business failure is generally caused by weak cash flow management skills, low financial record-keeping discipline, and a lack of financial literacy among business owners. According to World Bank data, more than 60% of MSMEs in developing countries lack a proper financial record-keeping system. This situation makes it difficult for them to make strategic decisions and adapt to market dynamics (Fauzi, Aida, et. al., 2025). Many business owners fail to record daily transactions, both income and expenses, regularly and systematically. As a result, business owners struggle to accurately monitor their financial condition and are unable to determine appropriate business steps when faced with changing market conditions. Furthermore, cash flow management is a challenge for most small and medium-sized business owners. They often mix personal and business funds, making it difficult to distinguish between actual profits and the owner's personal needs.

Irregularities in cash flow management can lead to a company lacking liquidity when needed, such as when paying taxes, purchasing raw materials, or fulfilling large orders. Therefore, disciplined recording of every financial transaction and the ability to project future cash flow are essential for maintaining stable business operations. The ability to record daily, monthly, and annual transactions is also a crucial factor that should not be overlooked. Good financial record-keeping not only serves as a tool for understanding a company's financial position at any given time, but also serves as a basis for making more informed managerial decisions, such as determining sales strategies, cost efficiency, and business expansion plans. By regularly and systematically recording transactions, MSMEs can monitor cash flow and business performance more accurately and transparently, allowing any changes in financial condition to be immediately identified and acted upon with appropriate action. Furthermore, understanding the calculation of cost of goods manufactured allows businesses to set competitive selling prices in the market. Accurate calculations help them avoid mistakes such as setting prices that are too low, which can reduce profit margins, or too high, which can reduce product competitiveness. This way, all production costs can be covered by sales revenue, while also providing companies with the potential for sustainable profits. However, in an effort to maintain cash flow stability, MSMEs also need to be careful in selecting funding sources, especially in today's digital era, which offers easy access to online financial services. Many business owners are tempted by instant digital loans without considering their legality and the associated risks. A lack of digital financial literacy often leads MSMEs to fall prey to illegal loans with high interest rates and non-transparent terms, which can worsen their financial situation.

Therefore, improving digital literacy and understanding of safe financial services is crucial. MSMEs need to be equipped with the ability to differentiate between legitimate lending platforms registered with the

Financial Services Authority (OJK) and potentially harmful illegal lending platforms. By understanding the risks and managing business financing wisely, MSMEs can maintain healthy cash flow, avoid unnecessary debt burdens, and ensure smooth operational operations. The appropriate and secure use of digital technology can also support more efficient financial record-keeping and strengthen MSME competitiveness in facing the challenges of the modern economy. and capacity building in financial management and business decision-making. In addition to improving financial record-keeping and management skills, MSMEs also need to be equipped with adequate digital literacy to utilize financial technology wisely and safely.

With strong digital literacy skills, MSMEs can access legitimate financing sources, manage transactions transparently, and maintain stable cash flow without relying on high-risk loans. The implementation of secure digital finance also allows business owners to record every transaction in real time, monitor financial reports through digital applications, and conduct more accurate financial planning. Therefore, the combination of financial literacy, disciplined transaction recording, and an understanding of secure digital finance will be an important foundation for the sustainability and economic independence of MSMEs in the modern era. Furthermore, by implementing good financial management, disciplined transaction recording, and improving financial literacy among MSMEs, it is hoped that business resilience and sustainability can be significantly improved. By understanding how to record financial records and record every transaction, MSMEs can make more appropriate and strategic business decisions. Training in this area can also increase MSMEs' confidence in carrying out their business activities. With good financial record-keeping skills, entrepreneurs are not only able to manage business finances more effectively but also can increase the transparency and accountability of their businesses. Ultimately, improving financial record-keeping skills among MSMEs will contribute to economic independence and social inclusion for small business owners. Through this community service activity, it is hoped that MSME owners will improve their financial literacy, understand cash flow management, and record every financial transaction regularly and systematically. This activity is also expected to provide long-term benefits for participants, both in sustainable business development and in enhancing their personal capacity in financial management and entrepreneurship.

2. LITERATURE REVIEW

Based on Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, MSMEs are defined as productive businesses owned by individuals or business entities that meet certain criteria, both in terms of net assets and annual sales revenue. Micro enterprises are categorized as businesses with maximum assets of IDR 50 million and a certain annual turnover, while small and medium enterprises have higher asset and turnover limits according to their level. This classification serves as the legal basis for the government in formulating policies for the development and empowerment of MSMEs in Indonesia. MSMEs occupy a strategic position as the foundation of the national economy. Data from the Directorate General of Treasury of the Ministry of Finance of the Republic of Indonesia shows that MSMEs contribute more than 60% to Gross Domestic Product (GDP) and are able to absorb almost the entire productive workforce in Indonesia. In addition to playing a role in absorbing labor, MSMEs are also instruments for income equality and economic drivers at the local level, including in sub-districts and rural areas. However, this significant contribution has not been matched by adequate managerial capacity, particularly in financial management, so many MSMEs struggle to move up a class or survive in the long term.

According to the Financial Services Authority (OJK, 2016), financial literacy is the knowledge, skills, and beliefs that influence a person's attitudes and behavior in improving the quality of decision-making and financial management to achieve prosperity. For MSMEs, financial literacy serves as a foundation for understanding financial products and services, planning expenses and income, and making rational business decisions. The OJK classifies public financial literacy into four levels: well-literate (having full knowledge, confidence, and skills in using financial products and services), sufficient literate (having knowledge and confidence but limited application skills), less literate (only aware of the existence of financial institutions and products without in-depth understanding), and not literate (having no knowledge or skills at all related to finance). Most MSMEs in Indonesia fall into the sufficient literate category, meaning they are familiar with basic financial concepts but lack the skills to consistently apply them in business operations (Syamsul, 2023).

Several studies have shown a positive relationship between financial literacy and MSME performance. Aribawa (2016) found that financial literacy influences the performance and sustainability of MSMEs in Central Java. Putri's (2020) research on MSMEs in Medan Marelan District also showed that increased financial literacy is associated with improved business financial management. Similarly, Prakoso (2020) found that financial literacy significantly impacts MSME performance, as entrepreneurs who understand basic financial concepts tend to be better able to manage their capital, debt, and investments effectively.

Financial record keeping is the process of systematically identifying, recording, and summarizing a business's financial transactions. For MSMEs, proper record keeping serves as the basis for preparing income statements, cash flow statements, and simple balance sheets, enabling business owners to accurately assess their business's financial position (Rais, 2019). To facilitate MSMEs' preparation of financial statements, the Indonesian Institute of Accountants (IAI) issued the Financial Accounting Standards for Micro, Small, and Medium Entities (SAK EMKM) in 2016. This standard is designed to be simpler than SAK ETAP, requiring a minimum of three financial statement components: a statement of financial position, an income statement, and notes to the financial statements (IAI, 2016). However, the implementation of SAK EMKM in the field remains low due to limited accounting understanding among business owners (Rabianti, 2024). Consistent recording of daily, monthly, and annual transactions allows MSMEs to monitor business performance, control costs, and serve as a basis for strategic decision-making, such as business expansion or cost efficiency. Without adequate record keeping, business owners tend to make decisions based solely on estimates, rather than accurate financial data.

Cash flow is the inflow and outflow of funds during a business period. Good cash flow management includes the ability to project weekly and monthly income and expenses to ensure business liquidity is maintained to meet obligations such as raw material purchases, payroll, and tax payments. Irregular cash flow management is a major cause of micro and small business failure, as business owners often fail to recognize cash leaks due to a lack of accurate recording of income and expenses.

Separating personal and business finances is a fundamental accounting principle known as the economic entity concept, which treats a business as a separate entity from its owner. Research by Pratama & Handayani (2022) shows that separating personal and business finances impacts the sustainability of micro-enterprises, as business owners who mix the two sources of funds have difficulty determining their actual profit or loss. A similar finding was found in community service activities by Pamuji et al. (2025) in Juntinyuat Village, which showed that after receiving assistance, MSME owners better understood the importance of having separate business accounts to maintain transparency and accountability in capital management.

Cost of Goods Sold (COGS) is the total cost incurred to produce a product, including raw material costs, direct labor costs, and factory overhead. One method commonly used by MSMEs to calculate COGS is the full costing method, which takes all elements of production costs, both fixed and variable, into the product cost (Marisyah, 2022). Accurate COGS calculations provide the basis for businesses to determine competitive selling prices, thereby covering all production costs while achieving a reasonable profit margin. Conversely, determining selling prices based solely on estimates or following competitors' prices without taking detailed cost components into account risks resulting in losses or suboptimal profit margins.

Community Service is one manifestation of the Tri Dharma of Higher Education, aiming to directly apply knowledge to help solve community problems. In the context of MSME empowerment, a common approach is training accompanied by ongoing mentoring, as the understanding gained from short training sessions needs to be reinforced through hands-on practice. Kurniawati & Sadalia (2023) found that mentoring in preparing simple financial reports significantly improved financial management skills and supported the sustainability of MSMEs. This finding is reinforced by Hidayat & Suriani (2021), who stated that implementing a simple bookkeeping system through mentoring can help MSMEs prepare basic financial reports independently, even if the owners do not have an accounting background.

Based on the theoretical explanation above, it can be concluded that low financial literacy is the root of various problems in MSME financial management, ranging from the absence of systematic transaction recording, mixing personal and business finances, to inaccuracies in calculating COGS and determining selling prices. Educational programs combined with practical assistance, as demonstrated by various studies and previous community service activities, have proven effective in increasing the capacity of MSME

actors to manage their business finances in a more orderly, transparent, and sustainable manner. This theoretical framework underlies the implementation of this Community Service activity in Cibubulang District, Bogor Regency.

3. RESEARCH METHODOLOGY

Given the challenges faced, the steps taken to achieve the goals and objectives of this activity include engaging with relevant agencies, including the community, through workshops, outreach, and training in the form of explanations of financial literacy and digital security for food and beverage MSMEs in Cibubulang District. Community Service (PKM) will be implemented in Cibubulang District, Bogor Regency, in November 2025.

This Community Service (PKM) activity focuses on improving financial reporting literacy and digital financial security for MSMEs in Cibubulang District, Bogor Regency. The primary goal is to empower MSMEs to manage their finances effectively and independently, and to be more discerning in utilizing digital financial services to avoid illegal online loans. The method of implementing the activity is carried out through several stages as follows:

1. This training was conducted in stages to ensure participants easily understood and could immediately apply the material. The session began with an introductory session and a presentation on the importance of financial record-keeping and how to identify illegal loans. The presentation was conducted in a relaxed and interactive manner through discussions with MSMEs.
2. They learn to record daily, monthly, and annual transactions, calculate the cost of goods manufactured, and determine product selling prices. At this stage, participants are also introduced to a simple digital financial record-keeping application that can help them manage their business finances.
3. The next stage involves mentoring and evaluation. The community service team assists participants to ensure the knowledge gained is truly applied in their business activities. Evaluation is conducted through questions and answers and a comparison of pre- and post-training results to determine the extent to which participants' understanding has improved.

With this method, training is expected to not only increase knowledge but also foster new habits in managing business finances in a more orderly and secure digital manner.

1. Preparation Stage

This Community Service (PKM) activity focuses on improving financial reporting literacy and digital financial security for MSMEs in Cibubulang District, Bogor Regency. The main goal is to enable MSMEs to manage their finances in an orderly and independent manner, and to be more discerning in utilizing digital financial services to avoid illegal online loans. The activity is implemented through several stages, as follows:

1. This training is conducted in stages to ensure participants can easily understand and immediately apply the material. The training begins with an introductory session and a presentation on the importance of financial record-keeping and how to identify illegal loans. The training is delivered in a relaxed and interactive manner through discussions with MSMEs.
 2. They learn to record daily, monthly, and annual transactions, calculate the cost of goods manufactured, and determine the selling price of a product. At this stage, participants are also introduced to a simple digital financial recording application that can help them manage their business finances.
 3. The next stage involves mentoring and evaluation. The community service team assists participants to ensure the knowledge gained is truly applied in their business activities. Evaluation is conducted through questions and answers and a comparison of pre- and post-training results to determine the extent to which participants' understanding has improved.
- With this method, training is expected to not only increase knowledge but also foster new habits in managing business finances in a more orderly and secure digital manner.

2. Evaluation Stage

The implementation stages carried out include:

- a. Program Socialization. In the initial stages of implementation, program socialization was conducted to MSMEs in Cibubulang District, Bogor Regency.

b. Training/Mentoring. In accordance with the next step, training/mentoring is provided in the form of training.

3. Partner Participation in Program Implementation

The evaluation stage is an assessment after a series of activities have been carried out by the implementer according to the predetermined schedule. This evaluation can include improvements or suggestions for improved implementation and continued campus support.

3.1 Date and Time

The location, targets and time of implementation of the activity are as follows:

Activity Venue : ..(will be filled in later)

Activity Target : ..(will be filled in later)

Day/Date : ..(will be filled in later)

3.2 Activity Method

Given the challenges faced by MSMEs in Cibubulang District, Bogor Regency, systematic steps are needed to achieve the goals and objectives of Community Service (PKM) activities. The approach used includes outreach, workshops, training, discussions, practical exercises, and mentoring for MSMEs on financial literacy, transaction recording, cash flow management, calculating the Cost of Goods Sold (COGS), determining selling prices, and safely utilizing digital financial services.

This activity involved food and beverage MSMEs as the primary target group. The implementation team provided communicative and participatory education, ensuring participants not only gained theoretical understanding but also directly applied the material to their respective business situations.

The PKM implementation method is designed in stages, tailored to the needs and challenges faced by MSMEs in Cibubulang District, Bogor Regency. The activity stages include:

1. Data Collection and Problem Identification Stage

In the initial phase, the implementation team identified the financial management conditions of MSMEs. Data collection was conducted through observation, interviews, and discussions with MSMEs to determine transaction recording, cash flow management, separation of personal and business finances, COGS calculations, and participants' understanding of digital financial services. The data and information obtained are used as a basis for determining training materials to suit the needs and problems faced by participants.

2. Socialization and Material Presentation Stage

The next stage involved outreach and presentations on the importance of financial literacy in business management. The material was delivered using interactive lectures, discussions, and a question-and-answer method to facilitate participant understanding. The material provided includes the importance of recording transactions, managing cash flow, separating personal and business finances, preparing simple financial reports, calculating the Cost of Goods Sold (COGS), determining selling prices, and an introduction to secure digital financial services. In addition, participants were provided with education on the risks of using illegal online lending services and how to recognize legal digital financial services registered with authorized institutions.

3. Training and Practice Stage

After gaining a basic understanding, participants participate in hands-on training and practice. Participants are guided to record business transactions based on the examples provided and transactions occurring in their own businesses. The practice includes recording income and expenses, managing cash flow, separating personal and business transactions, and preparing simple financial reports. Participants are also given practice calculating COGS based on production cost components and determining selling prices by considering costs and a reasonable profit margin. In this stage, participants are also introduced to the use of simple digital financial recording applications or media that can help record transactions and monitor the financial condition of the business in a more orderly and efficient manner.

4. Mentoring Stage

The mentoring phase follows the training to ensure that the material presented can be applied by participants in their daily business activities. The implementation team provides direct guidance to participants in recording transactions, managing cash flow, calculating COGS, and preparing simple financial reports. Mentoring is also provided to help participants identify errors in recording and provide solutions tailored to their individual business circumstances. With this mentoring, participants are expected to not only understand the training material but also be able to apply it independently and sustainably.

5. Evaluation Stage

Evaluations are conducted to determine participants' level of understanding and skills after participating in a series of activities. These include questions and answers, discussions, financial record-keeping practices, and a comparison of participants' understanding before and after the activities. Evaluation indicators include participants' ability to systematically record transactions, manage cash flow, separate personal and business finances, calculate COGS, determine selling prices, and understand the risks and security of using digital financial services. The evaluation results are used as material to provide suggestions and improvements to participants and become a basis for the implementation team in providing further assistance.

3.1 Activity Plan

The Community Service activity plan that will be implemented includes:

a. Preparation Stage

The preparation phase includes developing training materials, coordinating with relevant parties, selecting participants, developing evaluation instruments, and providing necessary facilities and infrastructure. The team also conducted a literature review on financial literacy, MSME management, transaction recording, COGS, and the security of digital financial services.

b. Location and Target Determination Stage

The implementation team coordinated and visited the activity location to determine a venue that best suited the participants' needs. The program targeted food and beverage MSMEs in Cibubul District, Bogor Regency.

c. Training Implementation Stage

The activities were conducted through presentations, discussions, Q&A sessions, simulations, and hands-on practice. Participants were provided with case studies related to MSME financial management to help them understand and apply the material to their business activities.

d. Mentoring and Evaluation Stage

After the training, participants received guidance on implementing business financial recording and management. Evaluations were conducted to measure participants' understanding and ability to apply the material provided.

3.2 Types of Activity Outputs

The expected outcome of this activity is an increased ability of MSMEs to understand and apply financial literacy in their business activities. Participants are expected to be able to record transactions regularly, manage cash flow, separate personal and business finances, calculate COGS, determine selling prices more accurately, and understand the safe use of digital financial services. Through training and mentoring, MSMEs are expected to be able to independently prepare simple financial records and reports and use financial information as a basis for business decisions. In the long term, this increased capacity is expected to support more orderly, transparent, and sustainable business management and enhance MSME competitiveness.

Activity Methods: Socialization, presentation of materials, workshops, discussions, questions and answers, simulations, financial recording practices, mentoring, and evaluations regarding financial literacy, cash

flow management, transaction recording, COGS calculations, selling price determination, and security of digital financial services for food and beverage MSMEs in Cibubulang District, Bogor Regency.

4. RESULTS AND DISCUSSION

4.1 Results of Activity Implementation

The Community Service (PKM) activity was carried out by students of the Master of Accounting Program at Pamulang University, targeting Micro, Small, and Medium Enterprises (MSMEs) in Cibungbulang District, Bogor Regency. This activity raised the theme "Financial Literacy Education, Safe Digital, and the Implementation of Simple Smartphone-Based Finance that Impacts Efficiency." The activity was carried out as a form of implementation of the Tri Dharma of Higher Education, specifically in providing scientific contributions to the community by increasing business management capacity. The activities were implemented through a series of outreach activities, presentations, discussions, Q&A sessions, practical sessions, and mentoring. The materials provided were tailored to previously identified issues, particularly those related to low financial literacy, suboptimal transaction recording, cash flow management, and the use of digital technology in business financial management.

Based on the results of the activity, participants demonstrated enthusiasm in participating in the series of activities, particularly during the practical use of smartphone-based financial recording applications. Participants gained knowledge that was deemed easy to apply and relevant to daily business operational needs. In addition to financial record-keeping, the activity also provided education on security when using digital financial services. Participants were given an understanding of the importance of recognizing legitimate financial services and the risks of using illegal online loans. This material was provided so that MSMEs can be more careful in selecting financing sources and avoid making financial decisions that could potentially burden their business's financial situation.

The activity received a positive response from the Cibungbulang District and the Cibungbulang District MSME Forum. The Cibungbulang District Head expressed his appreciation for the educational activities, as the material on modern financial management and digital security was deemed relevant to the needs of MSMEs. The Head of the Cibungbulang District MSME Forum also stated that the activity provided benefits for business owners, particularly through the practical use of smartphone-based financial recording applications. Overall, the results of the activity demonstrated that a training approach that combines material delivery with hands-on practice can help participants understand the application of financial management in a simpler way. Participants not only gained an understanding of the concept of financial literacy but were also introduced to the application of digital technology that can be used to support business financial record-keeping activities.

4.2 Results of Financial Literacy Education

One of the main outcomes of the activity was an increased understanding of the participants regarding the importance of financial literacy in running a business. Prior to receiving the education, the issues of concern were suboptimal transaction recording, cash flow management, and the separation of personal and business finances. Through the educational activity, participants were given the understanding that financial management is not only about recording income and expenses, but also serves as the basis for understanding business conditions and making business decisions.

This understanding is crucial because regularly recording transactions can help MSMEs understand their income, expenses, and cash flow. This allows them to have more accurate information for determining working capital needs, controlling costs, and planning business activities. The results of the activity also demonstrated that interactive presentations and practical exercises made the material more accessible to participants. This was evident in the participants' enthusiasm during the practical session using a smartphone-based financial recording application.

4.3 Results of Implementing Smartphone-Based Financial Recording

Implementing smartphone-based financial record-keeping has become a crucial part of PKM activities. Using devices commonly owned by MSMEs offers a more practical alternative to manual record-keeping, which can be inconsistent. During the activity, participants were introduced to a simple financial recording application that can be used to help record business transactions. Through this practical activity, participants were guided to understand the transaction recording process in a more systematic way and find it easily applicable to daily business activities.

The use of digital applications is expected to help MSMEs maintain more organized record-keeping, as the recording process can be done using smartphones used in daily activities. With more organized record-keeping, business owners can obtain financial information that is easier to monitor and use as a basis for business evaluation. The participants' enthusiasm for the financial recording application practice demonstrated that using simple technology can be a relevant approach to improving the financial management capabilities of MSMEs. Participants also noted that the knowledge gained can be applied to their businesses' operational needs.

4.4 Cash Flow Management Education Results

Cash flow management is one of the aspects emphasized in the training. MSMEs need to understand cash inflows and outflows to ensure sufficient cash to meet operational needs. Through the training, participants are given an understanding of the importance of recording all receipts and expenditures incurred during business activities. This recording can be used to determine whether the business's cash flow is healthy or whether it is experiencing a cash shortage. Good cash flow management can also help business owners prioritize the use of funds. Available funds can be directed primarily to primary operational needs, such as purchasing raw materials, paying business obligations, and other operational needs. Thus, the implementation of cash flow recording not only functions as an administrative activity, but also becomes an instrument for MSMEs in carrying out financial control and making business decisions.

4.5 Digital Financial Security Education Outcomes

In addition to financial literacy, the activity also focuses on security aspects when using digital financial services. Technological advancements make it easier for MSMEs to conduct transactions and access financial services. However, this convenience also carries risks if business actors lack adequate understanding. In the PKM activity, participants were educated on how to identify official loan services registered with the Financial Services Authority (OJK) and the risks that can arise from using illegal online loans. This education aims to encourage MSMEs to be more cautious before using digital financing services. Understanding digital financial security is crucial because the decision to obtain financing will impact a business's cash flow. Using loans without considering repayment capacity can increase business expenses and disrupt operational continuity. Therefore, digital financial literacy in this activity is directed not only at the ability to use technology, but also at the ability to make wise decisions, understand risks, and choose safe financial services.

4.6 Discussion

The results of the activity demonstrated that MSME financial management issues can be addressed through an educational approach that combines conceptual understanding with hands-on practice. This aligns with the stated objectives of the activity, namely improving financial literacy, encouraging systematic transaction recording, enhancing cash flow management skills, and enhancing understanding of digital financial service security. A practical approach is a crucial factor in this activity, as participants receive more than just theoretical information. Participants are also given the opportunity to try out a smartphone-based financial recording application. Based on reports about the activity, participants expressed enthusiasm for the practice and found the knowledge easily applicable to daily operations. The application of simple technology to financial recording can be a suitable solution for the characteristics of MSMEs, which require a practical and easy-to-use financial management system. Smartphones can be used as a means of recording transactions, eliminating the need for manual recording. Furthermore, improving financial literacy requires ongoing efforts. One-time training is not sufficient to ensure long-term financial recording habits. Therefore, post-training support is crucial to ensure participants maintain their recording habits and apply the acquired knowledge.

From a digital security perspective, the activity demonstrated that financial literacy in the digital age is inseparable from an understanding of the security of financial services. MSMEs need to be able to distinguish between legitimate and illegal financial services and consider their business capabilities before using financing facilities. Thus, this PKM activity is not only oriented towards improving administrative skills in recording transactions, but is also directed towards forming a financial management pattern that is more orderly, efficient, safe, and supports business sustainability.

4.7 Impact of Activities on MSMEs

Based on the results of the implementation of activities, several impacts that can be identified are as follows:

1. Increased understanding of financial literacy, particularly regarding the importance of recording and managing finances in business activities.
2. Increased understanding of transaction recording, through the introduction of simpler and more systematic recording methods.
3. Increasing use of digital technology, particularly through the introduction of smartphone-based financial recording applications.
4. Increased awareness of the security of digital financial services, especially in recognizing official loan services and avoiding illegal online loans.
5. Increased efficiency in financial management, because smartphone-based recording can help business actors record transactions more practically.
6. Increasing the readiness of MSMEs in making financial decisions, because information regarding income and expenses can be the basis for conducting business evaluations.

These impacts indicate that educational and training activities can be a relevant form of intervention in increasing the financial management capacity of MSMEs in Cibungbulang District.

4.8 Supporting Factors and Implementation Constraints

The implementation of the activity received support from various parties, particularly the Cibungbulang District, the Cibungbulang District MSME Forum, Pamulang University, and the MSME actors who participated in the activity. This support was evident in the involvement of the sub-district and the enthusiasm of the participants throughout the activity. Another supporting factor was the use of smartphones as a learning medium. The use of devices that are closely related to participants' daily activities made the material on digital financial recording easier to practice. Meanwhile, in the implementation of the activity, the implementation of financial recording on an ongoing basis still requires guidance. The understanding gained during the training needs to be followed by the habit of consistently recording transactions so that the benefits of the activity can be felt in the long term. Therefore, the sustainability of the activity through guidance and evaluation is important so that MSME actors not only understand the material during the training but are also able to apply it in their daily business activities.

4.9 Program Sustainability

It is hoped that this PKM program will not stop with training, but will continue through regular mentoring. This mentoring can focus on auditing financial record keeping, evaluating cash flow, and developing the use of digital technology in business management. The program's sustainability can also be achieved through collaboration between Pamulang University, the Cibungbulang District, the MSME Forum, and MSME players. This collaboration can serve as a means to gradually and sustainably increase the capacity of business players. With the sustainability of the program, it is hoped that MSMEs can develop more orderly financial management habits, improve operational efficiency, reduce the risk of inappropriate financial decision-making, and increase business independence and sustainability.

5. CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Referring to the results of the implementation and discussion of Community Service (PKM) activities in Cibungbulang District, Bogor Regency, the following points can be concluded. Providing financial literacy education accompanied by hands-on practice fostered understanding among partner MSMEs of the importance of financial planning, cash flow control, and systematic transaction recording. Participants who previously rarely recorded transactions regularly now recognize the benefits of such recording for their business continuity.

The use of smartphone-based financial recording applications has proven to be a highly effective and easily accepted approach by MSMEs, given their familiarity with these devices. Participants' enthusiasm during the practical demonstrated that utilizing simple technology can overcome the challenges of manual record-keeping. In addition, awareness among MSMEs of the importance of separating personal finances from business finances has also increased, although consistency in its implementation still needs further support so that it truly becomes a habit in daily business management. The material on digital financial service security also equips MSMEs to be more careful in determining financing sources, especially in recognizing the difference between official loan services registered with the Financial Services Authority (OJK) and illegal online loans that have the potential to harm businesses.

In general, this PKM activity received a good response from Cibungbulang District, the Cibungbulang District MSME Forum, and the participants themselves, while also proving that the educational method that combines theory and practice is quite effective in boosting the financial management capacity of MSMEs, although the impact will only last long if followed by continuous mentoring.

5.2 Suggestions

Referring to these conclusions, the implementation team made the following suggestions:

1. MSME partners should get into the habit of recording daily transactions regularly, either manually or using the smartphone-based financial recording application that has been introduced, so that the business's financial condition can be monitored accurately and continuously.
2. MSMEs need to start implementing a clear separation of accounts or records between personal and business finances, so that calculations of business profits and losses can be seen more clearly and accurately.
3. Accuracy in calculating the cost of goods sold (COGS) needs to be increased before setting the selling price, so that the determined price is able to cover all production costs while still providing a reasonable profit margin.
4. Before using digital financial services or online loans, MSMEs should always ensure their legality through the Financial Services Authority (OJK) to avoid illegal loans that could potentially burden business cash flow.
5. The implementation team, together with the campus, is expected to provide regular follow-up assistance, not stopping at just one training session, so that the established financial recording and management habits can continue to be maintained and developed by MSME actors.
6. The synergy between Pamulang University, Cibungbulang District, the MSME Forum, and MSME players should continue to be strengthened and its scope expanded, for example through advanced training in preparing simple financial reports based on SAK EMKM, so that MSME players are increasingly ready to move up a class and compete in a wider market.

For subsequent community service activities, researchers and implementers are advised to use more measurable evaluation instruments, for example, questionnaires before and after the activity, so that improvements in financial literacy and financial management capabilities of MSME actors can be measured quantitatively.

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