



Journal of Educational Sciences

Journal homepage: <https://jes.ejournal.umri.ac.id/index.php/JES>



P-ISSN
2581-1657

E-ISSN
2581-2203

Training the Application of Financial Management and Communication Knowledge in Sumenep Amplang Crackers UMKM

Saiful Rizal*, Nur Hidayati, M. Ridwan Basalamah

Graduate program Management, Islamic University of Malang, Malang, 65144, Indonesia

ARTICLE INFO

Article history:

Received: 25 Oct 2024

Revised: 03 Jan 2025

Accepted: 04 Jan 2025

Published online: 24 Jan 2025

Keywords:

Knowledge Management

Science Communication

Management Finance

SMEs

Training

* Corresponding author:

E-mail: 082229106866saif@gmail.com

Article Doi:

Doi: <https://doi.org/10.31258/jes.9.1.p.150-156>

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-nc-sa/4.0/) license.



ABSTRACT

UD Sun is A business micro small and medium enterprises (SMEs) located in Kartasada, Kalianget, Sumenep City. UD Matahari focus on production shrimp crisp amplang, which has mark high sales and profits. Problems faced MSME actors are Not yet existence training management finance business use application in a way directly. The solution needed is counseling and mentoring for MSME actors in managefinances. Research This own objective is For do mentoring or training to be able to apply management finance and science communication with Good use repair management orderly finances in this UMKM. The method used is descriptive with technique observation, companion, and evaluation. Research results This show that training and mentoring knowledge management finance and science communication in UMKM Crackers Amplang Sumenep show that A deeper understanding Good about management finance more understand importance recording finance and start take notes transaction in a way regular and able make report finance simple, like report profit loss. This helps management understand cash flow and determine profit or losses, as well as plan expenses and income with more okay. Then increase communication effective business and capabilities more communication good, polite and friendly to customer.

1. Introduction

Business is a group of people who are united in a organization, providing goods or service For for sale with Meaning get profit. Calculating what is desired or needed consumers, make promising opportunities and investing in opportunities those who are looking for innovation (Elbert in Susriyanti et al., 2021). Business is activity integrated Where exchange profitable goods and services also play a role in environment, and is a social process individual or group certain through the process of creating needs and wants For a product. Bring profit for those who want run it.

Importance management good finance and effective communication in the business world No can ignored. Management good finance allow business For understand condition finance they, manage budget, and make more decisions good (Gitman & Zutter, 2012). On the other hand, effective communication help build good relationship with very important customer to maintain and increase the customer base (Griffin, 2011). Therefore that, activity devotion This focuses on two aspects important the with objective for increase ability UMKM managers in manage finance and communication with customer.

Micro, Small and Medium Enterprises (MSMEs) are efforts made For fulfil need life. Continuity life of UMKM can also influenced by internal factors (economic motives) and external factors external that is economic environment and habitat For guard sustainability life individual or a community in life economy. The role of MSMEs can increase welfare society, because the existence of MSMEs is able fulfil need economy family, able reduce unemployed and able fulfil need society (Undari & Lubis, 2021). The role of MSMEs in the Indonesian economy is not only as absorber power Work Because the percentage reaches 90 % if compared to with business big, but also capable introduce various product local to the international world (Suyadi et al., 2018). Micro, Small, and Medium Enterprises become part substantial for stable Indonesian economy as well as sustainable. Contribution of MSMEs to Income Gross Domestic Product (GDP) at the moment This Already reached 60.5% (Limanseto, 2022). In addition, MSMEs have also succeed absorb power Work national by 96.9%. Condition This the more prove if UMKM in Indonesia is useful For to bring up rate growth Indonesian economy.

Report financial arrangements, such as report profit loss, help management in understand cash flow and determine profit or losses incurred. In addition, with existence budget made, UMKM is able to plan expenses and income with more good. This is allow they For identify and reduce expenditure that is not necessary, so that increase efficiency operational (Gitman & Zutter, 2012). A studies mention that with give training management finance simple will increase understanding related management finance and record keeping finance simple for MSMEs (Murdhaningsih et al., 2022). During This is not an MSME yet Can compete with good, because limitations information and understanding about good and attractive marketing (Yuliani et al., 2022).

Importance knowledge communication in context negotiation No can ignored. Negotiation is a complex process that involves exchange information, ideas and interests between the parties involved. In science communication, negotiation considered as art For reach mutual agreement profitable, need skills good communication, as well as deep understanding to dynamics interest parties involved. Research and understanding more carry on to field negotiation can give valuable insights about How communication can become strength booster For reach objective together, at the same time relieve conflict (Suliyanthini et al., 2022).

Based on phenomenon study previously studied by (Daris Purba et al 2024) showed that the result of activity This show existence improvement significant in management more finance and communication effective, which in turn impact positive on minimarket performance. while study from Nofirman Yanton Waruwu et al 2024 that will done mentoring management in development knowledge public for improvement income through empowerment economy with formed management finance through report finance family in effort realize welfare Ciwalat Village community Subdistrict The Pabuaran Regency Sukabumi.

UD Sun is A business micro small and medium enterprises (SMEs) located in Kartasada, Kalianget, Sumenep City. UD Matahari focus on production shrimp crisp amplang, which has mark high sales and profits. Observation direct show that this UMKM play role important in business also not can separated from the values and principles that they adhere to. Problems faced MSME actors are Not yet existence training management finance business use application in a way directly. The solution needed is counseling and mentoring for MSME actors in managing finances (Muljanto, 2020).

Study This own objective is For do mentoring or training to be able to apply management finance and science communication with Good use repair management orderly finances in this MSME.

2. Methodology

Methods used is descriptive with technique observation, companion, and evaluation. The activities carried out are :

1. Training and Mentoring

Training in essence is a learning process (Bariqi, 2018). While mentoring play a role active as agent who gives input positive and directive based on knowledge and experience the community he assists (Rahmawai & Kidworo, 2017). This stage involves directly to UMKM. This training and mentoring can include understanding what customers want, listening to customer complaints, training HR from UMKM UD Matahari, improving activity management, selecting and recruiting HR candidates who are appropriate in their fields, and give knowledge good management and communication.

2. Observation

Observation is method or method to collect information or data that is done with stage observation and recording in a way systematic to current phenomenon made into target observation (Maria, 2008). Observation activities help obtain information in mentoring financial management and communication science training at UD Matahari UMKM amplang crackers Sumenep.

3. Evaluation

Evaluation according to Widoyoko (2009) not only based on assessment results learned, but also need evaluation to input, output and quality of learning process itself. Evaluation is done through *pretest* and *posttest*. This evaluation aims to determine the level of understanding of MSMEs in training financial management and communication science.

3. Results and Discussion

This Results and Discussion We Will Discuss How Practice Apply Knowledge Management Finance and Science Communication in MSMEs Shrimp crisp Amplang Sumenep :

A. Training and Mentoring

Training results management finance show that participant more understand importance recording finance. Before training, many participant No take notes transaction with good, make difficult For know condition UMKM finance UD Kerupuk Apple in a way accurate. However, after training, participants start take notes every transaction in a way regular and able make report finance simple. Report profit loss, for example, helps management understand cash flow and determine profit or losses. The budget that is made also allows these MSMEs For plan expenses and income with more good. They can find and reduce expenditure that is not required, improve efficiency operational (Gitman & Zutter, 2012).

The ability of MSMEs to make decision strategic influenced by greater understanding Good about management finance this. For example, management can determine which product should prioritized in sale with knowing the profit margin from product certain. Analysis report finance also helps find trend sale seasonal; this can used For plan stock more stuff efficient.

This matter in line with study from (Rohmayani, 2023) shows that results from activity This MSME actors have have digital marketing in the form of Instagram and marketplace as well as Facebook and partners Already capable manage manual finance effective and already have a brand or product logo. Activities This capable increase ability MSME partners in management finance independent and improve marketing through digital marketing.

Result of Training knowledge communication is also useful. Participants realize importance communication effective business, especially in matter handle customers of this UMKM use Increase interaction with customer can achieved through technique communication that is taught, such as listen active, using polite language, and handling complaint with empathy. Participants show more capabilities Good in interact with customer in simulation and role-play. They more capable answer question customer with more clear and handle criticism with more constructive. Customer feel more appreciated and served with well, which causes satisfaction more big.

Ability more communication good also helps in build connection with long - term customers. Consumers who feel satisfied with the services they provide accept tend more loyal and possible become Supporter This UMKM brand. Consumers No only will return shop there, but they maybe it will also recommend the UMKM to others.

B. Observation

Results of activities mentoring through observation about knowledge management finance and science focused communication to Human Resources (HR) at UMKM UD Matahari Shrimp crisp Amplang Sumenep own very satisfying results after existence training and mentoring For results in a way overall can outlined like following This:

Based on observation direct from aspect indicator management finance is Already do bookkeeping profit make a loss with take notes every the month the expenditure and income of this UMKM. Then Already do management his finances with Good so that walk with efficient and effective to development of UMKM UD Kerupuk Amplang Sumenep .

In addition, observations direct from aspect knowledge communication Already give good communication to customer For Can interact with polite and wise to customers, then this MSME Already give very friendly and listening service or respond positive suggestions and input from customers. This is make Customer feel more appreciated and served with well, which causes satisfaction more big.

This matter in line with phenomenon previously by (Afriyany et, el 2019) Micro-enterprises small intermediate is a mover economy, rapid the development of MSMEs will give contribution positive for Indonesian economy then with good processing will produce business small good middle. So from contribution the will the more Good If can face various existing MSME problems, one of which is is utilise knowledge management finance, management source Power human and management marketing that can made into as material consideration in taking decision business.

C. Evaluation

Based on the discussion above, further action is needed in the context of mentoring and developing UD Matahari MSMEs to be more advanced in terms of management, finance, and knowledge as well as good communication with customers.

4. Conclusion

Based on discussion on can concluded that training and mentoring knowledge management finance and science communication in UMKM Kerupuk Amplang Sumenep show that A deeper understanding Good about management finance

more understand importance recording finance and start take notes transaction in a way regular and able make report finance simple, like report profit loss. This helps management understand cash flow and determine profit or losses, as well as plan expenses and income with more okay. Then increase communication effective business and capabilities more communication good, polite and friendly to customer.

References

- Arikunto, S. (2010). *Prosedur penelitian suatu pendekatan praktek*. Jakarta: Rineka Cipta. <https://cir.nii.ac.jp/crid/1130000795354347648>
- Afriany, A. N., Suhartini, Y., Ardiyanto, F., Basri, A. I., & Ningrum, N. R. (2019). Pelatihan dan Pembinaan Penerapan Ilmu Manajemen Keuangan, Manajemen Sumber Daya Manusia dan Manajemen Pemasaran dalam Usaha Mikro Kecil Menengah (UMKM) di Kecamatan Klaten Selatan. *ABDIMAS NUSANTARA: Jurnal Pengabdian Kepada Masyarakat*, 1(1), 1-8.
- Bariqi, Muhammad Darari. (2018). Pelatihan Dan Pengembangan Sumber Daya Manusia. *Jurnal Studi Manajemen Dan Bisnis*, 5(2). 64-69.
- Griffin, E. (2011). *A First Look at Communication Theory*. <https://philpapers.org/rec/GRIAFL>
- Gitman, L. J., & Zutter, C. J. (2012). *Principles of Managerial Finance*. New York: Pierson Prentice Hall. https://archive.org/details/principlesofmana13edgitm_19n6
- Limanseto, H. (2022). Kembangkan Ketangguhan Sektor Pertanian, Indonesia Raih Penghargaan dari International Rice Research Institute. *Kementerian Koordinator Bidang Perekonomian Republik Indonesia*. <https://www.ekon.go.id/publikasi/detail/4443/kembangkan%20ketangguhan%20sektor-pertanian-indonesia-raih-penghargaan-dari-international%20riceresearch-institute>
- Maria, Sitti. (2008). Observasi Sebagai Alat Evaluasi Dalam Dunia Pendidikan Dan Pengajaran. *Lentera Pendidikan*, 11(2). 220-233. https://journal3.uin-alauddin.ac.id/index.php/lentera_pendidikan/article/download/3781/3455
- Mulyadi. (2016). *Sistem Akuntansi*. Jakarta: Salemba Empat. https://books.google.co.id/books/about/Sistem_Akuntansi_Edisi_4.html?id=f4ncEAAAQBAJ&redir_esc=y
- Muljanto, M. A. (2020). Pencatatan dan Pembukuan Via Aplikasi Akuntansi UMKM di Sidoarjo. *Jurnal Ilmiah Pangabdhi*, 6(1), 40–43. <https://doi.org/10.21107/pangabdhi.v6i1.6926>
- Murdhaningsih, Rahman, A., & Aisanafi, Y. (2022). Pencatatan Keuangan Sederhana (Penerimaan Kas) bagi Usaha Mikro Kecil Menengah di Kelurahan Pasir Gunung Selatan, Cimanggis, Depok. *Jurnal Masyarakat Siber (JMS)*, 1(1), 23–26. <https://jurnal.unsia.ac.id/index.php/jms/article/view/45>.
- Purba, D., Kremer, H., Hazriyanto, H., Widia, E., Nasruji, N., & Ciptoputra, V. A. A. (2024). Pemaparan Ilmu Manajemen Keuangan Dan Ilmu Komunikasi Pada Minimarket Bizmart Tiban Batam. *J-ABDI: Jurnal Pengabdian*

- kepada Masyarakat, 4(3), 405-410.
<https://www.bajangjournal.com/index.php/J-ABDI/article/view/8363>
- Rohmayanti, R., Rahmatian, B. Y., Syahrian, R. A., Pitaloka, D. A., Yasmin, S., & Febriyani, P. (2023). Pengembangan Digital Marketing dan Manajemen Keuangan bagi UMKM untuk Meningkatkan Perekonomian Masyarakat. *Jurnal Pengabdian Pada Masyarakat*, 8(2), 432-439.
<http://jurnal.unmabanten.ac.id/index.php/jppm/article/view/393>
- Rahmawati, Evi & Kisworo, Bagus. (2017). Peran Pendamping Dalam Pemberdayaan Masyarakat Miskin Melalui program Keluarga harapan. *Journal of Nonformal Education and Community Empowerment*, 1(2). 161-169. <https://journal.unnes.ac.id/sju/jnfc/article/download/16271/10134>
- Suliyanthini, D., Lubis, H., & Noerharyono, M. (2022, December). Pengabdian Masyarakat Pelatihan Eksplorasi Tie Dye Sebagai Produk Suvenir Bagi Guru Mgmp Dan Warga Cisaat Kabupaten Subang. In *Prosiding Seminar Nasional Pengabdian Kepada Masyarakat* (Vol. 3, pp. SNPPM2022EK-41).
- Susriyanti, S., Mulyani, S. R., & Yeni, F. (2021). Penerapan Etika Bisnis Islam dalam Perilaku Bisnis Pedagang Bingkuang dengan Kepribadian Sebagai Pendukung. *Journal of Community Engagement in Health*, 4(2), 599-604.
<http://repository.upiypk.ac.id/id/eprint/9426>
- Suryani, S. (2018). Analisis Pengembangan Usaha Mikro Kecil dan Menengah (UMKM) di Kabupaten Bengkalis-Riau. *Jurnal Ekonomi KIAT*, 29(1), 1-10. <https://journal.uir.ac.id/index.php/kiat/article/view/2736>
- Undari, W., & Lubis, A. S. (2021). Usaha Mikro Kecil Dan Menengah (Umkm) Dalam Meningkatkan Kesejahteraan Masyarakat. *Jurnal Penelitian Pendidikan Sosial Humaniora*, 6(1), 32-38. <https://jurnal-lp2m.umnaw.ac.id/index.php/JP2SH/article/view/702>
- Waruwu, N. Y., Utomo, W. B., Andica, J., Sari, N., Yaqin, N., Marjohan, M., & Hamsinah, H. (2024). Penerapan Ilmu Manajemen Keuangan untuk Meningkatkan Pendapatan Masyarakat Melalui Pemberdayaan Ekonomi di Desa Ciwalat Kecamatan Pabuaran Kabupaten Sukabumi. *Jurnal PKM Manajemen Bisnis*, 4(2), 223-237.
<https://www.ojs.pseb.or.id/index.php/pkm/article/view/826>
- Widoyoko, Eko Putro. (2009). Evaluasi Program Pembelajaran. https://www.academia.edu/download/33381764/Evaluasi_Program_Pembelajaran.pdf
- Yuliani, N. L., Efendi, M. R., Sanjaya, O., Fuadi, M. I., Faisal, A., & Rainaldy, A. (2022). Development of digital marketing models for MSMEs to improve the community's economy. *Community Empowerment*, 7(4), 731-736.
<https://doi.org/10.31603/ce.5587>

How to cite this article:

Rizal, S., Hidayati, S., & Basalamah, M. R. (2025). Training The Application Of Financial Management And Communication Knowledge In Sumenep Amplang Crackers UMKM. *Journal of Educational Sciences*, 9(1), 150-156.