

ECONOMIC AND HUMAN RESOURCES IMPROVEMENT IN BOGOR CITY THROUGH ONLINE SALES STRATEGY, FINANCIAL REPORT MANAGEMENT, AND RESOURCE EMPOWERMENT AT KING JUICE FARHAN

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Abstract

Micro, small, and medium enterprises (MSMEs) are businesses classified based on factors such as number of employees, turnover, and total assets. These MSMEs contribute to local regional income, especially by creating jobs and income for the community. innovation and regional development. One of them is King Juice Farhan, which operates in the culinary sector, especially drinks and fruit salads. With an initial capital of 12 million rupiah from savings and support from his parents, King Juice Farhan provides 100 juice and fruit salad menus at affordable prices. Operating since 2021, this business has succeeded in opening two outlets in the Malabar and Ciheulet areas, with a total of 11 employees working in shifts at both outlets. The challenges faced by King Juice Farhan are From the results of interviews conducted with the owner of King Juice, Farhan, several pieces of information were obtained regarding partner problems, including: 1. Not maximizing the use of technology in aspects of online product marketing through paid advertising support, website design, and content planning on social media to increase sales, 2. Limited facilities in terms of production, especially related to equipment that is currently limited, 3. Lack of Owner Understanding in aspects of business management, especially in understanding the preparation of effective financial reports. The Kesatuan Business and Informatics Institute through Community Service activities strives to optimize King Juice Farhan's digital marketing and management, increase production and financial records so that King Juice Farhan can improve continuously.

Keywords: Digital Marketing and Management, King Juice Farhan, MSMEs

INTRODUCTION

In the era of digitalization which is the main catalyst for the current industrial revolution, which has significantly changed the overall marketing landscape (Maitri WS., *et al.*, 2023), it is very important for MSMEs to understand the strategic impact of this change in order to ensure their sustainability and competitiveness (Wisnujati NS, *et.al.*, 2023). Therefore, King Juice Farhan aims to expand and push its marketing strategy into the online realm with the

aim of increasing sales turnover. Several mechanisms can be employed to promote the sustainability of MSMEs, including the use of information systems technology like digital marketing and management (Pratiwi *et al.*, 2024). Digital marketing and management are particularly beneficial for MSMEs, as they can help businesses expand their reach to more potential customers through digital marketing strategies. Additionally, digital management contributes to establishing a well-organized business lifecycle and streamlined procedures. To support MSMEs' promotional efforts through digital marketing, various methods can be utilized, such as leveraging social media, e-commerce platforms, advertising software, and online stores. For instance, Instagram offers Business Account features that enable MSME owners to grow their businesses. Additionally, there are online store platforms like Shopee, Tokopedia, Lazada, and TikTok Shop, which serve as online marketplaces where MSME entrepreneurs can showcase and sell their products to a global audience (Pratiwi *et al.*, 2024; Rachmawati, 2018). At a more advanced level of applying information system technology in MSMEs, some have even implemented enterprise resource planning (ERP) modules (Siswanto *et al.*, 2016; Siswanto *et al.*, 2014).

King Juice Farhan has been operating since 2021, this business has successfully opened two outlets in the Malabar area (Jl. Malabar Ujung No. 07, RT.05 / RW.02, Tegallega, Bogor Tengah District, Bogor City, West Java 16128) and Ciheulet (Jl. Pakuan Jl. Ciheuleut No. 37, Baranangsiang, Bogor Tim. District, Bogor City, West Java 16143), with a total of 11 (eleven) employees working in shifts at both outlets. The division of employee tasks involves 4 people for shopping, 3 people serving consumers, and 4 people in the production section. King Juice Farhan continues to be committed to providing a selection of quality fresh drinks, while making a positive contribution to the local economy through the job opportunities created. Currently, King Juice Farhan has several assets including: blender machines, Sealing Machines, glass display cases, chairs, carts, knives, fruit strainers, lemon squeezers, fruit baskets, cheese graters, scissors, etc., all assets can still operate well, but equipment is needed that can increase the amount of production in large quantities, when orders from consumers come in simultaneously, so that it can increase the efficiency of service to consumers.

The problem faced by King Juice Farhan is that it has not maximized the use of technology in the marketing aspect. product by online through paid advertising support, website design, and content planning on social media to increase sales. Limited facilities in terms of production, especially related to equipment that is currently limited. Each outlet is only equipped with 2 blenders, which is an obstacle to employee efficiency when dealing with large juice orders. Lack of Owner Understanding in terms of business management, especially in understanding the preparation of effective financial reports. Currently, King Juice Farhan has a turnover of 140 million from two outlets. However, after deducting operational costs, the profit obtained is only around 20 million. This is due to a lack of understanding in determining the cost of production (HPP) and a lack of employee understanding in prioritizing fruit that must be produced based on its level of ripeness. King Juice Farhan still uses manual calculations for daily income because it has not adopted an electronic cashier system and currently the inefficient fruit stock storage facilities also result in a lot of fruit being wasted due to rotting. In addition, financial reports are still made simply using excel. Therefore, it is very important to improve managerial understanding, especially related to pricing strategies and stock management, the use of electronic cashiers can help King Juice Farhan to increase

profitability and reduce waste.

This is a strategic approach to meet the growing market demand while maintaining the high quality of King Juice products. Given this context, the Kesatuan Business and Informatics Institute needs to take additional steps to optimize digital marketing and management of King Juice SMEs in order to improve overall sustainable development.

SITUATION ANALYSIS

King Juice Farhan is a beverage and fruit salad business that started from the economic needs of a newly married couple in Bogor City, namely Parhan and Syfa Salsabila. Parhan, who was working at an agency in Bogor City, had a salary of 2.5 million which was considered insufficient for their household needs. They saw an opportunity in the beverage market, inspired by the drinks at meetings at the agency where they worked. From there came the idea to sell juice, with the hope of being able to offer their products to the meeting consumption division at the agency. After a month of selling juice, Parhan decided to resign from his job and focus on running the business. With an initial capital of 12 million rupiah from savings and support from his parents, King Juice Farhan offers 100 juice and fruit salad menus at affordable prices. Operating since 2021, this business has succeeded in opening two outlets in the Malabar and Ciheulet areas, with a total of 11 employees working in shifts at the two outlets.

The division of employee tasks involves 4 people for shopping, 3 people serving consumers, and 4 people in the production section. King Juice Farhan continues to be committed to providing a selection of quality fresh drinks, while making a positive contribution to the local economy through the job opportunities created. Currently, King Juice Farhan has several assets including: blender machines, Sealing Machines, glass display cases, chairs, carts, knives, fruit strainers, lemon squeezers, fruit baskets, cheese graters, scissors, etc.

To increase the productivity of King Juice Farhan's business, a strategy is needed and supported by technology to increase online marketing, an understanding of financial management with the support of good financial reports is needed, and an increase in production facilities owned by King Juice Farhan is needed. The development of King Juice Farhan's business is expected to have a positive impact on the community in the area.

From the results of the interview conducted with the owner of King Juice, Farhan, several pieces of information were obtained regarding partner problems, including:

1. Not yet maximizing the use of technology in **marketing aspects product by online** through paid advertising support, website design, and content planning on social media to increase sales. So far, sales are still highly dependent on conventional methods, which is 50%, because the location of the outlet is close to the campus in Bogor City, although the juice product has been registered on the marketplace platform. King Juice Farhan already has a social media account, but has not planned the type of content to be uploaded and has not carried out regular content upload activities.

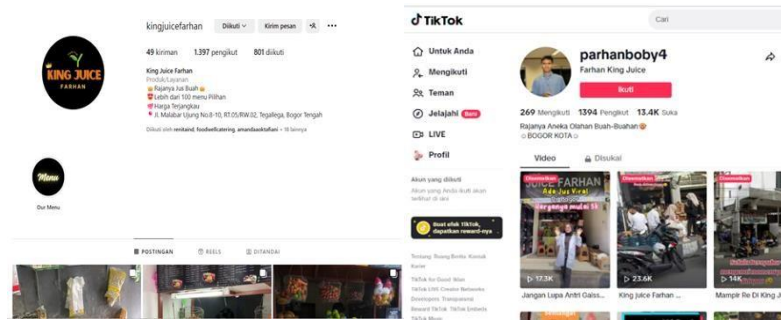


Figure 1. King Juice Farhan's Instagram and TikTOK social media accounts

2. Limited facilities in terms of production, especially related to equipment that is currently limited. Each outlet is only equipped with 2 blenders, which is an obstacle to employee efficiency when dealing with large juice orders. Each juice order reaches 40- 50 servings, while the capacity of one blender is only sufficient to make 4 cups of juice. Thus, when there is an order for 50 juices, employees are required to blend the fruit 13 times, causing increased time pressure and limitations in meeting the number of orders efficiently. In addition, for fruit salad product orders, there was a situation where there was an order for 140 portions. This condition caused employees to have to cut the fruit suddenly because there was no showcase or special storage place to store fruit supplies that had been processed into fruit salad. This resulted in employees experiencing excessive workloads and the order-making process becoming slower due to limited storage facilities.



Figure 2. Blender used

3. Lack of Owner Understanding in **the aspect of business management**, especially in understanding the preparation of effective financial reports. Currently, King Juice Farhan has a turnover of 190 million from two outlets. However, after deducting operational costs, the profit obtained is only around 40 million. This is due to a lack of understanding in determining the price of HPP and a lack of employee understanding in prioritizing fruit that must be produced based on its level of ripeness. King Juice Farhan still uses manual calculations for daily income because it has not adopted an electronic cashier system and currently the inefficient fruit stock storage facilities also result in a lot of fruit being wasted due to rotting. In addition, financial reports are still made simply using excel. Therefore, it is very important to improve managerial understanding, especially related to pricing strategies and stock management, the use of electronic cashiers can help King

Juice Farhan to increase profitability and reduce waste. Management is essential for the success of any organization. It involves planning, organizing, coordinating and directing a group of people to achieve certain goals and objectives effectively (Online Manipal, 2023). Financial management is about controlling the flow of money in and out of an organization. Every business needs to sell products or services, pay expenses, balance the books, and file taxes (Sampson L, *et al.*, 2023). For MSMEs, financial reports are useful to facilitate obtaining bank credit.

In addition, through financial reports, MSMEs can find out production costs, the right selling price, profit or loss, tax obligations, cash flow, and the development of their business (Maulana MA, *et al.*, 2023).

HARIAN								PENJELJARAN KING JUICE FARHAN 182							
Day	Hari/Tanggal	Poin	Cmskt	Catatan	TOTAL PERIOD	Poin	Cmskt	Catatan	TOTAL	Item	Qty	Price	Total		
1	Senin, 01 Januari 2024	324	Rp1.218.776,00		584	230	Rp2.230.311,00		Rp0,00	1	Kayu Panti	17	Rp10.000,00	Rp170.000,00	
2	Selasa, 02 Januari 2024	324	Rp1.218.776,00		584	230	Rp2.230.311,00		Rp0,00	2	Kayu Tpa Saki	187	Rp2.187,50	Rp409.062,50	
3	Rabu, 03 Januari 2024	324	Rp1.218.776,00		584	230	Rp2.230.311,00		Rp0,00	3	Kayu Caklat	18	Rp1.397,50	Rp251.550,00	
4	Kamis, 04 Januari 2024	327	Rp1.242.792,00		572	235	Rp1.544.428,00		Rp0,00	4	Cup 200	7	Rp14.000,00	Rp98.000,00	
5	Jumat, 05 Januari 2024	322	Rp1.218.776,00		586	244	Rp1.525.360,00		Rp0,00	5	Cup 200	7	Rp14.000,00	Rp98.000,00	
6	Sabtu, 06 Januari 2024	325	Rp1.242.792,00		486	231	Rp2.322.052,00		Rp0,00	6	Cup 200	1	Rp7.000,00	Rp7.000,00	
7	Minggu, 07 Januari 2024	384	Rp1.565.452,00		414	230	Rp1.525.360,00		Rp0,00	7	Aluminium	4	Rp21.000,00	Rp84.000,00	
8	Senin, 08 Januari 2024	326	Rp1.242.792,00		434	198	Rp1.983.271,00		Rp0,00	8	Panci Saki	1	Rp4.000,00	Rp4.000,00	
9	Selasa, 09 Januari 2024	323	Rp1.242.792,00		476	241	Rp1.438.945,00		Rp0,00	9	Sekam Bering	1	Rp3.000,00	Rp3.000,00	
10	Rabu, 10 Januari 2024	325	Rp1.242.792,00		419	234	Rp1.746.441,00		Rp0,00	10	Sekam Bering	1	Rp3.000,00	Rp3.000,00	
11	Kamis, 11 Januari 2024	325	Rp1.242.792,00		332	137	Rp1.373.284,00		Rp0,00	11	Sekam Bering	1	Rp3.000,00	Rp3.000,00	
12	Jumat, 12 Januari 2024	326	Rp1.242.792,00		425	209	Rp1.039.841,00		Rp0,00	12	Thermal 400ml	2	Rp10.000,00	Rp20.000,00	
13	Sabtu, 13 Januari 2024	305	Rp1.014.395,00		529	234	Rp2.552.351,00		Rp0,00	13	Thermal 900ml	5	Rp13.334,00	Rp66.670,00	

Figure 3. King Juice Farhan Expenditure Report for January 2024

The purpose of this activity is to empower the community by solving several problems faced by partners, related to the less than optimal use of technology in online product marketing, limited facilities in the production process, and the lack of understanding of business owners in business management. As a general solution, several steps have been identified to overcome these problems. The desired target results involve increasing productivity with the aim of increasing turnover and employee welfare at King Juice Farhan in particular, as well as providing a positive impact on society as a whole.

IMPLEMENTATION METHOD

PKM grant activities This implemented with using two methods, namely training and mentoring Can be explained in the following table 1 This :

Table 1. Methods Implementation of PKM

No	Aspect	Training Methods	Mentoring Method
1.	Marketing	<ol style="list-style-type: none"> 1. Training to make Instagram and TikTok content planner 2. Technology Training with King Juice Farhan Website availability 	<ol style="list-style-type: none"> 1. Assistance in utilizing paid advertising on <i>the marketplace</i> 2. Assistance in website management.
2.	Production	<ol style="list-style-type: none"> 1. Management training supplymaterial standard. 2. Training on use system cashier in a way electronic 	<ol style="list-style-type: none"> 1. Assistance in use blender that has a larger capacity and more efficient capabilities. 2. Assistance use tool squeeze Orange. Machine ice crusher and showchase
3	Management	<ol style="list-style-type: none"> 1. Preparation training system bookkeeping 2. Training about management time, coordination between part For increase efficiency and effectiveness during the production process 	<ol style="list-style-type: none"> 1. Simulation assistance compilation report finance

Stages implementation activity devotion to King Juice Farhan can seen in figure 5 as following :

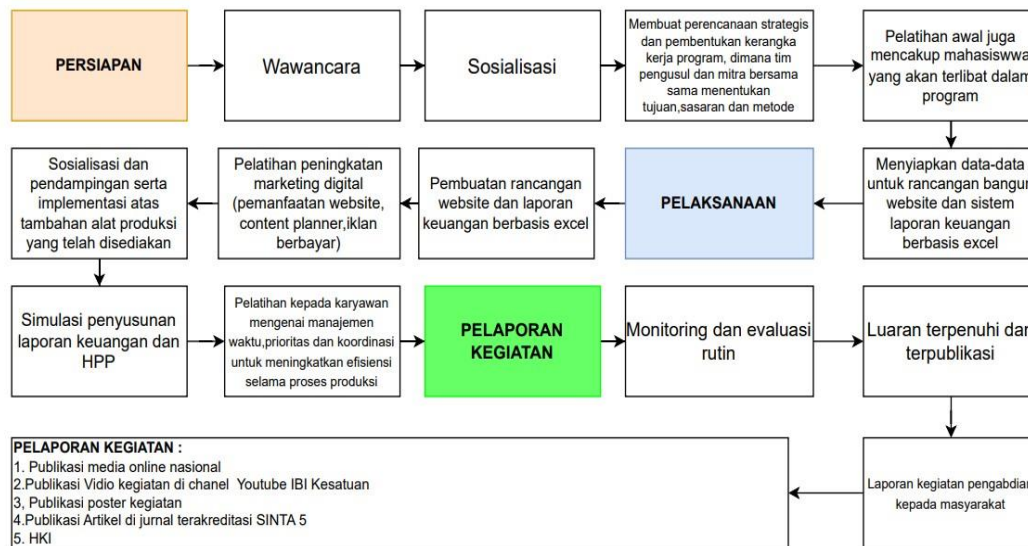


Figure 4. Stages implementation devotion to public

1. Preparation Stage

In the preparation stage, interviews will be conducted to identify the extent of the problems faced by marketing, production and management. In the preparation stage, socialization will also be conducted on the importance of increasing promotion using social media, websites and paid advertising on the market place. The importance of making financial

reports and the importance of improving production equipment. In this stage, target partners participate in providing basic information about the situation of their organization and coordinating with members regarding the implementation plan for community service activities that will be carried out by the implementing team. In addition, Partners also prepare a place for PkM activity training. Students are assigned to assist the implementing team in interviewing target partners regarding the information needed to create a financial reporting system and collecting information needed to design the website.



Figure 5. Sales Strategy Training

2. Implementation Stage

In the second stage, namely the implementation stage, at this stage, material delivery and training will be carried out which will then end with assistance and implementation of the design related to the financial reporting system, simulation of preparing financial reports using a system that has been designed by the implementation team, Training for employees on time management, priorities, and coordination to increase efficiency during the production process, Implementation of Technology with the availability of the King Juice Farhan Website, Assistance for the use of paid advertising on the marketplace, Training to create Instagram and Tiktok content planners, Implementation of Technology with the availability of blenders with models that have larger capacities and more efficient capabilities, Implementation of Technology by providing Orange Juicers, Ice Crusher Machines and showcases (refrigerators) to store processed fruits, and Socialization of the operation of the electronic cashier system. At this stage, target partners participate in the implementation of activities as training participants, the owner is responsible for coordinating employees, and implementing several systems that have been designed by the implementation team. Students are tasked with assisting the implementation team in inputting target partner asset data into the financial reporting system, assisting in the procurement of goods or technology to be implemented, collecting target partner data on the website.

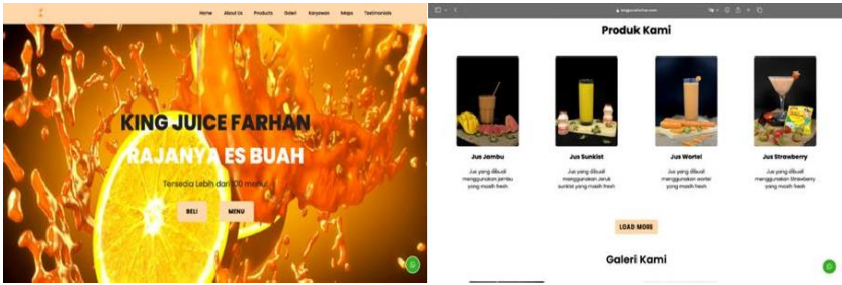


Figure 6. King Juice Farhan Website Image

3. Reporting Stage

The reporting phase is the final phase that includes evaluation or monitoring and reporting of Community Service activities. In this phase, target partners actively provide feedback on the benefits obtained and report on the progress of activities from the implementation of the system that has been implemented. Students are assigned to help compile the final report PPT and design posters.



Figure 7. Website Assistance

4. Post-Activity Monitoring and Evaluation Stage

After the implementation of the PKM grant for 8 months, the Implementation Team is committed to continuously support target partners in implementing the designed system, monitoring the progress of the implementation of the system and technology that has been adopted by target partners, and receiving monthly reports from the owner until the end of the year. In addition, the team will evaluate sales performance every three months, check activities on the website and social media, and conduct visits to target partners every three months. Partners make efforts to increase production and marketing.



Figure 8. Financial Report Assistance

5. Development Stage

At this development stage, how the results of community service activities can provide benefits for the interests of partners in a sustainable manner, can develop more innovative programs that are relevant to the needs of partners, especially King Juice Farhan. And can build networks with related parties to expand the impact of community service.



Figure 9 Resource Training

CONCLUSION

The Community Service Team has successfully implemented digital marketing and management at Metasgoni MSMEs. This is expected to help Metasgoni MSMEs in the future, in terms of improving marketing, promotion, and management of Mestasgoni MSMEs.

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