

Financial Planning and Management Training for the Pasuluhan Village Community, Serang City in the Era of the Covid-19 Pandemic

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ABSTRACT

The decline in people's income due to limited economic conditions at the start of the Covid-19 Pandemic increased awareness of the importance of knowledge of family financial management. Therefore the need for community empowerment activities through the presentation of material on how to manage good finances and other financial knowledge so that the community's economy will increase and reduce the risk of financial problems in the future. The method used was the presentation of material by competent sources during the Covid pandemic, but still paying attention to health protocols. The result of this activity is the increased awareness of the village community regarding the proper management and recording of finances and income. In the long term, this activity is expected to contribute to increasing the level of national financial literacy.

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INTRODUCTION

The Covid-19 pandemic has rocked the Indonesian economy as a result of the policy of limiting people's economic activities. The impact of this policy is felt by all levels of society, especially rural communities. Even though MSMEs are included as one of the pillars supporting the Indonesian economy, it seems that they cannot be separated from the impact of this pandemic. This is exacerbated by the lack of ability of MSMEs in financial management where there are still many who mix household and business financial matters.

The lack of MSMEs' ability to manage finances can also be linked to the relatively low level of financial literacy of the Indonesian people, especially in Banten Province, especially the City of Serang.

According to the OJK National Financial Literacy and Inclusion Survey, the financial literacy of the Indonesian people in 2019 was only 38.03%. The Banten Province financial literacy index score was 39.27% in 2019, this value is low compared to other provinces such as DKI Jakarta at 59.16%, DI Yogyakarta at 58.53%, Central Java at 47.38% and East Java at 48.96% (OJK 2019). This low financial literacy value indicates the need to expand finance information, especially in Banten Province.

Kampung Nangka Bugang is one of the villages/villages located in Banten Province which is part of the East Serang development area. Community service is carried out in the area because the village has high economic potential, some people carry out independent businesses besides that this village is also a fostered village of the Untirta Development Economics Department so this program is a continuation of the community service activities that have been carried out before. Before carrying out community service activities, the

community service team conducts analysis and problem identification as well as an initial survey. Problem identification was carried out based on the APKL method (Actual, Problematic, Audience, and Feasibility) by scoring techniques for potential problems in the village, based on this analysis it was found that the village community lacked knowledge of existing financial products and did not carry out good and correct planning and management of income. This is exacerbated by the Covid-19 pandemic which has reduced their income. This problem is also considered urgent based on the results of measuring the problem through the USG (Urgency, Seriousness, and Growth) method which measures the urgency/urgency and growth of the problem. Then based on the analysis of the root of the problem through the fishbone method it was found that the root of the problem that can be helped to solve comes from manpower, namely the community itself. Because the solution that can be offered is to carry out community service activities in the form of training and seminars on financial management.

This activity also has an indirect impact on MSMEs in the village area by increasing understanding and knowledge of financial records so that in the long term it can contribute to increasing the level of financial literacy in Banten Province. In detail, the community is expected to gain an understanding of the benefits and risks of circulating financial products ranging from insurance to online loans so that the target community can choose financial products wisely. Then, during the current Covid era, this is quite relevant because of limited banking services, village communities can switch to digital services and get a choice of various forms of investment other than gold.

METHOD

The method used is training and presentation of material by resource persons regarding financial literacy and management of family financial planning. The stages of Community Service activities start from planning, implementation, and evaluation.

This training was held in a mosque hall in Kampung Nangka Bugang, Pasuluhan Village, Walantaka District, Serang Regency, Banten. After the presentation of the material, at the end of the activity, a quiz was conducted to measure participants' understanding of the material that had been presented. Then each participant filled out a questionnaire which became the basis for evaluating the activities that had been carried out.

RESULTS AND DISCUSSION

The Family Financial Planning Management Training in Nangka Bugang Village ran smoothly. The presentation of the material was carried out effectively with the question and answer method and sharing sessions with stakeholders, namely the people of Kampung Nangka Bugang itself. The presentation of the material was also responded to enthusiastically which can be seen from the increase in knowledge seen from the results of the quizzes that were carried out after the completion of the material presented.



Figure 1. Community Service Activities

During the activity, direct observation was also carried out using the person-to-person interview method. Observations show several important indications, including:

1. Pandemic conditions that limit the community and reduce people's income.
2. Expenditure is greater than income.
3. Lack of community discipline to save money.
4. The public does not know the correct financial records.
5. The results of household and business income are not separated, recording is still done traditionally.
6. The problem of paying off debt.

Apart from internal community problems, it seems that the problem of access to financial institutions is still real, this is influenced by several factors ranging from road infrastructure to the minimal presence of financial institutions so the role of local government institutions is needed to overcome matters related to the problem. access and distribution and other socio-economic dimensions. This is supported by the findings of Rianty et al. (2020) who found that financial literacy has a positive and significant effect on financial management. So in the future, if small rural communities such as Kampung Naga Bugang and other villages are provided with facilities ranging from the internet to financial knowledge, In the long term, it will increase the use of safer financial programs, especially the use of mobile banking.

CONCLUSION

The conclusion obtained from this community service activity is that the Indonesian people, especially those living in rural areas, really need community service activities that support community financial management so that in the long term the financial literacy level of rural communities will increase which can also directly improve the welfare of village communities.

Rural communities must also be targeted for the use of secure financial applications, of course, this must be driven by improvements from other aspects, especially the socio-economic conditions that exist in the community.

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