

Application of Management Accounting in Micro Small and Medium Enterprises (MSMEs): Hawalom KUPI Ulee Kareng Lhokseumawe City

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ABSTRACT

This research looks at how management accounting functions and factors are implemented. Hawalom KUPI Ulee Kareng, Lhokseumawe City is the object of research. Primary and secondary data were used in this research. This research uses qualitative methods using interactive analysis. Data obtained directly from the owner of Hawalom KUPI Ulee Kareng Lhokseumawe and data analysis in the field so that it is more representative. Data collection techniques are used to collect data seen from its use through observation and so on. Data must provide information based on supporting facts, including by conducting (1) Interviews, (2) Observations. Interviews were asked to the owner of the research object in the form of unstructured questions. Observations are carried out directly so as to obtain relevant results, and can also be used as a reference. The results of observations and interviews are presented in table form with a clear explanation of the research objects in implementing the functions of implementing management accounting, namely planning, organizing, directing, controlling and decision making.

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INTRODUCTION

In this era of very rapid globalization, the development of MSMEs has the potential to expand employment which can be a solution in overcoming unemployment and poverty. MSMEs have the potential to be a lifeline for the critical national economy. If economic activity in MSMEs runs smoothly, it is likely that the national economy will also be strong and smooth. MSMEs are a solid foundation amidst the onslaught of the economic crisis in the current era (Refiyanto & Muid, 2022).

MSMEs are business activities that are able to expand employment opportunities and provide broad economic services to the community, and play a very important role in helping to equalize and increase people's income. Not only that, MSMEs also play a role in increasing people's income, encouraging economic growth, as well as in national development. (Hastuti, 2021).

Local potential in the economic sector is by exploiting and using available natural resources wisely to improve the welfare of the community by building businesses that highlight the characteristics of the area to be recommended appropriately, one of which is through micro, small and medium enterprises (MSMEs). MSMEs can be the foundation, the cornerstone of a good economy in Indonesia because they are born from

people who are motivated to become micro-scale entrepreneurs who initially opened a business with the sole aim of earning enough income to meet primary needs and then become medium-sized entrepreneurs and grow into large-scale entrepreneurs. big and host in their own country. MSMEs are an economic enterprise that is able to stand alone without assistance from other parties, founded by individuals or business entities that are not included in subsidiaries or are not part of a company owned by another company (Halpiah & Putra, 2022)

MSMEs are businesses that need more attention from the government to develop adequate business units because MSMEs have made a significant contribution to the Indonesian economy. This makes people come up with creative ideas for business expansion in their businesses. Things that need to be considered in developing MSMEs are working conditions, promotion of new businesses, access to information, access to funding, market access, improving product quality and human resources. In the development of MSMEs, technology can be relied upon as a form of strategy that can be implemented to continue developing and maintaining the business (Sularsih & Sobir, 2019) .

Stakeholder theory reveals that every business or business that is run is related to consumers and other related stakeholders. Likewise with Hawalom Kupa Ulee Kareng Lhokseumawe which has relationships with consumers, suppliers and employees. One of the ways used by Hawalom Kupa Ulee Kareng Lhokseumawe is by having a good management accounting role. The function of implementing management accounting helps businesses to meet the needs of related actors. The function of management accounting can help stakeholders in carrying out their duties and also as a place for information between owners and stakeholders in the development of the business being run (Maksi & Nurul, 2017)

Management accounting provides a role as a brief overview of what must be done before and while it is being implemented, apart from that, management accounting also plays a role in encouraging and helping micro, small and medium enterprises to prevent and minimize future risks. In order for its implementation to run effectively and efficiently, self-awareness of MSME actors is needed by looking at the functions, namely planning, organizing, directing, controlling and decision making (Darmawati & Oktaviani, 2018) .

Hawalom Kupa Ulee Kareng Lhokseumawe is a business in the form of a coffee shop that serves typical coffee drinks from the city of Banda Aceh. Not only does this coffee shop sell coffee, it also provides morning cakes, cat rice, fried rice and Acehese noodles. In running this culinary business, it turns out that it is not very fast because there are many restaurants or cafes that offer many contemporary foods that are liked by today's youth and teenagers. This requires a strategy with the hope that it will make a better contribution compared to before. This is carried out with wider product marketing using social media. Therefore, the role of management accounting is very important to apply in running a business. The importance of management accounting that is applied is not only seen from the function, idea or strategy that must be prepared, but the product itself must be presented more attractively but still maintain the typical Acehese taste, product branding strategy, relatively friendlier prices, choosing a strategic location and easy to reach as well. selecting the right employees in MSMEs. (Eva Desembrianita et al., 2023) .

This research aims to determine the application of management accounting carried out. This research explains how management accounting is implemented by Hawalom Kupa Ulee Kareng Lhokseumawe, how the role of management accounting functions, whether there is awareness of actors or owners in implementing management accounting. This research can provide benefits to parties who need it both theoretically and practically.

METHOD

In this research the method used is a qualitative method. This research is based on phenomena that occur in the surrounding environment. To understand new phenomena, knowledge is needed that emerges from research using appropriate methods. Therefore, the placement of qualitative methods is not to test previous research . The placement of qualitative methods is very important in the development of existing knowledge. This research uses primary and secondary data. Data obtained directly from the owner of Hawalom Kupa Ulee Kareng Lhokseumawe. Data collection techniques are used to collect data that can be seen from its use through observation and so on. Data must provide supporting information including conducting interviews and observations, and interviews with the owner of Hawalom Kupa Ulee Kareng Lhokseumawe (Salmiah et al., 2015)

This research uses interactive analysis techniques according to Miles and Huberman, namely there are four steps in the analysis process. This includes data collection, data reduction, data presentation, and drawing conclusions. Researchers must understand and collect data to be able to find correlations. The results of observations and interviews are presented in table form with a clear picture of Hawalom Kupa Ulee Kareng Lhokseumawe in the implementation of management accounting functions: planning, organizing, directing, controlling and decision making (Lestari, 2018) .

RESULTS

Hawalom Kupi Ulee Kareng Lhokseumawe is a coffee shop with the basics of serving typical Banda Aceh coffee which is served with a taste concept that is very typical of the city of Banda Aceh. Hawalom Kupi Ulee Kareng Lhokseumawe apart from serving ulee kareng coffee with local flavors, also provides cakes for breakfast and also Acehnese noodles. This Warkop is managed by an owner who is a native of Banda Aceh City who set up his business in Lhokseumawe City and has 3 employees and 3 food suppliers for breakfast and snacks.

Hawalom Kupi Ulee Kareng gives a new color to the beverage business, by using such a good concept it is hoped that it will not only be among local residents but also people who love Acehnese coffee and noodles from outside. By optimizing social media and word of mouth promotion. Nowadays almost everyone uses social media to interact with each other. This condition is used to promote and market ongoing businesses. As business actors, we have to think outside the box so that our business can continue running and not end up making a loss. Take advantage of every available resource, and use various software that can support the smooth running of the business.

Planning

Previous research has explained that the potential for outreach to overcome unemployment and poverty can be overcome by developing MSMEs. MSMEs are a savior in times of social and economic crisis. In developing MSMEs, planning plays an important role in meeting the goals of a business in the long and short term by implementing strategic theory through the use and application of management accounting (Riyadi & Rismawandi, 2016)

Planning is a satisfying way to make activities run well, accompanied by various inspiring steps to identify gaps that occur so that the activity achieves the goals and targets that have been set. In every organization, planning becomes a guide in carrying out various activities and actions that determine the success or failure of the organization. Careful planning is expected to minimize the risks that come and even risks with potential losses. So it can be said that as stakeholders in Hawalom Kupi Ulee Kareng Lhokseumawe need to pay attention to what elements are the basis of the business plan. It is hoped that this plan will be able to create a long-term business and still maintain local flavors amidst the onslaught of various kinds of food from outside entering the area. The elements referred to are market research and preparation of marketing strategies. Conduct market research to find out consumer tastes. After carrying out the market research stage, business people need to create a business strategy. Through business strategy, we must do the best so that the products presented are well received by consumers. (Salangka, 2013).

The planning process can start by studying the organizational environment, then continue with the mission, moving on to the organization's goals. Organizational goals are the key to organizational effectiveness. Situational planning is planning that includes different planning alternatives. It can be said that situational planning is backup planning, if plan A is not successful due to certain reasons then plan B can be implemented (Sri Maharsi, 2000).

Organizing

Organizing is the process of planning by grouping and organizing. Organizing aims to ensure that the division of work is carried out according to the responsibilities that have been determined. Organizing makes it possible to make decisions and act on the decisions made. Organizing is an activity in which resources are allocated and combined to achieve a goal. This activity is divided into several parts, according to the supervision of business operations. In organizing, activities are clearly defined so that there is no hesitation in fulfilling these activities (Alam, 2017)

From the interview results, organization is important in business. Which is a place and a tool to achieve goals. There are steps taken to achieve the goal: (1) Determining the goals to be achieved (2) Developing plans and policies that will be used to achieve the goals that have been set (3) Determining all the activities that will be used to achieve the goals and implementing the plans that have been set. has been made (4) Counting and classifying activities (5) Giving tasks and authority to carry out activities. As a result of the results collected, Equity: Journal of Economic Education, Hawalom Kupi Ulee Kareng Lhokseumawe has used the organizing function to achieve its business goals, by following the steps prepared to support the activities carried out.

Briefing

Directors can function well and correctly in accordance with their respective responsibilities (Monica, 2020). Direction is personal desire or positional power, in this case stakeholders, which aims to mobilize other people or employees, so that all employees can work efficiently and effectively for the long-term interests of the business. Direction in a more general sense is an order. Orders given by superiors to employees in order to

achieve good direction for the interests of a business. An official statement is a statement in oral or written form. The order is an official statement. The person who has the right to carry out orders is the person who has authority over the business, for example between the owner and his employees. If the order given is not carried out or has been carried out but made a mistake, then the party will receive punishment or sanctions for the actions that have been carried out. The punishment or sanction can be in the form of a warning and termination of employment or dismissal of the employee himself. The existence of an order means notifying employees to act on their duties and authority. and the most important thing is that the order has a final result or goal, namely to realize the objectives of the business being carried out (Sembiring Y and Elisabeth D. M, 2018) .

Based on the results of the interview, the implementation of the directing function has been carried out based on guidelines through orders presented by stakeholders. The purpose of giving orders is (1) To create good relationships between stakeholders and employees (2) To provide education to employees (3) To coordinate employee activities. Apart from that, employees also have the right to take part in training so they can gain insight into running a business. The implementation of the directing function must be accompanied by communication, one way that can be done is by holding regular meetings between stakeholders and employees. Based on the results collected, Hawalom Kupa Ulee Kareng Lhokseumawe has its own guidelines for carrying out the directing function, one of which is by giving orders. The orders presented are not arbitrary and do not use a code of ethics but are orders given to balance employee relationships and involvement in running the business. Communication also has an important role in the directing function to coordinate employees.

Control

Control is a system that is responsible for controlling every activity that occurs in order to guide the formulation of appropriate strategies and implement them to achieve business goals. Control is a system that consists of various subsystems. Control helps to know whether the goal has been achieved or not. Based on the results of the interview, problems that arise include a lack of direction. Therefore, the control function can be said to be important so that it remains efficiently and effectively coordinated between stakeholders and employees (Manurung, Hartoto, et al., 2012)

Control is basically a series of continuous monitoring and evaluation activities as well as comparing budgeted costs and their realization. Cost control is an action taken to direct activities so that they do not deviate from predetermined goals in a production process. The aim of controlling production costs is to obtain the maximum amount of production or output with the desired quality, from the use of a certain amount of materials, labor, effort or facilities by obtaining the best results with the smallest possible costs under the existing conditions (Anik, 2013) .

Decision-making

Decision making is a result of problem solving, the answer to a question as a law of the situation, and is the selection of one alternative from the existing alternatives, as well as the termination of the thought process about the problem or problem being faced. The result of decision making is a decision. Decision making has two functions, namely: the starting point of all conscious and directed human activity, both individually and in groups, both institutionally and organizationally, and something that is futuristic, meaning it is related to the future, the future (the effect or influence lasts quite a long time) (Akbar, 2021) .

The elements of decision making that can be used by leaders must first be able to study and consider the objectives of decision making, problem identification, internal and external factors of the institution/organization, as well as the means of decision making.

Based on the results of the interview, the method used by Hawalom Kupa Ulee Kareng Lhokseumawe in improving the decision-making process is by having the courage to take risks, because in every decision-making process there are risks that will arise indirectly and existing stakeholders must be ready to accept and face them. Even though there are risks that will arise, there are also factors that can trigger errors in decision making (1) Problems (2) Situations and Conditions (3) Doubts (4) Misunderstanding of information (5) Too little or too much information. Based on the results collected, in making decisions, Hawalom Kupa Ulee Kareng Lhokseumawe minimizes risks that will arise by referring to factors that can trigger errors in decision making. Problems that arise cause obstacles, delay goals, and get in the way of important things. If there is a problem that deviates from what was intended and does not go according to expectations, this involves decisions that previously required analysis first. In situations and conditions, decision making is influenced by certain circumstances that occur around them. It was extraordinary to see the atmosphere of establishment at that time. Situations in the workplace where quality declines will undoubtedly have a significant impact on the decision-making process. The current situation is dominated by the human condition which is more directly involved. The toughest obstacles are truly rooted within us so that the nature of doubt arises. Doubt prevents a person from making a decisive decision. Business owners are often filled with doubt in their thoughts and actions, misunderstandings about their roles can be a major barrier to decision making. If owners make decisions with

the wrong understanding of information, those decisions will be wrong. The information used must be complete, reliable and stored carefully. Having a large amount of information is often considered useful, but if it is not gathered properly, it can be painful. Owners can feel guilty and confused when too much information is presented and not grouped properly, and meanwhile not having enough information to support decision making is also bad. Owners must change their respective layouts to find the best solution.

CONCLUSION

After the author draws conclusions from research on the Application of Management Accounting in Micro, Small and Medium Enterprises (MSMEs): Hawalom Kupa Ulee Kareng Lhokseumawe, the author provides several practical suggestions as follows:

1. In Using Social Media Aku Cendol Kamu Salatiga, business actors should be able to utilize social media in more detail because there are features or options that can help a business. You can provide feedback by providing ratings and comments columns. Because this is very important for the continuity of a business to improve its products and to get a good impression and can have an impact on customer loyalty.
2. Hawalom Kupa Ulee Kareng Lhokseumawe You must be aware of current developments with increasingly advanced technology because the use of social media is very beneficial for business people both in terms of promotional communications and as a fast and easy transaction tool.
3. Hawalom Kupa Ulee Kareng Lhokseumawe It is best to increase creativity balanced with knowledge regarding the application of management accounting as a sign of following current developments so as not to be left behind by other competitors.
4. Management Accounting in Hawalom Kupa Ulee Kareng Lhokseumawe It is best to understand the interrelated guidelines more deeply so that the business can continue to run and develop.

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