

FINANCIAL MANAGEMENT FOR BUSINESS SUSTAINABILITY CREATING USED GOODS CREATIONS IN KEMBANGAN SELATAN DISTRICT, WEST JAKARTA

Ahmad BADAWI¹, Dewi MURTINGSIH², Lucky NUGROHO³ Nurul HIDAYAH⁴

¹Dian Nusantara University, Indonesia

^{2,3,4}Faculty of Economics and Business, Accounting Study Program, Mercu Buana University, Indonesia

Corresponding author: Ahmad Badawi

Email: nurul.hidayah@mercubuana.ac.id

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Abstract:

Financial management is the planning, management, storage and control of funds or assets owned by a business. Understanding financial literacy and how to manage finances is very important and must be a priority because it will have an impact on business sustainability. Limited financial management knowledge can result in a lack of planning and impact on welfare. On the other hand, if financial management is carried out well, it can be said that the person is responsible for the funds they own. Every business actor must have knowledge and skills in managing finances for sustainability. A business run by GoodGood for now. This won't happen. Community service activities will be carried out in the South Kembangan District area and will be attended by residents of Kembangan District. Activities are planned with good development programs in the fields of Human Resources, Marketing and Finance. The activities carried out are related to the description of business management starting from side funding, product creation and product sales to marketing strategies. The aim of this PKM activity is not only to understand the importance of utilizing the materials used, but also to create business opportunities with creativity and innovation carried out by business actors. PKM activities will end with a discussion and question and answer session as well as filling out a questionnaire. The output of PKM activities will be published in mass media, modules or journal publications.

INTRODUCTION

Analysis Situations and problems partner. Askari (2015) states that waste houses hoard stairs with trash and rubbish. Everything increases as a consequence of growth in population, shift pattern consumption, and style of a thriving life. More carry on, according to Nusanthary et al. (2012). Paradigm throws away rubbish well in place, provided government or with method burn it and throw it in the river, of course, matter This will impact badly for the environment, so the paradigm the must changed through the process of reduce, reuse and recycle.

One example of used goods is plastic, wrapping soap, cleaner floor, soap wash, etc., which can be used as a bag or decoration and sold. However, the perpetrator's business

Recycling repeat goods can become a helpful product that can be marketed, possibly reducing the polluting rubbish environment and providing sufficient income for the business. Moreover, it can become a product of highly aesthetic crafts, so the price is high (Susanti & Priamsari, 2019). Therefore, management finance from business utilization goods former owner potency mark economy Can become an opportunity lucrative business.

Sabrina, Zainul, and Mayfita (2020) stated that management or management finance is one of the threatening problems of sustainability in MSME businesses. Many MSMEs lack understanding of financial literacy and how to manage Finance. Perpetrator business Not yet Lots control How



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reporting finances are done with good and right. Perpetrator businesses generally only record turnover from cash income and expenditure, even perpetrator businesses. Other some are the same very No do recording. Therefore , those who are the perpetrator's business should prepare to begin recording Finance, journaling and drafting reports. Financial implementation can add knowledge and essential management financial practices to the perpetrators' implementation.

Furthermore, outlook or knowledge about how to manage management finances is fundamental. However, it has been proven that bookkeeping or reporting finance-related management finance needs to be present in his business. The statement above shows a low understanding of finances by the perpetrator business. Therefore , it is necessary to make efforts to increase the performance and sustainability of the business. One method that can enrich the perpetrators' knowledge of Finance is ensuring that management and accountability can be held accountable to better and worthy company owners (Aribawa, 2016). Besides that, essential knowledge about management finance must understood before operating a business (Amartha et al., 2023).

Management is the process of planning, organizing, filling staffing, leadership, and controlling for the optimization of the use of resources and implementation tasks to reach objective organizational effectiveness and efficiency. Management is the process of planning, organizing, implementing, and controlling source power organizations to achieve objective organization effectively and efficiently (Abdurrahmat, 2003). According to Lawrence J. Gitman (2003), Finance can defined as art and science knowledge from money management. Finance is knowledge in managing money that influences the life of everyone inside An organization. It can concluded that management finance is the process of planning, organizing, implementing and controlling the funds owned by the organization.

One crucial factor is behavior management finance, which is proficiency in making daily arrangements (planning, budgeting, auditing, management, control, search and storage) for finances. Management finance is a critical aspect of effort but is often ignored. It is OK because of minimal knowledge of the perpetrator's business or the busy daily operational business.

According to Amanah et al. (2016), behavior management finance is a science that explains behavior. Someone in arranged Finance looks at an individual's psychology and habits. Behavior management finance involves acquiring, allocating, and using source power to achieve a few-oriented finance goals (Topa et al., 2018).

Management finance is expected to give provisions, adequate knowledge, and so on that can be implemented in business, so in the end, it can help sustainability.

Management finance the right effort is made with method: a) Necessity separation between finance business and finance personal b) Determining significant percentage finances that will meet your needs effort c) recording financial (bookkeeping) basis orderly to control all transaction finance, fine That income nor expenses, as well as debts and receivables d) Reduce risk from business debts e) Controlling smoothness business cash flow (Dewi et al., 2023).

This PKM activity aims to develop an empowerment model appropriate society with condition citizens, improve capacity devotion to the community, and give solutions based on analysis of the situation by need, challenges or problems that exist in society related to management finance on product goods used. The purpose of the PKM is linked with activity campus independence, which involves Students in activity campus independence, which is Activity Entrepreneurial, and IKU number 2, namely, Students get outside experience campus and IKU no. 3 Lecturers work outside campus.



PKM roadmap for the next five years. Problem waste occurs in developed areas south, and incompetence in processing rubbish with GoodGood has resulted in the environment and poor health inside public. No easy resolve coaching and training is needed to manage rubbish or goods used. One of The methods to change behavior in society is to be creative and innovative, utilize goods used to become valuable products and return them (reduce, reuse, recycle). Secondhand , they can economically create a productive society and become new business people by producing goods from rubbish used, managing their business with GoodGood, and promoting the product in the right market. However, to maintain the sustainability of his business, the perpetrator's business must be capable of managing finances correctly. Implementation of this PKM aims to provide solutions to the public through training. How management finances product goods used to become something craft or other functional and valuable products sell. Activity training later will have several stages that are:

1. Counseling about the importance of the public's creative and innovative behavior creates goods used to become new products.
2. Training-related marketing product cycle repeat
3. Counseling management finance on business material used.

Related solutions to problem management finances around the development area south must be done through UMB PKM activities.

The solution will be offered. Related solutions rubbish/goods used by the public, especially in sub-districts development in is with do cycle repeat goods used and produce it become valuable items used and get sold, thereby giving additional income for the public in a way No direct will increase people's economy.

Wrap used soap, wash the liquid, and wrap it in another. It can be processed into a bag, inside various forms of an exciting bag. Product yield processed goods used in a way No direct will increase income public. Product yield used to become a bag can be marketed online. Furthermore, the sales results must be recorded and managed; the finances must be handled correctly.

External targets will be generated from upcoming PKM activities carried out in the sub-district development south has an external target:

1. Village residents' development is south capable of utilizing wrap used soap liquid to become a useful product like bags, etc.
2. Village residents know How to produce bags and exciting and valuable products .
3. People know How to count pricing and marketing products to the right market by the target.
4. Residents can do management finance results in production and sales with Correct.

Completion target outer in form indicator achievements. Production bag from wrap soap that has been sold, results sale managed with Correct through management finance. As following:

Table 1. Completion target outer in form indicator achievements.

No	Indicator Achievements	Information Achievements
1	Socialization management finance	Perpetrator businesses understand a) the importance of separation between finance business and Finance personnel, b) Determining a significant percentage of finances will need effort, and c) recording financial (bookkeeping) basis orderly For control all transaction finance, acceptable That income nor

2	Able to organize report finance	expenses, as well as debts and receivables d) Reduce risk from business debts e) Controlling smoothness business cash flow. report finance simply by recording finance and preparation report finance business (Profit and Loss and Cash Flow).
3	Calculation price sell product cycle repeat	The public knows how to count all the costs for making a product bag and counting the price to sell it after the product is finished.
4	Marketing product	Training for the public on how to market techniques for product cycle repetition and strategy.

METHODS

The PKM program in the Kembangan Selatan sub-district was implemented on January 23, 2024. The audience target in the service program the community organized by the Mercu Buana University PKM TEAM are residents of Kembangan Selatan Subdistrict, West Jakarta. Training and counseling were provided in Kembangan Village, West Jakarta.

1. Stage includes:
 - a. Formation and consolidation team executor
 - b. Outreach to the community who will be given training as training participants
 - c. Training effective
2. Stage Implementation includes:
 - a. Exposure necessity pushes creativity and innovation among citizens
 - b. Stage-making product bags from the material used, wrapping soap, liquid, etc.
 - c. Exposure Calculation of Cost Price and Selling Price
 - d. Exposure material Marketing starts from packaging to marketing.
3. Stage Evaluation

Stage this is done after all stage activities are held. This stage needs to be done to measure the public's understanding of the training provided and make provisions to improve implementation activity.

RESULTS AND DISCUSSION

Separation of Business and Personal Finances Separating business and personal finances is essential in good financial management. In this way, business owners can monitor their financial performance without interference from personal finances, making it easier to evaluate profit and loss and the business's financial health.

Determine the size of the Percentage Finance for Business Needs. Determining the percentage of income effort allocated to various needs like operational, investment, and emergency funds is crucial to maintaining financial business stability. This ensures that every aspect of the finance business gets proportional and planned attention.

Recording Orderly Finances (Bookkeeping). Recording Finance in an orderly way is very important to control all transaction finances, including income and expenses, as well as debts and receivables. With a Good bookkeeper, the business owner can make more informed decisions and avoid errors in management finance.



Reduce Accounts Payable Risk. Managing and minimizing business debt is essential in managing healthy finances. Reducing debt risk can help guard against adverse cash flow problems and prevent future financial problems (Imaningsih et al., 2023).

Relevance with Independent Campus. Activity Entrepreneurship and IKU no. 2, PKM activities include campus independence, especially activity entrepreneurs who provide Students with outside experience on campus (IKU no. 2). Students involved in activities can obtain practical and authentic experience in the business world and empower the public.

Lecturers with Off-Campus Activities and IKU number 3. This program also supports IKU number 3, where lecturers carry out activities outside the campus. Lecturers in this program can share their knowledge and expertise with the community and gain direct experience in community service.

CONCLUSION

Management finance's reasonable effort involves the separation of personal and business finances, determining percentage allocation finance, record keeping of orderly finances, reducing debt risk, and controlling cash flow. PKM aims to develop an empowerment model appropriate to society with condition citizens, improve capacity devotion to the community, and give solution analysis of situations. This program aligns with the objective of Merdeka Campus, in particular, in giving Students an outside experience on campus and encouraging lecturers to participate in outside activities on campus. These activities can benefit students, lecturers, and the community served.

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