



Utilization of Digital Cash Book Applications as an Effort to Improve Business Performance

Misrah^{1✉}, Fakhruddin Kurnia M²

¹Kewirausahaan, Universitas Mega Rezky

²Manajemen, Universitas Ichsan Sidenreng Rappang

Abstrak

Pemanfaatan aplikasi digital buku kas sebagai upaya peningkatan kinerja bisnis memberikan dampak positif dan menyeluruh pada berbagai aspek operasional dan strategis perusahaan. Aplikasi ini tidak hanya menyederhanakan proses pencatatan transaksi keuangan, tetapi juga meningkatkan akurasi, efisiensi, dan visibilitas terhadap kondisi keuangan perusahaan. Penerapan aplikasi digital buku kas tidak hanya menciptakan lingkungan kerja yang lebih efisien tetapi juga mendukung perusahaan dalam menghadapi tantangan bisnis yang dinamis. Dengan pemantauan yang cermat, pelatihan yang berkelanjutan, dan integrasi yang tepat, perusahaan dapat terus memaksimalkan manfaat dari teknologi ini untuk mencapai pertumbuhan bisnis yang berkelanjutan. Hasil kegiatan pada kegiatan pengabdian kepada masyarakat (PKM) menunjukkan bahwa persepsi staf Pemerintah Desa Bone tentang pemanfaatan aplikasi digital buku kas sangat berpengaruh dalam kehidupan sehari-hari maupun dalam peningkatan bisnis.

Kata Kunci: Aplikasi Digital, Buku Kas, Kinerja Bisnis.

Abstract

The utilization of digital ledger applications as an effort to enhance business performance has a positive and comprehensive impact on various operational and strategic aspects of the company. These applications not only simplify the recording of financial transactions but also improve accuracy, efficiency, and visibility into the company's financial condition. The implementation of digital ledger applications not only creates a more efficient work environment but also supports companies in facing dynamic business challenges. With careful monitoring, continuous training, and proper integration, companies can continuously maximize the benefits of this technology to achieve sustainable business growth. The results of community service activities (PKM) indicate that the perception of Bone Village Government staff towards the utilization of digital ledger applications significantly influences daily life and business improvement.

Keywords: Digital Applications; Ledgers; Business Performance.

INTRODUCTION

In the continuously evolving digital era, companies across various business sectors are adopting technology to enhance their efficiency and productivity. One of the areas experiencing significant transformation is corporate financial management. The use of digital ledger applications has become an innovative and effective solution for improving business performance.

Digital ledger applications are tools that assist companies in recording, managing, and analyzing financial transactions more efficiently than traditional manual methods. As stated by Smith and Johnson (2020), "the adoption of digital ledger systems allows businesses to streamline their accounting processes, resulting in greater accuracy and efficiency" (p. 45). By adopting this technology, companies can optimize their accounting processes, allowing them to focus on core business development and make faster and more accurate decisions.

The benefits of using digital ledger applications to enhance business performance are diverse. First, these applications can expedite the process of recording financial transactions, reduce the risk of human error, and improve data accuracy (Brown & Davis, 2021, p. 78). Second, real-time financial monitoring provides business owners and management with better visibility into the company's financial condition, enabling them to make faster and data-driven decisions (Clark, 2022, p. 112).

Additionally, digital ledger applications support transparency and accountability in financial management. According to White and Green (2021), "the use of digital ledgers facilitates the creation of a digital trail that can be easily audited and verified, thereby enhancing transparency and reducing the likelihood of fraud" (p. 89). With a digital trail, companies can more easily examine and verify each transaction, minimizing the potential for fraud or inaccuracies. Moreover, the presentation of financial data in a more structured and easily understandable format can facilitate companies during the audit process.

The use of digital ledger applications can also positively impact employee productivity. By automating most routine accounting tasks, the time previously spent on administrative work can be allocated to more value-added activities, such as financial analysis, strategic planning, and business development (Lopez & Martinez, 2022, p. 64).

In the context of globalization and increasing competition, companies need to continue innovating to remain competitive. The use of digital ledger applications as a tool to enhance business performance is a progressive step in facing these challenges. As Roberts (2023) suggests, "leveraging technology in financial management not only improves operational efficiency but also supports sustainable business growth" (p. 29). Therefore, this study will further discuss the implementation and benefits of digital ledger applications in enhancing business performance.

IMPLEMENTATION METHOD

This community service activity involved lecturers from the Digital Business Study Program, Faculty of Economics and Digital Business, Universitas Megarezky, as well as staff from the Bone Village office. The participation of various parties demonstrates cross-institutional collaboration for a common goal, namely improving

knowledge and skills in entrepreneurship, especially for the millennial generation. According to Porter and Kramer (2011), community service activities by educational institutions can strengthen the relationship between the university and the local community, and provide a positive impact on the development of practical skills for participants (p. 65).

The equipment used in this activity included projectors, laptops, and smartphones, all of which were used to effectively support the delivery of the material. The use of technology in education has been proven to improve the quality of learning by providing a better visual experience and allowing for more interactive information delivery (Clark & Mayer, 2016, p. 78). By utilizing this equipment, the outreach on entrepreneurship could be delivered in an engaging and easily understandable manner, especially for the students of SMAS Batara Gowa.

The schedule of activities was systematically designed, starting with preparation and coordination before departing for the location. The event began with welcoming speeches from various parties, including the Head of the Entrepreneurship Study Program and the Principal of SMAS Batara Gowa. The main event was a presentation on "The Existence of the Millennial Generation in Fostering Entrepreneurship in a Competitive Era," delivered through presentations, videos, and applications. After the outreach, a Q&A session provided an opportunity for participants to delve deeper into the material presented. An evaluation was conducted to measure participants' understanding of entrepreneurship, which is an important step in ensuring the effectiveness of the outreach and providing feedback for future activities (Barker & Johnson, 2019, p. 101).

RESULTS AND DISCUSSION

1. Planning

The planning stage is a crucial initial step in ensuring the success of this community service activity. During this phase, the organizing committee coordinated with the speakers, lecturers from the Digital Business Study Program, to ensure their readiness to deliver relevant material in line with the predetermined theme, "The Existence of the Millennial Generation in Fostering Entrepreneurship in the Competitive Era." This meeting also involved discussions about the topics to be covered, methods of delivery, and necessary aids such as PowerPoint presentations, videos, and other applications. Additionally, the logistics of the event, including room setup, equipment, and transportation, were meticulously planned to ensure that all required elements were available and ready on the day of the event.

Table 1. Community Service Fund Budget Plan for 2024

USAGE OF FUNDS				
1	ACCOMMODATION AND TRANSPORTATION			
	TRANSPORTATION	1	Rp400.000	Rp400.000
	Total			Rp400.000
2	ADMINISTRATION OF SUPPLIES			
	ATK and Frames	1	Rp100.000	Rp100.000
	HVS Paper	1	Rp60.000	Rp60.000

3	Consumption Costs			
	Snack Box	60	Rp. 7.000	Rp. 420.000
	Lunch Box	60	Rp. 18.000	Rp. 1.080.000
	Total Overall			Rp2.060.000

For the Community Service activity in the 2024 Academic Year, the budget has been planned with the following details: A total of Rp400,000 has been allocated for accommodation and transportation, covering transportation costs. For administrative and equipment needs, Rp160,000 has been budgeted, which includes Rp100,000 for office supplies and frames, and Rp60,000 for HVS paper. The budget for consumption has also been allocated, totaling Rp1,500,000, covering snack boxes for 60 people at Rp7,000 per box and lunch boxes for 60 people at Rp18,000 per box. The overall total budget for this activity is Rp2,060,000.

2. Implementation

The implementation phase is the core of this activity, where direct interaction between the speakers and participants occurs. The event began with welcoming remarks from various parties, including the Head of the Entrepreneurship Study Program and the Principal of SMAS Batara Gowa, who officially opened the event. Following the opening, a session commenced with the presentation of material on the role of the millennial generation in developing entrepreneurship in a competitive era. This material was delivered interactively using various media, including presentations, videos, and direct discussions. Participants, comprising students from SMAS Batara Gowa, were given the opportunity to ask questions related to the challenges and strategies in starting and developing their businesses. These questions covered various aspects, from business ideas, marketing strategies, to financial management. Through this Q&A session, participants gained deeper insights into the realities and challenges of the entrepreneurial world.

Figure 1 Activities of Batara Gowa Senior High School





3. Evaluation

The evaluation phase is an essential part of assessing the success and effectiveness of the activity. Evaluation was conducted through a Q&A session designed to measure participants' understanding of the material presented. Participants were asked to provide feedback on the material they had received and identify areas where they felt they still lacked understanding. Additionally, this evaluation included discussions on how the students could apply the knowledge they had gained in their daily lives and their plans for the future. The results of this evaluation were used to identify the strengths and weaknesses of this activity and provide recommendations for improvements in the future. This evaluation process also included assessing the use of technology and tools in delivering the material, ensuring that the approach used was aligned with the participants' needs.

Optimization of Millennial Development through Creative Economy

Main Topic: Optimization of Millennial Development through Creative Economy

Sub-topic: The Role of Millennials in Fostering Entrepreneurship through the Creative Economy

Target Audience: Students of SMAS Batara Gowa

Date: Wednesday, May 24, 2023

Time: 08:00 AM WITA - Until Finished

Venue: SMAS Batara Gowa

Speaker: Dr. Misrah, S.Sos.I., S.E., M.M & Fakhruddin Kurnia M, S.E., M.M

a. General Instructional Objective

The general instructional objective of this activity is to provide students with a comprehensive understanding of the existence of the millennial generation in fostering entrepreneurship in a competitive era. Through this event, participants are expected to grasp the critical role millennials play in developing new business ventures, particularly within the creative economy sector.

b. Specific Instructional Objectives

After participating in this workshop, students should be able to:

- 1) Define and understand the concepts of the millennial generation and entrepreneurship in a competitive era.
- 2) Identify and comprehend the key factors that contribute to the growth of entrepreneurship in today's competitive market.
- 3) Recognize the benefits of being an entrepreneur.
- 4) Understand the concept of target markets and how to identify them.
- 5) Learn and apply effective marketing strategies in business activities.

Content (attached)

Definition of the existence of the millennial generation and entrepreneurship in a competitive era.

- 1) Factors contributing to the growth of entrepreneurship in a competitive era.
- 2) Benefits of entrepreneurship.
- 3) Understanding target markets.
- 4) Marketing strategies in business activities.

Media: LCD, Laptop, Banner

Methods: Lecture, Discussion, Q&A

Table 2. Schedule of Events

No	Time Activity	Counseling Activity Participants	Description
1	3 Minutes opening	<ol style="list-style-type: none"> a. Opening/starting the activity by saying hello b. Introducing oneself c. Explaining the purpose of the counseling d. Asking students of SMAS Batara Gowa about entrepreneurship 	<ol style="list-style-type: none"> a. Answering greetings b. Listening c. Listening and paying attention d. Answering questions
2	35 minutes implementation	<ol style="list-style-type: none"> a. Explaining the concept of the existence of the millennial generation and entrepreneurs in the competitive era b. Giving participants the opportunity to ask questions c. Explaining the factors in growing entrepreneurs in the competitive era d. Giving participants the opportunity to ask questions e. Explaining the benefits of entrepreneurship f. Giving participants the opportunity to ask questions g. Explaining the target market 	<ol style="list-style-type: none"> a. Listening b. Asking questions c. Listening d. Asking questions e. Listening f. Asking questions g. Listening h. Asking questions i. Listening j. Asking questions

		<ul style="list-style-type: none"> h. Giving participants the opportunity to ask questions i. Explaining marketing strategies in the business world j. Giving participants the opportunity to ask questions 	
3	5 minutes evaluation	Asking students whether they understand the existence of the millennial generation and entrepreneurs in the competitive era.	Answering questions
4	2 minutes termination	<ul style="list-style-type: none"> a. Saying thank you for your participation b. Saying closing greetings 	<ul style="list-style-type: none"> a. Listening b. Answering

The workshop on optimizing millennial development through the creative economy began with a brief opening session lasting three minutes. The session was initiated with a greeting and an introduction by the facilitator, who also outlined the purpose of the workshop. The participants, students from SMAS Batara Gowa, were engaged by the facilitator with questions about their understanding of entrepreneurship. This initial interaction aimed to create a welcoming atmosphere and set the stage for the discussion. The students responded to the greetings and attentively listened as the facilitator explained the importance of the topic. They also participated actively by answering the introductory questions, which helped gauge their prior knowledge and interest in entrepreneurship.

The main content of the workshop was delivered over a 35-minute session. It covered a comprehensive overview of key topics such as the existence of the millennial generation and entrepreneurship in a competitive era. The facilitator explained these concepts and discussed the factors essential for fostering entrepreneurship. Throughout the session, the facilitator encouraged active participation by allowing the students to ask questions after each major topic, including the benefits of entrepreneurship, understanding target markets, and effective marketing strategies. This interactive format ensured that the students not only listened to the presentations but also engaged with the material through questions and discussions. The workshop concluded with a brief five-minute evaluation, where the facilitator asked the students if they understood the topics covered. This was followed by a termination phase where the facilitator thanked the participants for their engagement and concluded the session with a closing greeting.

4. Discussion

This activity focused on educating the students of SMAS Batara Gowa with the main topic of "The Potential Development of Millennials Through the Creative Economy." This topic was chosen due to its relevance to the needs and interests of the younger generation in discovering and developing their potential in the creative

economy sector. The creative economy is a sector that offers various opportunities for millennials to express their creativity while creating economic value. In this session, discussions included how students could identify opportunities in the creative economy, develop innovative ideas, and implement them into sustainable businesses. Furthermore, the discussion also covered the challenges that millennials might face in pursuing a career in this field, such as a lack of access to capital and mentorship. This material is expected to provide inspiration and motivation for students to boldly take steps toward achieving their entrepreneurial dreams.

To reach the desired length, further development may include:

1. Case Studies: Including real-life case studies of successful millennials in the creative economy sector can provide concrete examples of how theory is applied in practice.
2. SWOT Analysis: Analyzing the strengths, weaknesses, opportunities, and threats in the development of the creative economy among millennials.
3. Practical Recommendations: Providing concrete recommendations for students and educational institutions in supporting the development of entrepreneurship among the younger generation.
4. Policy Implications: Discussing how government and educational institution policies can support the development of the creative economy among millennials.
5. The Importance of Networking and Collaboration: Emphasizing the importance of building networks and collaboration with industry players, government, and local communities in developing businesses.

By incorporating these elements, the writing can be developed more deeply and reach the desired length.

5. Next Steps Plan

To continue the utilization of the digital cash book application in enhancing business performance, the following are the planned next steps:

a. Current Implementation Evaluation:

Conduct a comprehensive evaluation of the current implementation of the digital cash book application. Identify successes, challenges faced, and potential areas for improvement.

b. Advanced Training:

Next, plan advanced training for application users. Focus on new features, understanding financial leverage analysis, and best practices in using the application.

c. Feature Enhancement:

Based on user feedback, identify and implement enhancements to the application's features. Ensure the application can optimally meet business needs.

d. Improvement Socialization:

Conduct an internal socialization campaign to ensure the entire team is aware of the changes and improvements made to the digital cash book application. This may include training, webinars, or direct introduction sessions.

Through these steps, the company can ensure that the utilization of the digital cash book application continues to enhance operational efficiency, support better decision-making, and positively impact overall business performance.

SIMPULAN

Berdasarkan hasil dan pembahasan, Pemanfaatan aplikasi digital buku kas sebagai strategi untuk meningkatkan kinerja bisnis telah terbukti memberikan dampak positif yang signifikan. Transformasi digital dalam pengelolaan keuangan memberikan perusahaan keunggulan kompetitif dengan menyederhanakan proses, meningkatkan akurasi, dan memberikan visibilitas yang lebih baik terhadap kondisi keuangan. Kesimpulannya, aplikasi digital buku kas bukan hanya sekadar alat pencatatan transaksi, tetapi juga menjadi katalisator untuk efisiensi operasional dan pengambilan keputusan yang lebih baik.

Penerapan teknologi ini membawa sejumlah manfaat, termasuk peningkatan produktivitas karyawan, pemantauan keuangan yang real-time, dan pengelolaan risiko yang lebih baik. Selain itu, aplikasi digital buku kas juga menciptakan lingkungan kerja yang lebih kolaboratif dengan memfasilitasi akses bersama tim terhadap informasi keuangan yang relevan.

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