

## The Training on the Use of E-Cashier Application for MSMEs of Eltha Kartasura Market Snacks

**Dewi Kartikasari\*<sup>1</sup>, Maria Rosa Kumala Dewi<sup>1</sup>, Leonardo Gilang Indra Nugraha<sup>1</sup>,  
Margaretha Prihatiningsih<sup>2</sup>, Evi Dewi Kusumawati<sup>3</sup>, and Alfa Santoso Budiwidjojo<sup>4</sup>**

<sup>1</sup>Accounting, Faculty of Vocational, Universitas Pignatelli Triputra, Surakarta, Indonesia

<sup>2</sup>Management, Faculty of Vocational, Universitas Pignatelli Triputra, Surakarta,  
Indonesia

<sup>3</sup>Accounting, Faculty of Economics and Business, Universitas Pignatelli Triputra,  
Surakarta, Indonesia

<sup>4</sup>Management, Faculty of Economics and Business, Universitas Pignatelli Triputra,  
Surakarta, Indonesia

\*dewi\_kartikasari@upitra.ac.id

**Abstract:** This Community Service activity aims to develop the knowledge and skills of Micro, Small and Medium Enterprises (MSMEs) Jajan Pasar Eltha Kartasura through e-cashier training. This service partner is one of the MSME players in Kartasura who is engaged in the culinary field. The method used in the implementation of this community service is Participatory Action Research (PAR). The implementation of these activities starts from the diagnosis stage, namely the identification of the main problems that the research subjects have and want to solve or change. The next stage is action planning identified that researchers and practitioners or other stakeholders of the research topic work together to systematically develop steps to overcome the problems that arise. The next stage is taking action with e-cashier training to increase knowledge in expediting the process of buying and selling goods aims to make it easier to record sales transactions. Furthermore, direct evaluation is carried out to find out that the solution provided can solve the problems that occur. The final stage is to identify learning by handing over 1 set of e-cashier application equipment that can assist in making sales transaction notes through the smart cashier application. After the training and mentoring, there was an increase in the knowledge and skills of MSME players in the Eltha Kartasura Market about the importance of making notes using the e-cashier application so that there is no tearing of notes. This can be seen from the comparison before and after using the e-cashier application directly. After using the E-cashier application, it can make it easier for MSME actors to make financial records. In terms of knowledge, MSME actors increase knowledge in financial management. In terms of skills, all buying and selling transactions are recorded properly, making it easier to count incoming and outgoing goods. The results obtained after the community service implementation increased turnover by 5%, which amounted to Rp3,150,000 and production capacity increased by 5% to 420 pcs.

**Keywords:** e-cashier; market snacks; MSMEs; smart cashier application

© 2024 Bubungan Tinggi: Jurnal Pengabdian Masyarakat

**Received :** 25 September 2023

**Accepted :** 1 March 2024

**Published :** 22 July 2024

**DOI :** <https://doi.org/10.20527/btjpm.v6i3.10207>

**How to cite:** Kartikasari, D., Dewi, M. R. K., Nugraha, L. G. I., Prihatiningsih, M., Kusumawati, E. D., & Budiwidjojo, A. S. (2024). Training on the use of e-cashier application for msmes of eltha kartasura market snacks. *Bubungan Tinggi: Jurnal Pengabdian Masyarakat*, 6(3), 676-682.

## INTRODUCTION

Regulation No. 7 of 2021 of the Indonesian government defines micro, small, and medium enterprises (MSMEs) as productive enterprises that are privately owned by individuals or business entities. MSMEs contribute significantly to the growth of the Indonesian economy and have the potential to reduce unemployment. The quantity of MSMEs in Indonesia expands annually, while the merchandise they offer differs. Consequently, in order to vie with other MSMEs, each MSME must formulate a strategic approach. Numerous MSMEs have implemented technological marketing strategies (Monalisa & Prabowo, 2023).

One of the MSMEs, Eltha Market Snack Shop, offers a variety of products including market snacks, side dishes, and prepared vegetables. This establishment is situated in the province of Central Java, in the city of Kartasura. As illustrated in Figure 1, its location is Tegalsari Kidul Rt. 03/RRW 04 Kartasura.



Figure 1 Service location

There are four staff members present to provide customer service at the establishment. The infrastructure and facilities at Eltha Market Snack Shop are sufficient for the transaction of buying and selling products. This shop has traditionally promoted its products

through offline channels. Businesses have attempted social media marketing via platforms like Facebook and Instagram, but their efforts have been unsuccessful. Additionally, sales transactions continue to be executed manually. He claims that manual sales transactions require SME proprietors to allocate a considerable amount of time each day for sales monitoring. The founding family intended for the Eltha Market Snack Shop to provide financial assistance. Market refreshment items including steamed sponge cake, putu ayu, sakura, old school sponge cake, bronis, layer cake, meses donuts, and snow donuts are available at this establishment. Each of these items is illustrated in Figure 2.



Figure 2 Eltha market snack products

Lestari et al. (2022) claims that numerous studies on MSMEs continue to rely on manual sales and payment systems, wherein inaccuracies in the quantity and overall cost of commodities acquired by customers have been identified. Under the manual system, each transaction is computed exclusively using a calculator. Therefore, the computations performed regarding the decrease in consumer confidence are accurate. The issue arises from economic actors' lack of awareness regarding technological advancements and the

availability of applications that streamline the computation of individual transactions. Researchers instruct merchants on how to use the intelligent cashier application to increase consumer confidence and benefit the business community (Dewi et al., 2021).

A computerized electronic cashier program for small and medium enterprises, starting with reporting goods information, goods warehouses, goods transaction information, and daily, monthly, and annual reports (Aisyah, Maulida, et al., 2023). Only managers and cashiers are responsible for data management on a daily basis. The purpose of having an electronic cash register is to educate MSME managers on the role of technology in helping businesses manage their operations more effectively (Syafnur et al., 2022).

Furthermore, according to Assya'bani et al., (2022), MSMEs that use technology (e-cashier) can better track the progress of their sales. E-cashiers are supposed to make it easier for sellers to transact with customers, provide services more quickly, and eliminate transaction errors. MSMEs can benefit from technological advancements that make digital sales management realistic and simple to master (Suaryansyah, 2022).

The problems being faced by the Eltha Market Snack Shop in the financial sector are two, namely, not understanding about e-cashiers and recording finances while offline. The results of interviews with business owners regarding the problem of not understanding E-Cashier show that business owners do not understand how to use E-Cashier with the Smart Cashier application. Therefore, we help prepare an electronic cash register through the smart cashier application that helps record purchase and sales transactions.

The results of interviews with business owners about offline financial recording issues demonstrate that

financial recording is still done offline. Eltha Market Snack Shop will only give notes to buyers. This is, of course, quite difficult to calculate inventory.

The purpose of this community service program is to enable business owners to record purchasing and selling transactions using the smart cashier application to support income and financial levels. The use of the e-cashier approach serves as an indicator of achievement.

## **METHOD**

The community service activity was conducted on August 22–23, 2023, in the Eltha Market Snack in Kartasura Village, Kartasura District, Sukoharjo Regency. The way partners in the producing economic sector carry out activities was determined by the stage of the financial sector's problems.

The method of implementing community service activities into financial records and creating sales notes for market snack products went through numerous stages of implementation. This stage of implementation involved putting the problem solution that was proposed to partners into action. According to Qomar et al., (2022) ), the PAR (participatory action research) method is used to implement solutions in the following stages:

1. Diagnosis is the identification of the main problems that the research subject has and wants to solve or change. Identification of these problems can be done by simplifying the problem or dividing it into certain problems only. (e.g., technical aspects only, human aspects only, or process aspects only). This stage is important because it ensures that the proposed improvements are structured and measurable. The diagnosis of the community service activities includes the following steps:
  - Complete legalities, such as letters of assignment, letters of intent to

collaborate with partners, and other documents of support for obtaining matching funds from agreed-upon partners.

- Form a core team of the community service activity implementers made up of six community service implementers (chairman and five members) and four community service assistant students (accounting study program).
  - The community service implementers create plans and checklists for community service activities that include information such as the name of the activity, equipment requirements, participants, activity time, person in charge, partner, and student engagement.
2. Action planning identified that researchers, practitioners, and other stakeholders in the research area collaborate to design ways to solve emergent problems. Intervention planning is carried out by establishing objectives, methods, approaches, and measurements that will be executed to achieve the objectives based on a review of the theoretical framework. Coordination of activities with community service partners, including:
- Socialized the implementation schedule and involved the business owners of the Eltha Market Snack Shop.
  - Partners prepared a place for e-cashier method training activities.
  - Partners prepared supporting instruments for e-cashier method training.
  - The community service implementation team procured tools for e-cashier method training.
  - Together with partners, planned training activities and assistance in implementing the e-cashier method.
- Determined the time and agenda of activities. Management of the community service lecturer-student team as a partner.
  - Conducted socialization to encourage lecturers and students to participate in mentoring community service partners as an effort to increase the participation rate of lecturers and students.
  - Managed the participation of lecturers and students as assistants in training activities and implementation of the e-cashier method.
  - Conducted socialization with partners and introductions of lecturers and student assistants.
3. Taking Action
- In other words, researchers, and practitioners on a topic of study actively worked to carry out an action plan. This change intervention could be implemented directly by the researcher or indirectly by other stakeholders in the research area. Conducted e-cashier training for business owners. The training stage is one of the most important aspects of education and training (Aisyah, Aisah, et al., 2023). The following stages of training were conducted:
- Students and lecturers assisted with the technical implementation.
  - The training material was based on the literature of the e-cashier method training guidebook.
4. Evaluation
- The evaluation stage is an important step that aims to evaluate the performance, outcomes, and impact of the program (Aisyah, Maulida, et al., 2023). Evaluation provides a deeper understanding of the achievement of objectives, efficient use of resources, and positive or negative impacts. Evaluation in this MSME included:
- Partners evaluated training and mentoring activities by observing

indicators of activity achievement. The evaluation was conducted directly by the owner of Eltha Market Snacks, with the results of the e-cashier used. The owner of Eltha Market Snacks found the e-cashier to be good and effective; transactions that initially used manual notes can now be printed automatically with the e-cashier.

- handed over the e-cashier method training tools to partners.
  - Made a report on the community service implementation activities.
5. Identifying learning means reviewing and documenting the learning from each success and failure of the behavioral intervention. Any knowledge gained serves as new knowledge for the organization under study, helps formulate the next action intervention if the action research itself fails to achieve its objectives, and serves as input for future research.

## RESULT AND DISCUSSION

MSME owners of Eltha Kartasura Market snacks were very enthusiastic about participating in the training on the use of the e-cashier application. The training can be seen in Figure 3.



Figure 3 E-cashier application training

After conducting training and mentoring, there was an increase in knowledge among MSME owners of

Eltha Market Snacks, Kartasura Village, Kartasura District, and Sukoharjo Regency about the importance of using the e-cashier application. In addition, MSME owners of Eltha Market Snacks Kartasura also began to skillfully use the e-cashier application for selling their products. This can be seen from the difference before training, as seen in Figure 4, and after training, as seen in Figure 5.



Figure 4 Before the training



Figure 5 After the training

The e-cashier application is not only used to create product sales notes but can also be used to create financial reports more easily (Nasari et al., 2023). The e-cashier application equipment was quite expensive, making it difficult for lower-middle-scale MSME players to afford it. The e-cashier application equipment consisted of tablets, printers, cash drawers, receipt paper, and, at the same time, smart cashier applications. The e-

cashier application equipment can be seen in Figure 6.



Figure 6 E-cashier equipment

This community service activity had an impact on Eltha's market snack partners. Before the community service, the turnover was Rp3,000,000 and the production capacity was 400 pieces. The results obtained after the community service implementation increased turnover by 5%, which amounted to Rp3,150,000, as shown in Figure 7.

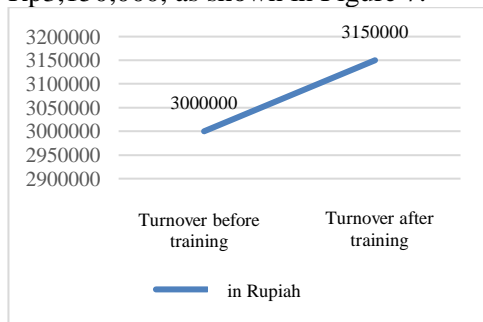


Figure 7 Increase in turnover

The community service activity also resulted in a 5% increase in production capacity, which amounted to 420 pcs, as shown in Figure 8.

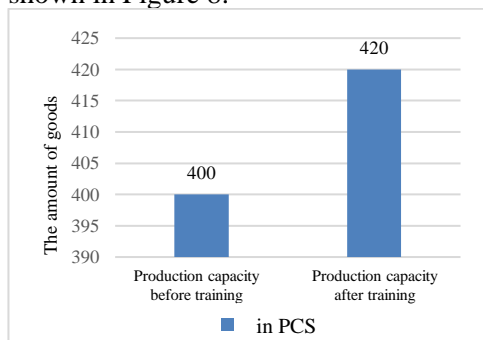


Figure 8 Increase in production

## CONCLUSION

This community service program was in collaboration with the Eltha Market Snack Shop, which sells various types of market snacks and is located precisely behind the Kartasura Market. We provided 1 set of e-cashier application equipment that had been set according to the needs of the Eltha Kartasura Market Snack Shop, making it easier for these MSME players to operate the e-cashier application. We conducted training and mentoring on how to use the E-Cashier application for MSME players of Eltha Market Snacks in Kartasura Village, Kartasura District, Sukoharjo Regency, which was clearly able to increase the knowledge, abilities, and skills of these MSME players in making sales notes for market snack products. This was indicated by an increase in turnover and production capacity by 5%. Furthermore, the community service team will continue to monitor the development of the Eltha Kartasura Market Snack business. For further activities, MSME players at Eltha Kartasura Market Snacks expect assistance in promoting Eltha Market Snack products using digital marketing so that their business will progress and develop.

## REFERENCES

- Aisyah, S., Aisah, M. N., Sirait, M. K. S., Gusniati, P., & Wardhani, T. (2023). Implementasi aplikasi dan kasir android pada penjualan di warung seblak kiki paris khas bandung. *Cakrawala: Jurnal Pengabdian Masyarakat Global*, 2(1), 1–13.
- Aisyah, S., Maulida, S., Siregar, N. H., Fadhilah, I., & Razak, A. B. (2023). Sosialisasi aplikasi kasir pintar sebagai sarana pendukung pencatatan barang bagi umkm. *Amaliah: Jurnal Pengabdian Kepada Masyarakat*, 7(1).
- Assya'bani, R., Maulana, M. R., Maulana, M. R., Jalal, M. J.,

- Rahman, S. A., Fatih, M., & Salim, A. (2022). PKM pengaplikasian metode makhraji di rumah qur'an mahasiswa kkn desa padang luar dalam pembelajaran tahsin al-qur'an. *GUYUB: Journal of Community Engagement*, 3(3), 221-230. <https://doi.org/10.33650/guyub.v3i3.4868>
- Dewi, P. K., Safitry, S. E., & Mustoffa, A. F. (2021). Penggunaan aplikasi kasir pintar dalam pencatatan keuangan (studi kasus umkm poklahsar wisna fresh). *Jurnal Abdimas Sangkabira*, 1(2), 98–109. <https://doi.org/10.29303/abdimassa.ngkabira.v1i2.34>
- Monalisa, W., & Prabowo, B. (2023). Analisis penggunaan aplikasi kasir pada pelaku umkm kecamatan tampan kota pekanbaru riau. *Jurnal Akuntan Publik*, 1(1), 167–172.
- Murti, H., Wismarini, T. D., Supriyanto, E., & Redjeki, R. S. (2022). Pendampingan pencatatan transaksi menggunakan aplikasi sistem kasir mobile di toko ricebox chivers indonesia. *Jurnal Pengabdian Masyarakat Intimas (Jurnal INTIMAS): Inovasi Teknologi Informasi Dan Komputer Untuk Masyarakat*, 2(2), 32–37. <https://doi.org/10.35315/intimas.v2i2.8987>
- Nasari, F., Nofiar. Am, A., Pribadi, A., Fitri, Oktorina, F. K., Ridwan, M., Triyanto, S., Patitis, N. E., Veronika, N., & Deli, N. A. (2023). Inovasi sistem e-kasir untuk meningkatkan kinerja usaha kud sawit jaya. *AJAD: Jurnal Pengabdian Kepada Masyarakat*, 3(1), 14–19. <https://doi.org/10.59431/ajad.v3i1.145>
- Qomar, M. N., Karsono, L. D. P., Aniqoh, F. Z., Aini, C. N., & Anjani, Y. (2022). Peningkatan kualitas umkm berbasis digital dengan metode participatory action research (par). *Communnity Development Journal*, 3(1), 74–81.
- Suaryansyah, B. (2022). Peran fintech (aplikasi stroberi kasir) dalam meningkatkan pengelolaan keuangan umkm di kabupaten belitung. *Jurnal Ilmu Sosial, Manajemen, Akuntansi Dan Bisnis*, 3(2), 92–107. <https://doi.org/10.47747/jismab.v3i2.729>
- Syafnur, A., Kurniawan, E., & Yusda, R. A. (2022). Penerapan aplikasi e-kasir dalam manajemen usaha kecil dan menengah. *Jurnal Pengabdian Masyarakat (Abdira)*, 2(3), 236–241. <https://doi.org/10.31004/abdira.v2i3.204>