

The Impact of the Implementation of Accounting Based on SAK EMKM as a Business Development Strategy for Lily Art Shop UMKM

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Abstract

MSMEs in the current era are in a positive trend with their numbers continuing to increase. However, there are various challenges faced by MSMEs and they must be able to compete in order to continue to exist and develop their business. Lily Artshop is one of the MSMEs in Tampaksiring village, Bali which operates in the field of Balinese art crafts. The problem with this business is that it does not record in the bookkeeping and does not have an online sales system. This research is the result of observation, documentation of one of the MSMEs in Bali, and uses the SWOT analysis method. This research method uses qualitative descriptive analysis. The aim of this research is to determine the impact of implementing SAK EMKM accounting on the business, as well as finding out business opportunity strategies through SWOT analysis. The results of this research are that there is a positive impact from implementing SAK EMKM on the preparation of Lily Artshop's financial reports. The profits earned by the business can be known and arranged neatly after the financial reports are presented completely. Apart from that, an online sales system that utilizes social media and e-commerce platforms can help expand the market share of this business. So, business people need to make financial reports based on applicable accounting standards in order to improve their business. The financial information presented in bookkeeping can help the business develop well and provide evaluations so that decisions can be made regarding business capital.

Keyword: Art Shop, Financial Reports, MSMEs, Online Sales System, SAK EMKM.

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) have an important role in improving the regional economy or the economy of a country. According to (Law of the Republic of Indonesia Number 20 of 2008), MSMEs or Micro, Small and Medium Enterprises have the meaning of Micro Enterprises, namely productive businesses owned by individuals and/or individual business entities that meet the criteria for micro businesses as regulated in law. In a press release on August 24, 2023, Coordinating Ministry for Economic Affairs of the Republic of Indonesia, (2023) revealed data from the Ministry of Cooperatives and SMEs, that the contribution of MSMEs to National GDP was 60.5%. This means that the number of MSMEs is increasing every year. Indonesia has 65.5 million micro, small and medium enterprises (MSMEs). MSMEs, which are said to be an important pillar of development, have contributed greatly to the nation's economy. The contribution of MSMEs to Indonesia's Gross Domestic Product (GDP) is 61% or IDR 9,580 trillion, while labor absorption reaches 97% of the total workforce. In 2023, the World Bank projects that in the next three years, the Indonesian economy will grow by more than 0.1% annually, and MSMEs as the driving force of the Indonesian economy will increase to reach 83.3 million players in 2034. MSMEs in Indonesia have great potential to be developed. so that it can contribute even more to the economy. The government, as the state administrator, pays great

attention to the development of MSMEs so that they can survive the global crisis. The government always makes various efforts through the Ministry of Cooperatives and Small and Medium Enterprises so that more and more individuals want to pursue entrepreneurship in the form of establishing MSMEs. However, quite a few MSMEs in Indonesia face various challenges in implementation.

These challenges relate to innovation and technology, digital literacy, productivity, legality or licensing, financing, branding and marketing, human resources, standardization and certification, equal distribution of coaching, training and facilitation, and a single database. These are various factors that are often underestimated, which will hinder the operational processes and competitiveness of MSMEs themselves. MSME development in certain areas continues to be improved, for example in Tampak Siring village which is famous for its skills and creativity. In this village there are many MSMEs, one of the MSMEs that collaborated with the author in preparing this report is Lily Artshop. With the right strategy, MSMEs in Tampak Siring village, especially Lily Artshop, can develop into a symbol of Indonesian craft arts, as well as provide more participation in the local and national economy. From the moment Lily Artshop opened until now, it only sells conventionally and does not have social media accounts such as Instagram, Tiktok or E-Commerce, so Lily Artshop has never touched the name of selling online. According to Rianty & Rahayu (2021) by promoting and selling products using the internet, everyone can see the products they have, making it easier to introduce products to potential consumers. If MSMEs can sell their products to the global market, then ordering online makes it easier for consumers to find detailed information about the products being sold. For almost 33 years, the owner of the Lily Artshop business started selling until this year, he has never recorded any bookkeeping for the products he sells. Because there is a lack of understanding regarding recording methods according to accounting standards that apply to MSMEs.

Thus, the calculation of incoming and outgoing goods and the profits obtained are not detailed. Of course this will cause financial problems. SAK UMKM is an accounting standard that has been issued by the Indonesian Accounting Association (IAI) to apply to MSMEs in Indonesia. This standard has been established and is effective as of January 1 2018. SAK EMKM simplifies the elements of financial reports into 3, namely the Balance Sheet/Financial Position Report, Profit and Loss Report and Notes to Financial Reports. This standard is kept simple because it regulates common transactions and historical costs are used as its measurement. With this standard, it is sufficient to record assets and liabilities at their acquisition cost. Unlike the commercial accounting standards in PSAK 1 which use fair value as the basis for measuring transactions. The convenience offered in this standard and the information needs of users of MSME entity financial reports are the basis for preparing this SAK. It is hoped that this will be an incentive for MSEs to be more active in preparing financial reports. Then it develops with skills in preparing financial reports (Dewi et al., 2023). Based on the results, the aim of this research is to determine the impact of implementing SAK EMKM on Lily Artshop's business in preparing its financial reports and to find out business opportunity strategies that can be carried out through SWOT analysis.

METHODS

The research location is at Lily Artshop. The object of this research is an example of the small business category found in Manukaya Village, Tampaksiring, Gianyar, Bali. The informant in this research is the owner of the Lily Artshop shop, namely Mrs. Desak. The method in this research uses a qualitative descriptive approach with literature review techniques, collecting direct observation data on Lily Artshop's business. The data in the research was taken directly in the field so as to obtain primary data for deeper execution. Data processing techniques also use SWOT analysis. According to Sasoko & Mahrudi (2023), SWOT analysis is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats of a business. This analysis can help a business identify internal and external factors that can influence the achievement of their business.

RESULTS AND DISCUSSION

Lily Artshop was founded in 1991 by Desak Putu Sukartini, Lily Artshop is a business operating in the field of crafts and fashion which is located in Manukaya Village, Tampaksiring, Gianyar, Bali. This business was initially founded with Mrs. Desak helping her brother make crafts for his brother's business. Seeing the opportunity for the craft business to produce promising results, gradually Mrs. Desak intended to develop the business by opening an art shop business which is located in a very strategic tourism area because it is close to the Tirta Empul tourist attraction which is visited by many domestic and foreign tourists. When the art shop first opened, only a few items were sold. However, as time goes by and continues to follow demand in the market, the goods sold become increasingly diverse. The products sold are miniatures, accessories, fashion and souvenirs. The products are typical Balinese arts which are usually used as souvenirs for domestic and foreign tourists. The prices for products sold by Lily Artshop range from IDR 10,000.00 – IDR 700,000.00. The prices given may change according to shop consumers. For example, local tourists will be given normal prices according to previously estimated prices. Meanwhile, foreign tourists will be given a price range that is higher than this price. In identifying opportunities for a business, you can use SWOT analysis.

a) Strength:

- Strategic location because it is in a tourist area and easy to reach
- The products sold range from fashion, souvenirs, miniatures and accessories
- Products with unique designs and models are popular with tourists
- Can be used as a souvenir product from a region.

b) Weakness:

- Tourists cannot see all the product models on display because the shop area is limited.
- Knowledge or ability to use the technology they own is still lacking, as a result they are less competitive with other art shops in terms of online sales.
- The prices set by each art shop are different because there is no price agreement with other art shops.

c) Opportunity:

- The development of technological systems that can make it easier to market products using an online system.
- There are distribution channels such as guides that can help art shop owners in their sales by giving an agreed commission percentage.
- The existence of the Tirta Empul tourist attraction provides a strategic opportunity because Lily Artshop is located in this area.

d) Threat:

- Tight competition between competitors offering similar products.
- The reduction in tourists visiting due to unexpected disasters can hamper the economic growth in the tourism sector, for example the Covid-19 disaster.

There are several marketing and financial management strategies that have been implemented in this research, including: selling online, promotions on social media (online), modifying product sales for hampers, offering discounts on certain days and financial management strategies through bookkeeping based on standards. EMKM. The following is a picture of the location of the Lily Artshop business shop in Figure 1.



Figure 1. Lily Artshop business shop in the Tirta Empul tourist area

Lily Artshop has still been selling conventionally since its inception and does not yet have social media accounts such as Instagram, Tiktok or other E-Commerce. The sales media (E-Commerce) used, namely Instagram, so the things I initiated were as follows:

- Create a logo design that is used as a shop identity on social media (Instagram).
- Product introduction through social media uploads made with aesthetic elements. - Posting products regularly
- Use question stickers in stories so users can ask questions about the product. That way, users can become more familiar with the product and not hesitate to buy.

The rapid development of technology in an era where almost everyone is connected to the internet, building a business identity through digital platforms is not an option, but a necessity. Carrying out online promotions can certainly be done in many ways, one of which is branding by going live on social media such as Tiktok and Instagram. Because by going live on social media, it can certainly be watched by many people, which will make it easier for the products being sold to be reached by many people too. The following forms of social media were created for Lily Artshop's business:

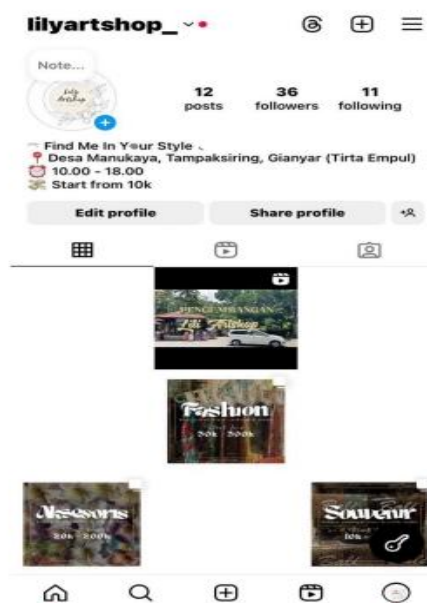


Figure 2. Lily Artshop Social Media Accounts

Selling products with unique packaging for hampers is a trend that consumers need nowadays. Many consumers are looking at hampers, which feel more personal and modern, with attractive packaging designs that also feel exclusive. Most people are also interested in buying hampers because the contents are very diverse, ranging from cloth, miniature figurines, dresses or clothing, cardigans, various souvenirs and many other choices of goods at prices that are more affordable, for them to buy as gifts. These hampers can also be customized or made according to customer requests. So, making these hampers is a further strategy, in order to attract consumers to introduce Balinese goods more widely by purchasing hampers from Lily Artshop to give as gifts to loved ones outside Bali. Marketing strategy planning that most attracts consumer interest is discount offers. With this strategy, consumers can act more consumptively because of the discount label. However, the applicable discounts are not simply given so that businesses do not suffer losses. For example, giving discounts at the beginning of every month and on big holidays (New Year, Eid, Christmas, etc.). This discount can also be used as a tool to sell product stock that has not yet been sold. Apart from that, the opportunity to get new customers will also be greater. Because, they will tend to spread this information to those closest to them such as friends and family. According to Siregar (2021) SAK EMKM is planned as a simple accounting standard that can be used for micro, small and medium entities, so that MSMEs can prepare financial reports aimed at accountability and decision making. The advantages of MSMEs implementing SAK EMKM are:

(1) to obtain more accurate financial information. (2) determine the cost of goods sold and determine the most appropriate selling price. (3) cash processing and more analysis of company performance. (4) make it easier for MSMEs to gain access to funding from banks and investors. Because the owner of Lily Artshop has never made bookkeeping records of product entry and exit, we helped with the recording process. This strategy is an effort to develop Lily Artshop's business to make it easier to monitor incoming and sold products so that they become more detailed and can find out the development of profits earned every month. The following are the recapitulation results of Lily Artshop's April – May Financial Report:

Table 1. Details of Lily Artshop's Financial Report for April 2024

Date	Product name	Lots of it	Price	Amount
April 06, 2024	Kimono	1	IDR 200,000	IDR 200,000
	Slippers	1	IDR 100,000	IDR 100,000
	Sarong	1	IDR 50,000	IDR 50,000
	Cat Feeding Place	1	IDR 200,000	IDR 200,000
	Trousers	1	IDR 100,000	IDR 100,000
Total				IDR 650,000
April 07, 2024	Cardigans	1	IDR 200,000	IDR 200,000
	Children's Clothes	1	IDR 100,000	IDR 100,000
	Culottes	1	IDR 100,000	IDR 100,000
	Slippers	1	IDR 50,000	IDR 50,000
	Key chain	1	IDR 80,000	IDR 80,000
	Wallet	1	IDR 100,000	IDR 100,000
Total				IDR 630,000
April 08, 2024	Boys Clothes	1	IDR 50,000	IDR 50,000
	Girls' Clothes	1	IDR 80,000	IDR 80,000
	Aladdin pants	1	IDR 100,000	IDR 100,000
	Negligee	1	IDR 80,000	IDR 80,000
	Slippers	1	IDR 50,000	IDR 50,000
Total				IDR 360,000
April 09, 2024	Cardigans	1	IDR 60,000	IDR 60,000
	Aladdin pants	1	IDR 60,000	IDR 60,000
	Culottes	1	IDR 80,000	IDR 80,000
	Bat Dress	1	IDR 150,000	IDR 150,000
	T-shirt	1	IDR 150,000	IDR 150,000
	Negligee	4	IDR 80,000	IDR 320,000
	Slippers	1	IDR 80,000	IDR 80,000
	Cat Statue	1	IDR 50,000	IDR 50,000
Total				IDR 950,000
April 10, 2024	Silk Clothes	3	IDR 100,000	IDR 300,000
	Girls' Clothes	3	-	IDR 200,000
	Negligee	2	IDR 100,000	IDR 200,000
	Flower Clip	1	IDR 100,000	IDR 100,000
Total				IDR 800,000
April 11, 2024	Cat Feeding Place	1	IDR 350,000	IDR 350,000
	Slippers	1	IDR 50,000	IDR 50,000
	Children's Clothes	7	-	IDR 450,000
	Negligee	1	IDR 200,000	IDR 200,000
	Jamsuit	1	IDR 100,000	IDR 100,000

Date	Product name	Lots of it	Price	Amount
Total				IDR 1,150,000
April 12, 2024	Boys Clothes	2	IDR 100,000	IDR 200,000
	Negligee	2	IDR 150,000	IDR 300,000
	Culottes	4	IDR 100,000	IDR 400,000
	Girls' Clothes	2	IDR 60,000	IDR 120,000
	Slippers	1	IDR 40,000	IDR 40,000
	Umbrella Negligee	3	-	IDR 160,000
	Wall Display	1	IDR 200,000	IDR 200,000
Total				IDR 1,420,000
April 13, 2024	Negligee	1	IDR 150,000	IDR 150,000
	Wall Display	2	IDR 125,000	IDR 250,000
	Rainbow Shirt	3	IDR 40,000	IDR 120,000
	Culottes	2	IDR 60,000	IDR 120,000
	Girls' Clothes	1	IDR 80,000	IDR 80,000
Total				IDR 720,000
April 20, 2024	Miniature Cats	1	IDR 50,000	IDR 50,000
	Shorts	2	IDR 50,000	IDR 100,000
	Beach Cloth	2	IDR 75,000	IDR 150,000
	Cardigans	1	IDR 200,000	IDR 200,000
Total				IDR 500,000
April 21, 2024	T-shirt	10	IDR 80,000	IDR 800,000
	Negligee	3	IDR 100,000	IDR 300,000
	Mask	6	-	IDR 650,000
Total				IDR 1,750,000
April 22, 2024	Key chain	2	IDR 30,000	IDR 60,000
	Wallet	1	IDR 150,000	IDR 150,000
	Shorts	1	IDR 80,000	IDR 80,000
	Negligee	1	IDR 150,000	IDR 150,000
	Men's T-shirts	1	IDR 100,000	IDR 100,000
Total				IDR 540,000
April 23, 2024	Children's Clothes	1	IDR 100,000	IDR 100,000
	Painting Negligee	2	IDR 100,000	IDR 200,000
	Culottes	3	-	IDR 250,000
	Flower Clip	1	IDR 100,000	IDR 100,000
Total				IDR 650,000
April 24, 2024	Key chain	1	IDR 50,000	IDR 50,000
	Beach Cloth	2	IDR 100,000	IDR 200,000
	Culottes	1	IDR 150,000	IDR 150,000
	Slippers	1	IDR 120,000	IDR 120,000
Total				IDR 520,000
April 25, 2024	Children's Negligee	1	IDR 100,000	IDR 100,000
	Wall Display	1	IDR 250,000	IDR 250,000
	Shorts	2	IDR 90,000	IDR 180,000
	Women's Clothes	3	-	IDR 200,000
Total				IDR 730,000

Date	Product name	Lots of it	Price	Amount
April 26, 2024	Umbrella Negligee	2	IDR 125,000	IDR 250,000
	Culottes	2	IDR 125,000	IDR 250,000
	Men's T-shirts	1	IDR 80,000	IDR 80,000
	Cardigans	1	IDR 170,000	IDR 170,000
	Flower Clip	1	IDR 50,000	IDR 50,000
Total				IDR 800,000
April 27, 2024	Miniature Cats	1	IDR 100,000	IDR 100,000
	Slippers	2	IDR 100,000	IDR 200,000
	Children's Clothes	1	IDR 80,000	IDR 80,000
	Rainbow Shirt	4	IDR 50,000	IDR 200,000
Total				IDR 580,000
April 29, 2024	Slippers	1	IDR 50,000	IDR 50,000
	Negligee	3	-	IDR 200,000
	Sarong	3	IDR 50,000	IDR 150,000
	Mask	2	IDR 100,000	IDR 200,000
Total				IDR 600,000
April 30, 2024	One Set Women	1	IDR 200,000	IDR 200,000
	Bat Suit	1	IDR 100,000	IDR 100,000
	Key chain	1	IDR 50,000	IDR 50,000
	Culottes	2	IDR 75,000	IDR 150,000
Total				IDR 500,000

Table 2. Details of Lily Artshop's income for the period April 2024

Date	Income
01/04/2024	HOLIDAY
02/04/2024	HOLIDAY
03/04/2024	HOLIDAY
04/04/2024	HOLIDAY
05/04/2024	HOLIDAY
06/04/2024	Rp 650,000
07/04/2024	Rp 630,000
08/04/2024	Rp 360,000
04/09/2024	Rp 950,000
04/10/2024	Rp 800,000
04/11/2024	Rp 1,150,000
04/12/2024	Rp 1,420,000
04/13/2024	Rp 720,000
04/14/2024	HOLIDAY
04/15/2024	HOLIDAY
04/16/2024	HOLIDAY
04/17/2024	HOLIDAY
04/18/2024	HOLIDAY
04/19/2024	HOLIDAY
04/20/2024	Rp 500,000
04/21/2024	Rp 1,750,000
04/22/2024	Rp 540,000

Date	Income
04/23/2024	Rp 650,000
04/24/2024	Rp 520,000
04/25/2024	Rp 730,000
04/26/2024	Rp 800,000
04/27/2024	Rp 580,000
04/28/2024	HOLIDAY
04/29/2024	Rp 600,000
04/30/2024	Rp 500,000
TOTAL	Rp 13,850,000

**Table 3. Details of Lily Artshop Expenditures
PERIOD APRIL 2024**

Date	Information	Amount
April 08, 2024	Payment of monthly security guard fees, April	IDR 25,000
	Monthly electricity payment. April	IDR 20,000
April 13, 2024	Purchase of wall displays (4pcs)	IDR 70,000
	Purchase of rainbow clothes (4pcs)	IDR 60,000
	Negligee (1pcs)	IDR 28,000
TOTAL		IDR 203,000

Table 4. Details of Lily Artshop Sales for the Period of May 2024

Date	Product name	Lots of it	Price	Amount
May 01, 2024	Slippers	2	75,000	150,000
	Children's Clothes	3	-	200,000
	Wall Display	2	150,000	300,000
Total				650,000
May 02, 2024	Slippers	2	50,000	100,000
	Negligee	2	175,000	350,000
	Key chain	2	25,000	50,000
	Boys Clothes	1	100,000	100,000
	Stubby Holder	2	50,000	100,000
Total				700,000
May 03, 2024	Culottes	2	100,000	200,000
	Wall Display	2	30,000	60,000
	Girls' Clothes	1	90,000	90,000
	Boys Clothes	1	40,000	40,000
	T-shirt	1	40,000	40,000
	Negligee	1	90,000	90,000
Total				520,000
May 04, 2024	Cardigans	1	150,000	150,000
	Miniature Cats	2	70,000	140,000
	One Set of Girls	1	180,000	180,000
	Cat Feeding Place	2	50,000	100,000
Total				570,000
May 06,	Negligee	1	150,000	150,000

Date	Product name	Lots of it	Price	Amount
2024	Wall Display	2	100,000	200,000
	Slippers	1	80,000	80,000
	Key chain	1	50,000	50,000
	Girls' T-shirts	1	100,000	100,000
Total				580,000
May 07, 2024	Negligee	15	-	950,000
	Miniature Owl	2	75,000	150,000
	Wall Display	2	65,000	130,000
	Children's Clothes	1	50,000	50,000
Total				1,280,000
08 May 2024	Slippers	3	40,000	120,000
	Wall Display	9	80,000	190,000
	Negligee	1	100,000	100,000
Total				410,000
May 09, 2024	Children's Clothes	2	50,000	100,000
	Negligee	3	50,000	150,000
	Cardigans	1	100,000	100,000
	Culottes	1	100,000	100,000
Total				450,000
May 10, 2024	Culottes	3	100,000	300,000
	Negligee	3	40,000	120,000
	Children's Clothes	1	75,000	75,000
	Slippers	1	70,000	70,000
	Cardigans	1	100,000	100,000
Total				665,000
May 11, 2024	Kimono	1	180,000	180,000
	Shorts	2	75,000	150,000
	Wallet	1	100,000	100,000
	Cat Feeding Place	2	100,000	200,000
Total				630,000
May 12, 2024	Negligee	2	75,000	150,000
	Slippers	3	70,000	210,000
	Culottes	3	-	200,000
	Children's Clothes	3	50,000	150,000
Total				710,000
May 13, 2024	Kimono	1	150,000	150,000
	Beach Cloth	3	-	200,000
	Key chain	1	50,000	50,000
	Miantur Cat	1	80,000	80,000
	Slippers	2	60,000	120,000
Total				600,000
May 14, 2024	Negligee	2	100,000	200,000
	Children's Clothes	2	100,000	200,000
	Culottes	1	80,000	80,000
	T-shirt	2	40,000	80,000

Date	Product name	Lots of it	Price	Amount
	Hairpin	1 Pack	80,000	80,000
Total				640,000
May 15, 2024	Shorts	1	80,000	80,000
	Cat Feeding Place	2	100,000	200,000
	Wall Display	1	100,000	100,000
	Batik fabric	1	150,000	150,000
Total				530,000
May 16, 2024	Wallet	2	40,000	80,000
	Children's Negligee	2	75,000	150,000
	Wall Display	2	100,000	200,000
	Boys' T-shirts	1	100,000	100,000
Total				530,000
May 17, 2024	Shirt	2	175,000	350,000
	Slippers	1	100,000	100,000
	Children's Clothes	1	50,000	50,000
	T-shirt	1	50,000	50,000
	Culottes	1	100,000	100,000
Total				650,000
May 18, 2024	Shirt	1	100,000	100,000
	Negligee	3	50,000	150,000
	Beach Cloth	3	50,000	150,000
	Slippers	1	50,000	50,000
Total				450,000

Table 5. Details of Liliy Artshop's income for the period May 2024

Date	Income
1/5/2024	650,000
5/2/2024	700,000
5/3/2024	520,000
5/4/2024	570,000
5/5/2024	HOLIDAY
5/6/2024	580,000
5/7/2024	1,280,000
5/8/2024	410,000
5/9/2024	450,000
10/5/2024	665,000
11/5/2024	630,000
12/5/2024	710,000
5/13/2024	600,000
5/14/2024	640,000
5/15/2024	530,000
5/16/2024	530,000
5/17/2024	650,000
5/18/2024	450,000
TOTAL	10,565,000

Table 6. Details of Lily Artshop Expenditures for the May 2024 Period

Date	Information	Amount
May 02, 2024	Culottes (4pcs)	200,000
	Negligee (2pcs)	110,000
May 03, 2024	Negligee (2pcs)	52,000
	Men's Tops (2pcs)	68,000
08 May 2024	Jumbo Negligee (2pcs)	130,000
May 09, 2024	Culottes (3pcs)	105,000
	Cardigans	65,000
	Negligee	30,000
	Tops	108,000
May 10, 2024	Negligee (8pcs)	208,000
	Children's Negligee (5pcs)	114,000
	T-shirts (8pcs)	128,000
	Cardigans (2pcs)	85,000
May 17, 2024	Negligee (3pcs)	78,000
	Sandals (10 pairs)	140,000
	Children's Clothes (10pcs)	130,000
May 18, 2024	Negligee (5pcs)	125,000
	Shirts (2pcs)	70,000
	Beach Cloth (4pcs)	84,000
	Culottes (4pcs)	120,000
TOTAL		2,150,000

Table 7. Lily Artshop Profits for the Period of April and May 2024

Month	APRIL	MAY
Income	IDR 13,850,000	10,565,000
Expenditure	IDR 203,000	2,150,000
Profit	IDR 13,647,000	8,415,000

Judging from the detailed financial reports presented in the table above, the income earned in April 2024 was IDR 13,850,000.00 and in May it decreased slightly to IDR 10,565,000.00. It is known that expenses in April 2024 amounted to IDR 203,000.00 and increased quite a bit in May 2024, namely IDR 2,150,000.00. So, the profit obtained in April 2024 is quite large, namely IDR 13,647,000.00 compared to May, namely IDR 8,415,000.00. The decline in sales and profits forces every business actor to carry out good financial management which is reflected in financial management behavior in order to be able to survive in these conditions.(Goddess & Goddess, 2023). Making this financial report provides a clear picture to SME owners regarding their cash flow. So, this financial information can be used as a reference in making decisions regarding financial plans for business continuity.

CONCLUSION

MSME business players need many breakthroughs to continue to increase their competitiveness and expand market access. The presence of the internet has had a significant influence on this in the form of marketing based on information and communication technology. To support this, MSMEs must move more actively both in terms of promotion and technology. Business owners should apply recording methods in accordance with applicable standards, namely SAK EMKM so

that there are no mistakes in recording the level of profitability obtained while the business is running. The benefits of this research obtained by business owners are: effective financial management, better decision making, and help evaluate store performance.

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