

The optimization of Al Maidah catering home business through financial records and marketing management

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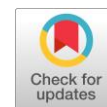
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ABSTRACT

Yogyakarta is known as a city center of education, cultural center as well as a tourist destination by both domestic and international tourists. This condition really supports the development of a home-based culinary business, especially catering. Al Maidah Catering is a home-based business managed by the millennial generation with good and stable development. The problems faced in the development of Al Maidah Catering home business are the absence of recording financial statements and the absence of an effective and efficient marketing strategy implementation. The absence of recording financial reports and marketing management cause the performance of Al Maidah Catering's home business being less optimal. The purpose of this service is to provide solutions to these problems by conducting training and assistance in recording financial reports as well as marketing management training and assistance. The result of this training is that partners have been able to record simple financial reports and apply marketing management which has a positive effect on increasing sales, by carrying out online marketing strategies for Al Maidah Catering's home business through IG Ads which are proven to be effective and efficient



KEYWORDS

Financial statements;
Marketing management;
Home business;
Catering



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1. Introduction

Micro, Small and Medium Enterprises (MSMEs) have a very large contribution to the Indonesian economy [1]. The number of MSMEs in May 2021 was 64.2 million with a contribution to GDP of 61.07% or Rp. 8.573 trillion. MSMEs are able to absorb 97% of the total workforce and collect 60.4% of the total investment [2]. But the development of MSMEs in Indonesia still has many challenges [3]. In 2020 DIY has 287,682 MSMEs [4], [5]. Yogyakarta has the title of an educational center, a cultural center and a tourist destination with great potential for business development. The number of tourism objects and educational institutions makes Yogyakarta visited by various groups, both national and international [6]. In 2020 DIY has 287,682 MSMEs [7]. One of the most interesting businesses to develop is the culinary business. Many culinary businesses that started from Yogyakarta can grow rapidly to the National level. However, if you are not good at managing it, it is not uncommon for culinary entrepreneurs to experience bankruptcy. The development of home-based businesses needs to be empowered in order to achieve optimal results [8]. The home industry is one of the pillars of the country's economy [9]. Empowerment is a concept that gives greater responsibility for how to do a work. Empowerment refers to people ability so that they have the ability to meet their basic needs. Another goal of empowerment is the community can reach productive sources that allow them to increase their income and can participate in the development [10]. Micro Small and Medium Enterprises (MSMEs) is the one important part of the economy of a country or region [11].

Universities have a role to play in implementing community empowerment [12]. One of the emerging businesses is a home-based business in the culinary field. Al Maidah Catering is a home-based culinary

business that is well-established and managed by the millennial generation. This business was initiated in 2014. Starting from the activities of Mr. Arif Rahman Hakim and Mrs. Ajeng Maratus Shalihah as founders, they are often involved in managing activities at the Faculty of Sharia and Law of UIN Sunan Kalijaga Yogyakarta. They are always trusted to handle the events and consumption. This condition can be used as an opportunity for a catering business with a specialization targeting various activities on campus. The first step in running this business is to submit offer letters to various Student Organizations, Study Programs, Departments and Faculties at UIN Sunan Kalijaga Yogyakarta. Activist backgrounds and sociable personalities have become strong assets for Mr. Arif and Mrs. Ajeng to expand their newly started business. Business developments that grew positively were balanced by the recruitment of 3 employees who were still students. It didn't take too long, this business continued to grow and was able to generate sales of Rp. 15,000,000 per month with net profit of Rp. 3,000,000. These conditions prove that home-based businesses can improve family welfare [13]. After graduating in 2015, Mr. Arif and Mrs. Ajeng graduated from college and got married. This incident made Al Maidah Catering's home-based business grow because both of them were more focused on managing the home-based business with the following description, see Table 1.

Table 1. Financial Overview of Al Maidah Catering in 2015

Segment	Description	Sales per month	HPP		Cost		Net profit	
			Rp	%	Rp	%	Rp	%
Event	Consumption of seminars, public lectures, etc.	16,000,000	9,600,000	60%	1,600,000	10%	4,800,000	30%
Coass	Provides Doctor Coass lunch at AMC Hospital Yogyakarta	9,000,000	5,400,000	60%	900,000	10%	2,700,000	30%
Catering Harian	Providing lunch to the student boarding house	5,000,000	3,000,000	60%	500,000	10%	1,500,000	30%
	TOTAL	30,000,000	18,000,000	60%	3,000,000	10%	9,000,000	30%

In 2016 there was a change in the orientation of the market segment to Event, Tourism, Buffet and Aqiqah. The Catering Coass segment was discontinued due to the various menu requests that were difficult to accommodate. Meanwhile, the Student Daily Catering segment was discontinued because the customers were far apart so that delivery was not efficient. The changes made positive results as follows Table 2.

Table 2. Financial Overview of Al Maidah Catering in 2016

Segment	Description	Sales per month	HPP		Cost		Net profit	
			Rp	%	Rp	%	Rp	%
Event	Consumption of seminars, public lectures, etc	20,000,000	12,000,000	60%	2,000,000	10%	6,000,000	30%
Tourism	Consumption of tourists around DI Yogyakarta Weddings,	5,000,000	3,000,000	60%	500,000	10%	1,500,000	30%
Buffet	Thanksgiving, Recitations, etc	7,500,000	4,500,000	60%	750,000	10%	2,250,000	30%
Aqiqah	Aqiqah Packages	6,000,000	3,600,000	60%	600,000	10%	1,800,000	30%
	TOTAL	38,500,000	23,100,000	60%	3,850,000	10%	11,550,000	30%

The changes in segmentation increase net profit [14]. This condition illustrates that Al Maidah Catering's home-based business is able to increase productivity and efficiency in running the business. The selection of market segments and the implementation of the business strategy that is carried out is very appropriate for a home-based catering business so that we look the Al Maidah Catering is able to compete in the midst of the tight culinary business in Yogyakarta and its surroundings. There are several

problems faced by Al Maidah Catering in running its home business, namely aspects of recording financial statements and marketing management. Recording of Financial Statements is currently done manually and simply. This condition causes the presentation of financial conditions to be less comprehensive so that managers cannot use the data as a measuring tool for business development and as a basis for making strategic decisions for planning the development of the home-based business. MSMEs are very strong socio-economic catalysts [15]. The experience of the 1997/1998 crisis has proven that MSMEs have an important role in the resilience of the national economy [16]. However, MSME loans are seen as having a high risk profile, making banks choose a conservative attitude in carrying out their credit procedures [17]. Therefore, banks must be more responsive to the dynamics of MSMEs in reality [18]. With the recording of comprehensive financial statements, business development can be measured and will raise the status of the business to become bankable [19]. When a home-based business is considered bankable, it will be easy to get capital assistance from banks to develop the business [20]. A research by V. Wiratna Sujarweni and Lila Retnani Utami shows that KUR products have a positive effect on increasing MSMEs in the Special Region of Yogyakarta as evidenced by increased production costs, sales turnover, profits and working hours. The average production cost increased by Rp. 3,454,545. Sales turnover increased by 4,154,545. Profits increased by 2,490,909. Meanwhile, working hours increased by 2.72 hours. From this research it can be seen that KUR has a strategic role in increasing the business capacity of MSMEs in the Special Region of Yogyakarta [21].

The marketing aspect is one of the core aspects of running a business [22]. Without adequate marketing, the business will loss [23]. Aspects of marketing in MSMEs include basic marketing concepts, marketing planning processes, market opportunity analysis, and marketing strategy planning [24]. MSMEs should not be profit-oriented only. However, MSMEs must have a marketing plan for long-term business sustainability [25]. Word of mouth marketing has the advantage of a personal approach [26], but digital aspects can increase marketing effectiveness [27] which leads to increased profits [28], [29]. Digital marketing is one of the innovations [30], [31]. Digital marketing makes the internet an important market for goods and services transactionsthat will [32], [33], make MSMEs stronger and developing [34]. Al Maidah Catering's home-based business encountered obstacles in the form of many competitors from internal customers of Al Maidah's home-based business. For example, one agency that has become a customer stopped purchasing products because the agency's internal employees opened the same business. On the other hand, there are many similar businesses with the same quality, however, because competitors have a good marketing strategy [35], they can win the competition with Al Maidah Catering's home-based business. This challenge can be faced by implementing effective and efficient marketing management in accordance with the nature of the business being carried out. Consistency, segmentation and strategy will be the key of success in marketing a business's product. The solutions to the problems faced by the Al Maidah Catering home business are as follows; (1) Training and assistance in recording simple financial reports consisting of Account Recivable report, Inventory report, Sales Report and Order Report; (2) Training and assistance in implementing effective and efficient marketing strategies based on the the needs of the home-based business of service partners in order to increase sales of business products. Output to be Produced is; (1) Service partners are able to make and have a simple financial report recording; (2) Partners are able to apply the effective and efficient marketing strategies.

2. Method

The implementation of the PKM program is an activity that is carried out in stages with collaboration between the proposer team, students and partners with the following steps:

- The proposing team conducts a preliminary survey to partner locations. This is carried out in order to know the conditions, problems faced and the potential of partners that can be developed.
- After the proposal is approved, the team will plan the implementation of the program following the schedule of mentoring, socialization, training, evaluation. In addition, the team will also determine the duties and responsibilities of implementing activities so that all programs can be carried out properly.

- Partners are involved in the entire activity process from planning to implementation of activities. The proposing team always coordinates with partners so that they can understand and implement all methods until they are able to carry out independently.
- The proposing team always conducts periodic evaluations to monitor the progress of the PKM program.
- During the program, partners always actively participate in various activities and discussions to explore and optimize their business potential. On the other hand, partners do participate in providing a place and time for PKM activities.
- At the end of the PKM activities, partners are expected to be able to make financial reports and be able to implement the effective and efficient marketing strategies. The activities are carried out with details as follows [Table 3](#).

Table 3. Implementation of Activities

Time	Details of activities	Description	Time Allocation	Speaker	Partner
Tuesday, 7 July 2020	Financial report recording training	This training provides insight of the way to record applicable and comprehensive Financial Statements	60 Minutes	Julia Noermawati, S.E., M.S.I	
Wednesday, July 8, 2020	Effective and efficient marketing strategy training	This training provides insight into the implementation of effective and efficient marketing management in accordance with the nature of the business being run. One of the marketing strategies provided by the assistance is marketing products through Instagram Ads (IG Ads).	60 Minutes	Syah Amelia Manggala Putri, S.EI., M.E.I	Mr. Arif and Mrs. Ajeng as the owners of Al Maidah Catering

Evaluation is carried out regularly and continuously. After each activity is completed, the proposing team conducts an evaluation meeting. Evaluation includes the smooth implementation of activities, obstacles faced, problems that have not been found a solution and follow-up plans. The results of the evaluation meeting are entered into a logbook for monitoring and documentation purposes. At the end of the PKM implementation, the proposing team is assisted by students to carry out the whole evaluation. Evaluation is carried out regarding the effectiveness and targets that have been achieved from these activities. The final evaluation was also carried out by an assessment team from LP3M, University of Muhammadiyah Yogyakarta. After the activity is complete, the proposing team will encourage the establishment of cooperation between partners and the Islamic Economics Study Program for the development of student entrepreneurship. The relationship between the Proposing Team will be continued to monitor developments and explore further cooperation for the development of the Sharia Economics study program.

3. Results and Discussion

3.1. Financial Records Training

1) Formulation of Training Materials

At this stage, the participants analyze and formulate training materials that match the partner's conditions. The stages of material formulation are very important to ensure that the results of the service can be a solution to the problems that partners face. The challenge faced is the adjustment of a complex theory with problems and conditions in the dynamic field. Another challenge is the assumption that recording financial statements is very difficult [36]. This condition was overcome by carrying out intensive discussions both with partners and with presenters (devotion team). With this strategy, the formulation of the material is deemed to have been p with field conditions and the needs of partners.

2) Evaluation of the Training

Evaluation is carried out to ensure that the output of the training is in line with the partner's expectations. The results of the evaluation show that the implementation of the training has been proper with the field conditions and can help resolve the problems that have been facing by the partners, [Figure 1](#).



Fig. 1. Financial report recording training activities

3.2. Training of effective and efficient marketing strategy

1) Formulation of Training Materials

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2) Evaluation of the Training

Evaluation is carried out to ensure that the output of the training is in line with the partner's expectations. The evaluation results show that the implementation of the training has been proper with the field conditions and can help solve the problems that have been facing by the partners.

3.3. Purchase of grant equipment

The grant equipment purchased is supporting facilities of the catering business operational activities. The types of equipment purchased are as follows; (1) Packaging equipment; (2) Cafingdish; (3) Online promotion packages on IG Ads, [Figure 2](#).



Fig. 2. Display of Marketing in IG Ads

Packaging equipment really supports the quality of the presentation and cleanliness of the catering. Packaging will also increase the selling value of the product because the appearance of the product is more attractive, thereby increasing partner performance. The purchase of Cafingdish supports partner accommodations in serving consumers. Meanwhile, the IG Ads online promotion package is very supportive of increasing partner brands and sales. Based on the evaluation results, the purchase of grant equipment greatly supports partners in improving the quality and capacity of their home businesses, Figure 3.



Fig. 3. Submission of Grant Equipment

4. Conclusion

Based on the description of the activities that have been carried out with partners, it can be concluded that the service partners have been able to solve the problems faced in business development. The problem of recording financial statements has been resolved with the recording of financial statements in a structured and neat manner from the results of the training provided by the service team. Meanwhile, the problem of marketing strategy has been resolved with good management and marketing planning, one of which is by marketing service partners' business products through IG Ads. With these problems resolved, service partners can run their businesses more productively, effectively and efficiently.

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Declarations

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