

Analysis of the Implementation of Zahir Simply's Financial Application in the Financial Statements of Smes in South Tangerang

Wardokhi, Herlambang

D3 Accounting Study Program, Pamulang University, South Tangerang, Indonesia

Corresponding author email: dosen02165@unpam.ac.id, ryukean17@gmail.com

ABSTRACT. The purpose of this study is to evaluate the use of one of Zahir's financial applications simply on the results of financial reports by Micro, Small and Medium Enterprises (MSMEs) registered at the KUKM South Tangerang Cooperative Office with the type of SME business is Kuliner. In this research, the method used is descriptive qualitative as well as conducting studies in accordance with the realities of the field to be able to see the application as well as evaluate the findings. Of the Culinary Type UKM registered in the KUKM South Tangerang Cooperative, it was still found that they had not used the financial application Zahir Simply a similar application, due to a lack of understanding of the need for this application. For those who use the Financial Application, it has been proven that it makes it easier to record business transactions and can be done at any time, even in real time, it can help SMEs to achieve their business goals, that are helping operations in their activities to achieve effectiveness and efficiency.

Keywords: *Financial Applications, Zahir Simply, Financial Statements.*

1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are a buffer for the country's economy, their role is also as a safety valve in providing various alternatives, including alternatives to productive business activities, alternatives to lending and in terms of employment. Based on the statistical data of Banten province, the number of UKM players in the South Tangerang City Region itself reaches 9,582 UKMs in 6th position after Lebak Regency, Tangerang Regency, Serang Regency, Tangerang City and Serang City.

The culinary business is a very profitable business, with various advantages and disadvantages. Among the advantages is that everyone needs food so that there are always innovations to develop the business. Every business must expect a lot of profit to be able to achieve the welfare of the owner so that it can develop its business, because of proper financial management. Of course, entrepreneurs must be able to separate which are personal interests and which are interests related to their business.

According to Member of the Indonesian House of Representatives Commission VI, Nevi Zuarini in Editorial 24.com that MSMEs are pillars that can support the Indonesian economy and absorb up to 89.2% of the total workforce, providing up to 99%

of total employment and contributing 60.34% of the National GDP.

This can be done by implementing accounting procedures in daily business activities. In his observations, the researcher found that most MSMEs did not use accounting records according to the existing rules. MSME players still do not understand the importance of good accounting records, apart from inadequate knowledge, complexity, costs because they have to be special people to do it.

MSME actors can develop their business from their own capital, from banks, from friends, or they can even work together. This can be done well if there are financial reports that support it since financial report can explain the condition of the business.

For the types of culinary businesses that are scattered in the area of South Tangerang City, the researchers' observed most of them have not applied good and correct accounting. Therefore, researchers are interested in conducting research on MSME actors engaged in the culinary business type in the South Tangerang City area on how to implement financial applications for their businesses.

1.1 Administrative System for Recording Financial Statements

In general, there are 3 activities in the accounting process. According to Arif and Wibowo [2004], these activities are the first identification activities in every financial transaction that occurs, the second is

the recording activity of financial transactions that have been identified chronologically and systematically, the third is the communication activity of recording which is carried out in the form of a report to interested parties.

Based on the theory of **Dickman, Duck and Davis [2000: 201]** that state financial statements can provide a continuous history, that is quantified in terms of units of money for economic resources and corporate business obligations. Because the financial report is historical, it will be used as study material in the context of future improvements, as well as a basis for management decision making.

According to **Dickman, Duck and Davis [2000: 265]** in the recording stage, there are three steps that are carried out. They are:

- Analyze of each transaction is carried out because not all transactions will be recorded, because it has to go through a selection process whether to be recognized in the financial statements or not.
- Record the selected transactions sequentially (chronologically) into a book, either a special or general one.
- Move the transactions into the ledger based on the accounts in the general ledger and additional books.

From a series of notes above, then financial reports, that are useful for making decisions, will be produced. The financial statements that are most often presented are the balance sheet and income statement.

1.2 UMKM (Micro, Small and Medium Enterprises)

According to Law no. 20 of 2008 concerning MSMEs is an abbreviation of Micro, Small and Medium Enterprises which aims to grow and develop their businesses in order to build a national economy based on just economic democracy. In Law no. 20 of 2008 Chapter IV Criteria for Article 16, namely:

- Criteria for Micro Enterprises are those with a net worth of at most IDR 50 million and excluding land and buildings where the business is located or has annual sales of not more than IDR 300 million.
- Criteria for Small Businesses are those who have a net worth of more than IDR 500 million excluding land and buildings for business or having annual sales of more than Rp. 300 million to a maximum of IDR 2.5 M.
- Criteria for Medium Businesses are those with net assets of more than IDR 500 million to a maximum of IDR 10 billion does not include

land and buildings for business or has annual sales of more than IDR 2.5 Billion up to a maximum of IDR 50 AD

1.3 Elements in the MSME Report

The elements in the financial statements can be divided into six items, consisting of Assets, Debt, Equity, Income, Costs and Return on Equity.

The process of recording in MSMEs is by inputting financial data in the administration of recording, both in books, Ms. Excel and Financial Report application. According to **Wiyono [2005]** it can be concluded that if you input financial data into a computer device such as Ms. Excel, namely taking notes by typing through the keyboard, recording is a way of regularly collecting and inputting data from all income receipts.

According to **Bahri [2016: 3]**, one of the principles of accounting is a Business Unit (Business Entity), which is the separation between business assets and owner's assets. The problem with MSMEs is that in managing their finances, there are still people who mix business money with personal money. So it will be difficult to distinguish the expenses. Finally, it is possible that the financial balance of his business can be eroded for his personal needs.

1.4 Zahir Simply based financial report recording

The importance of recording in all activities is a challenge for the actors of the activity itself, including for MSME actors. Bookkeeping or recording is one of the obligations of a business actor that must be carried out.

In making records or bookkeeping, it does not only contain records of income for each day, but it must also record every expense even though it is the smallest. Zahir Simply can actually help answer this, because with Zahir Simply business actors can make books from how to journaling, posting to ledgers to making financial reports.

What needs to be done in this recording process is to first collect evidence of financial transactions such as receipts, checks, notes and invoices obtained from suppliers, distributors, shipping services or evidence of financial transactions from other sources as the initial process in the accounting process. , Once collected then start taking notes or journaling.

Zahir Simply was launched by PT. Zahir Internasional (Zahir Accounting) with the aim of helping small and micro enterprises (MSMEs) to manage their business finances easily. MSMEs often face problems in financial reports, so the Zahir Simply application is a solution. The design is specially designed to facilitate financial management, accounting and stock recording.

According to PT Zahir Internasional CEO Muhamad Ismail in his release on Merdeka.com, that Zahir will give Zahir Simply to members for

free. This applies to businesses with a turnover from IDR 0 IDR 300 million per year. Therefore, it can be used to manage business finances.

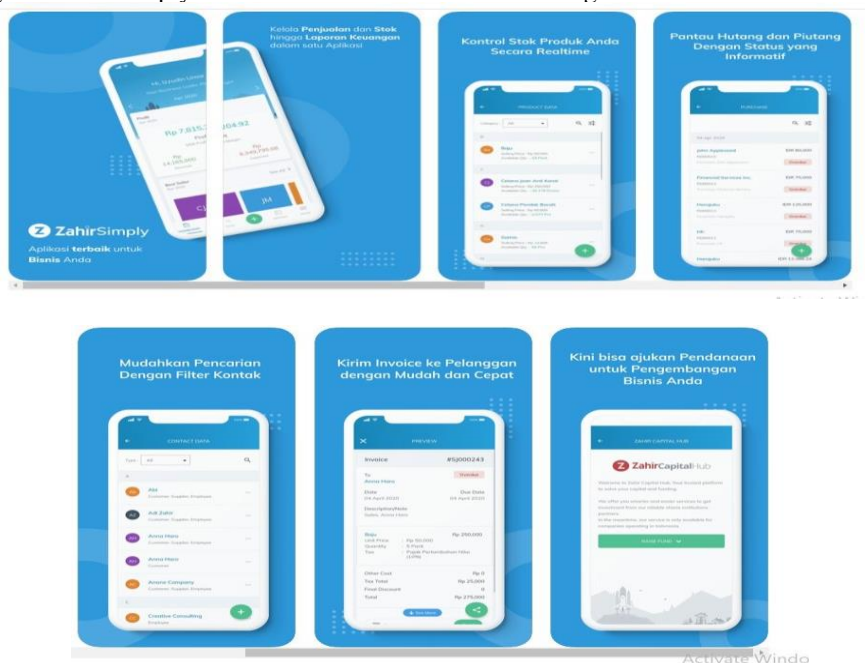


FIGURE 1. Zahir Simply Features Source: Zahir Simply web document

Here are the benefits of Zahir Simply's features
User Friendly

Attractive, simple and easy-to-understand display. You don't need to understand accounting. You can make financial reports in real time.

Dashboard

Helps you see sales turnover, costs to your business profits in real time. Dashboard information is useful for you to quickly determine business strategies and decisions

Sales and Invoicing

Helps you recording sales and provide sales information, from credit sales status to paid sales

Purchase
Helps you record purchases and provide purchase information, ranging from credit purchase status, maturity and purchases that have been paid off

Debt payments
Payment to suppliers, so there are no more messy bills and not clearly monitored.

Accounts Receivable Payment

Helps you to record payment receipts from customers

Spending

Helps you to record all expenses. costs incurred and recorded properly will help you organize and manage your business finances so that they can be more controlled

2. RESEARCH METHOD

The object of this research is the MSMEs that are scattered in the area of South Tangerang City, Banten Province, with a population of UMKM actors, the samples taken are 30 MSMEs by purposive sampling with the following criteria:

- Small and Medium Business Actors in the City of South Tangerang.
- Engaged in the culinary business.

The data collection is done by distributing questionnaires to MSME owners as complete data. This study uses qualitative data in the form of primary data from the results of questionnaires given directly to respondents. The data analysis method used is to compare the administration of recording financial statements in accordance with the theory in accounting for SMEs and its application in the field. So that the method of processing and analyzing the data is based on the administrative model of recording financial statements with Zahir Simply.

3. RESULT AND DISCUSSION

Application of the administrative system for recording financial reports in the groceries business in South Tangerang City.

TABLE 1. Types of MSMEs in the South Tangerang Region

Type of UMKM	Sub-District								
CIPUTA	CIPTIM	T	PMLG	PD	AREN	SETU	SRP	SERUT	total
Aksesoris	85	49	47		63	20	167	48	479
Fashion	79	70	66		152	36	291	45	739
Furniture	29	41	24		120	15	59	34	322
Services	324	210	195		367	164	534	431	2225
Topping-up phone credit counter	197	80	140		131	62	174	139	923
Taylor	34	28	47		214	18	43	33	417
Creative	29	18	58		47	13	59	52	276
Culinary	1213	871	818		988	455	2002	1150	7497
Fishing	10	14	20		49	9	37	27	166
Farming	8	14	77		89	18	52	29	287
Restaurant	102	61	25		117	31	135	100	571
Groceries	119	288	67		360	136	657	330	1957
Shops	596	538	642		826	275	966	852	4695
Others	11	2	12		40	1	46	5	117
Total of UKM	2836	2284	2238		3563	1253	5222	3275	20671

Source: Tangel UKM Cooperative Office document.

TABLE 2. Recapitulation of Culinary Business Respondents in South Tangerang City

No	Recording Basis	Total	%
1	Books	21 Respondents	70.00%
2	Ms. Excel	19 Respondents	30.00%
3	Zahir Simply	0	0
No of Respondents		30 Respondents	100.00%

Source: Data Processed 2020

After a questionnaire was conducted on 30 samples of culinary businesses in the area of South Tangerang City, information was obtained. It was true that they had used recording for their business, but in the form of simple notes.

Based on the results of the questionnaires, their reasons for keeping records was to make it easier to find out the benefits of their business, and to be able to control business finances with personal finances.

There were 21 of the 30 respondents or 70% still using simple books, which was by using the cash-based method only. Generally, business owners are still concurrently managing, recording their financial

administration. When it came to recruiting employees, the business owner would recruit members of the community who did not have a job (unemployed).

The reason why they did not recruit members of the public who are qualified in the field of administration of financial records is because there is still an opinion that this is not yet so urgent, they are not yet able to pay them monthly.

30% of them used Ms. Excel. This, however, was still very simple, which only contains cash in and cash out, and there were also additional notes to record debt transactions. Then there was 0% for business actors who use Zahir Simply, because of their limited

knowledge. According to the CEO of PT Zahir Internasional Muhamad Ismail Zahir, simply is very practical and easy to use anytime and anywhere.

In the process, all management related to financial recording is carried out by the owner directly, so that sometimes due to his busyness in managing the business, it is likely that something is missed or forgotten.

Financial administration records that were generally accepted according to standards containing profit and loss reports, changes in capital reports, statements of financial position and cash flow statements had not been implemented due to limited human resources and also an understanding of the importance of these reports.

To be able to make financial records based on Zahir Simply, you can use the Financial Application on the smartphone of the owner of MSMEs, the first thing you do is install an application program, then create a database and also the name of the UMKM business that is owned. Then do the registration process for free or paid to the service provider. Then the user can input the merchandise stock data to the name of the customer.

After the process had been carried out according to the application guidelines, the MSME business manager could process the financial transactions that had been carried out, starting from the production of product data, sales input, purchase input to input expenses incurred during the accounting period. After all that had been done, the profit / loss statement would be automatically generated whenever needed and could be printed.

4. CONCLUSION

From the results of the research and discussion above, the following conclusions can be made:

1. 30 Respondents or 100% culinary business owners in the area of South Tangerang City used their financial records, but they were still very simple, consisting of 21 respondents who kept simple books and 19 respondents using Ms. Excel is simple, while the one using Zahir Simply didn't exist yet, it is due to the lack of understanding of the business actors.
2. There were several obstacles in the application of financial recording according to the accounting theory for MSMEs, including limited human resources, limited knowledge

about the importance of good and correct accounting records.

ACKNOWLEDGMENT

The following are suggestions that can be given in this research

- There is a need for counseling in the form of a workshop on how to make good and correct record administration, so that business actors are able to carry out financial management with applications that facilitate reporting.
- There is a need for government participation to improve the financial management skills of MSME actors so that they can be entrusted with managing government funds or KUR.
- The role of the University is needed to help the government answer this problem, by providing community service education about recording financial reports on an ongoing basis

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