

Strengthening the Digital Capabilities of Wedang Uwuh MSMEs Through Training in the Use of Digital Financial Reporting Applications as a Strategic Step in Digital Transformation

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Abstract.

Micro, Small and Medium Enterprises (MSMEs) have a strategic contribution to local economic growth, including in the Bantul region of Yogyakarta. However, there are still many MSME players, especially Wedang Uwuh producers, who have not implemented a digital and structured financial recording system. This service activity aims to provide training and assistance in preparing digital financial reports using simple applications, such as Sepran: Financial Records. The methods used include observation of the initial conditions of MSMEs, basic accounting training, digital financial recording practices, and evaluation of training results. The results showed a significant increase in participants' understanding of the importance of financial statements, as well as skills in preparing daily cash books and profit and loss statements digitally. It is hoped that this training will be able to help MSME actors manage their business finances more efficiently, adaptively, and sustainably in the digitalization era

Keywords: *MSMEs, Wedang Uwuh, Digital Financial Report, Training, Digital Financial Reporting Application, Digital Transformation*

I. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) play an important role in the economy at both the national and regional levels. In Bantul Regency, Yogyakarta, MSMEs serve as one of the main drivers of the community's economy, especially in the traditional culinary sector such as Wedang Uwuh, a herbal drink from Imogiri. This product has high cultural value and great market opportunities. However, the development of MSMEs in this sector is often hampered by a lack of ability to manage finances, especially in the aspects of recording and reporting. (Dharma, 2023).

The study revealed that most MSMEs in the Yogyakarta area have not prepared financial reports in an organized manner. This is due to a lack of knowledge about accounting and limited access to training. This statement is supported by research conducted by Khoirudin (2021) which shows that MSME players often combine their personal and business finances. This results in difficulties in understanding the actual financial condition and in making the right business decisions.

The same situation is also felt by Wedang Uwuh MSME players in Bantul. Although the product is well-known and continues to grow, transaction records are still done manually and some

are not recorded at all. This situation makes it difficult to assess business sustainability and gain access to formal financing. In fact, financial statements are a very important tool for assessing performance, planning business strategies, and increasing trust from investors or fund providers (Rizky M, 2021).

Given this problem, it is important to implement a solution in the form of training and guidance in preparing simple financial reports. Through practical and contextualized methods needed by MSMEs, Wedang Uwuh business owners can receive guidance in preparing daily cash reports, profit and loss statements, and cash flow statements on a regular basis. The ultimate goal is to provide MSMEs with a foundation of sound financial management and the ability to compete sustainably.

II. METHODS

The training activities were held on 22 May 2025 in Bantul Regency, Yogyakarta Special Region, using a participatory and applicative approach, designed to suit the real needs of Wedang Uwuh MSME players in facing the challenges of financial recording in the digitalization era. This approach was chosen so that participants not only receive material, but are also directly involved in the practice of preparing digital financial reports according to their business needs. (Purwanto, 2019).

During the activity, participants used real transaction data from their businesses as practice materials. This aims to ensure that the training is not merely theoretical, but directly applicable and relevant. According to Handayani (2021), the success of MSME training is determined by the suitability of the material with the real conditions in the field and the sustainability of technology use after training. The results show that the majority of business actors have not used digital records and still rely on irregular manual bookkeeping. This is in line with the findings of Prasetyo (2020) which states that low digital financial literacy is still a major obstacle for MSME actors in the regions.

Table 1. Training Program Design

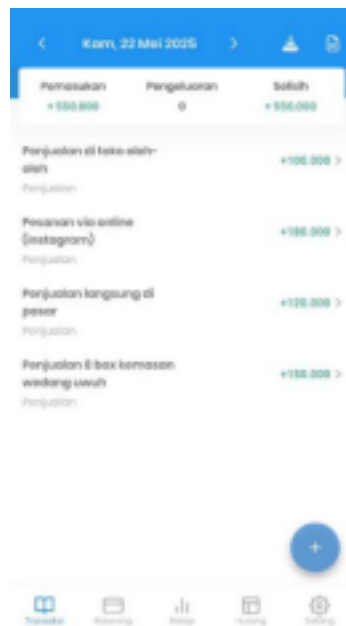
No	Locations	Problems	Solution	Activities
1	Wedang Uwuh Kabupaten Bantul, Yogyakarta	Bookkeeping is still done manually and unstructured	Introducing the Sepran app: Financial Records as an easy and practical record keeping tool	Introduction and installation of Sepran application, as well as daily transaction input exercises

		Technical difficulties using digital applications	Provide direct assistance when practicing the use of the application	Individual consultation sessions and technical guidance during the workshop
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The training was conducted in the form of interactive workshops with material presentation sessions, small group discussions, and hands-on practice. In addition, observations and brief interviews were conducted to determine the participants' level of understanding and the obstacles they faced in digital financial recording. Evaluation was carried out by comparing the participants' abilities before and after the training, as well as through observation of the results of the digital financial reports compiled during the practice.

III. RESULT AND DISCUSSION

This community service activity is part of a strategic effort to increase the capacity of Wedang Uwuh MSME players in Bantul Regency, especially in the aspect of digital-based financial management. The training, which was held on May 22, 2025, introduced participants to the use of the Sepran application: Financial Records, which was developed with a simple feature display so that it can be accessed easily by micro business actors. Febriyana (2021). The following main menu of the Sepran application can be seen in **Picture 1. Below :**



Picture 1. Main Menu of Sepran Application

In this training, participants were introduced to the Sepran: Financial Records application, which is designed with a simple interface that is easy to use for micro-business owners. One of the

tangible outcomes of the training is the participants' ability to directly input sales transaction data into the application. As shown in Figure 1, the transactions recorded on May 22, 2025 include several types of sales, such as: sales at a souvenir shop amounting to IDR 100,000, an online order via Instagram amounting to Rp180,000, direct sales at the market amounting to Rp120,000, and sales of 8 boxes of Wedang Uwuh packaging amounting to Rp150,000. The total recorded income reached IDR 550,000, with no expenses on that day, resulting in the same difference (gross profit). This shows that participants were able to identify and record transactions correctly using the digital application. This ability is an early indicator of the success of training in improving the digital financial literacy of MSME actors.

The training participants, who were mostly small-scale and traditional business owners, were generally not accustomed to keeping formal financial records. Through practical guidance, participants were trained to prepare a daily cash flow statement, record production costs, calculate cost of goods sold (COGS), and prepare a simple profit and loss statement. In addition, the training also emphasized the importance of separating personal and business finances and provided an understanding of microfinance management that is easily applied in the context of everyday business. The following survey of training activities can be seen in Picture 2:



Picture 2: Training Activity Survey

In facing the challenges of the digital era, MSME actors are required to adapt to technological advancements, including in the area of financial record-keeping. This training activity is part of an effort to enhance the capacity of Wedang Uwuh MSMEs in utilizing digital applications for financial reporting. The training not only focused on the technical aspects of using the application but also aimed to shift the mindset of business owners to view financial record-keeping as a strategic tool for business decision-making. This is crucial, as proper financial documentation can significantly improve the efficiency and competitiveness of MSMEs amid increasingly intense market competition.

Not only focusing on technical aspects, this training also encourages a change in the mindset of business actors towards financial recording. Participants were invited to see record keeping no longer as an administrative burden, but as a crucial managerial tool in the business decision-making process. This is in line with the findings of which states that the digitization of financial records has a positive contribution to increasing business efficiency and competitiveness of MSMEs.

The results of the activity showed that a number of business actors began to routinely use the

Sepran application to record daily transactions, compile monthly reports, and use it as a basis for determining selling prices and purchasing raw materials. In fact, some participants began to explore the possibility of accessing financing from formal financial institutions, because they already have neat financial records as credible administrative evidence. The following photo documentation with the training participants can be seen in Picture 3:



Picture 3: Photo with Training Participants

The implementation of the International Community Service 2025, a collaborative initiative between FEB UNJ and Mamun University, marked a significant contribution to empowering local MSMEs, particularly producers of *Wedang Uwuh*. Held in a rural setting with active participation from students, lecturers, and community members, this program served as a platform for knowledge transfer and practical training in digital financial reporting. The atmosphere of collaboration and enthusiasm, as captured in the group documentation, reflected a shared commitment to support MSMEs in navigating the digital transformation. This joint effort not only strengthened academic-community partnerships but also laid the groundwork for long-term capacity building among small business actors.

Overall, the training demonstrated that a simple yet targeted digital approach can deliver significant improvements in the managerial and financial aspects of MSMEs. This transformation is an important first step in realizing transparent, efficient and sustainable MSMEs amidst the challenges of the digital era. As part of the implementation strategy, training activities begin with a process of problem identification and analysis of financial recording needs of MSME actors. The training is then carried out in stages and active-participation, all of which are summarized in the form of a program implementation table as a tangible manifestation of a digital technology-based empowerment model.

IV. CONCLUSION

As part of a series of community service activities, digital financial reporting training for Wedang Uwuh MSMEs in Bantul Regency is a crucial step in strengthening the managerial foundation of traditional business actors in the digital era. In this training, participants were equipped with knowledge and practical skills to use the Sepran: Financial Records, which is designed to be easily operated by micro-entrepreneurs with non-accounting backgrounds.

Through an applicative approach, this training teaches how to record business income and

expenses, prepare daily cash reports, calculate Cost of Goods Sold (COGS), and make a simple profit and loss statement. In addition, participants were also invited to understand the importance of separating business and personal finances, as a first step towards a more professional financial management system.

The training not only provides technical assistance, but also builds a new awareness that financial recording is not merely an administrative obligation, but part of a business management strategy that can improve efficiency, transparency, and open access to external funding opportunities. The results of the activity show that a number of MSME players have begun to adopt digital financial records on a regular basis, and use them as a basis for making business decisions, including in determining selling prices and managing raw material stocks.

Therefore, this training is proof that appropriate digital technology, such as the Sepran app, can be a catalyst in increasing the financial capacity of MSMEs. This is an important step towards business independence and local economic sustainability, in line with the development of digitalization in the micro sector.

V. ACKNOWLEDGMENTS

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