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Branding Development and Financial Recording Assistance at Barokah Grocery Stalls

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Abstract
Grocery stores in Indonesia are proliferating, with an increase reaching approximately 2.5 million units. This development makes grocery stores important to the general economy and community life. Grocery stores are one part of the MSMEs that sell products for daily needs. One grocery store in the Colomadu district is Warung Kelontong Barokah. The problem faced by the Barokah grocery store is that it has not yet branded its business and has not yet recorded financial transactions for sales and purchases that have been made. The purpose of this community service activity is to increase the income and profits of the grocery store through branding development and assistance with digital and straightforward financial recording through a mobile application. The method used is mentoring and training. This activity can increase understanding of the importance of branding for businesses and financial recording, with support from the community service team. Implementing business branding through banners can increase product sales from Warung Kelontong Barokah, so that turnover or sales increase. In addition, digital financial record keeping assistance is provided using the Buku Warung application to track the shop's income and expenses. Good financial record keeping is crucial for understanding the business's financial condition and profitability. Branding activities and digital financial record keeping training can increase sales turnover.

Keywords: *Branding; Finance; Development*

Introduction

Grocery stalls in Indonesia are an essential part of the economy and people's daily lives. The development of grocery stalls in Indonesia is rapid, and their number is increasing. The increase in this number is due to many people affected by layoffs starting a grocery shop. The outbreak of grocery stalls is due to the low capital requirements of starting a grocery stall business. According to data from the Ministry of Cooperatives and SMEs, there were approximately 2.5 million grocery stalls in Indonesia in 2020. This is because the company is required to sell daily necessities on a small-scale basis.

A grocery stall is a small store generally easily accessible to the public. Grocery stalls are often found in residential areas, both rural and urban. Most grocery stalls today are still traditional, where buyers cannot take the goods they want directly; instead, the seller takes the purchased goods from the stalls' shelves. A grocery stall sells a variety of products, including food, beverages, and household goods, and accepts cash or credit. Although grocery stalls have simple characteristics, they account for around 12.5 percent of the market and, in 2020, absorbed approximately 5 million people.

There are many grocery stalls, including Barokah Grocery Shop. Barokah Grocery Shop is a traditional grocery store that sells products the community needs daily, including food,

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drinks, household goods, personal care items, and vegetables. This stall was established in 2020. This grocery stall has grown from selling only vegetables to, in 2021, also selling household products. The owner of this grocery stall is Sutini, assisted by one employee in Tohudan, Colomadu, Karanganyar. Items sold at the stall include instant noodles, eggs, cigarettes, flour, egg noodles, bath soap, toothpaste, Pampers, various snacks, and more.

Barokah grocery stalls do not have names yet and are only given banners for cigarette brands that do not display the stall's name. This leaves many buyers confused about the name of the grocery stall. It can be seen that the stall owner has not written his business name. Most grocery stores don't make much effort to attract new customers because their customer base is limited to the surrounding environment (Meiliya and Susanti, 2024). On the other hand, the grocery store business has the potential to grow bigger. This is because the stall sells necessities urgently needed by the wider community, from children to adults, regardless of education level or economic strata (Ula et al. 2022).

The location of this stall is strategic because it is on the side of the road, in a reasonably crowded area of the surrounding community. Around grocery stalls, where there are many housing options, there is excellent potential to increase sales. However, the stall owner has not provided a business identity, such as the stall's name, by installing a banner in front of the stall. Business naming in banner form can help grocery stalls stand out to more people. This can be an essential problem because traditional grocery stalls also have to compete with modern grocery stores such as Alfamart, Indomart, or other modern retail stores. The development of modern minimarkets has contributed to the decline of traditional stores because minimarkets offer intense competition through facilities, cleanliness, services, and attractive discounts (Ardana and Kurniawan, 2024).

Another problem faced by Barokah Grocery Stores is that the owner has not maintained financial records because he does not understand their importance. The method of financial recording is limited to collecting notes, and there is no financial separation between the owner's property and the stall's assets. Financial recording is essential because it records transactions of receiving and spending money, so that the profits and losses are known. Financial statements are reports that contain financial information about the position of wealth, debts, and capital in a specific period, usually weekly, monthly, or yearly. Financial statements can be the key to success for small, medium, and large businesses (Aruma Larasswari et al., 2021).

Micro, small, and medium enterprises (MSMEs) play a significant role in economic development (Sumartana and Adrie, 2022). In addition, MSMEs increase employment opportunities, helping people overcome unemployment and improve their welfare (Pratiwi, Andini, and Paramajaya, 2022). On the other hand, most traditional stall conditions that are not good require serious attention to the problems that arise (Marisan, Muslimin, and Wibowo, 2018). In this service, the team helps partners overcome challenges in business branding and financial recording. This activity is expected to increase partners' income and profits, enabling their business to grow.

Method

In the problems of branding and financial recording faced by the partner's service. The service team's initial step before performing the service is to survey by visiting the partner's house directly so that they can see firsthand the partner's condition. The survey data can generate innovative ideas and solutions to partner problems (Puspita and Farida 2023). The method of implementing community service activities to solve branding problems is carried out in the following stages:

a. Making a branding concept for grocery stores. The head of the service team will create a branding concept and explain to the stall owner the importance of branding.
b. Make branding designs through banner making. Student service members will create a banner design and present it to the head of community service.
c. Discuss banner design. The banner made by the service team was discussed with the owner of Barokah Grocery Shop.
d. Print banners. After the grocery store owner approves the design, the banner will be printed by the service members in a size determined by the grocery store's width.
e. Monitoring and evaluation. The service team will monitor and evaluate the community service activities after they are completed.

The stages of activities carried out to overcome financial recording problems are:
a. Creating materials on simple financial recording and digital financial recording. The head of the service team will prepare materials on simple financial recording, while members of the student service will handle digital financial recording.
b. Explaining to Barokah Grocery Store Owners the importance of doing financial recording, both digital and straightforward. The head of the community service team will explain the importance of financial recording.
c. Provide training on making simple financial records. The head of the service team will assist with simple financial recording by entering entries in the economic book.
d. Providing training in digital financial records. Members of the student service will create materials on recording digital finances through a mobile application, then, together with the head of service, assist in making financial records.
e. Mentoring and evaluation. The service team assists with preparing financial records and evaluating the activities carried out.

In this community service, the community service partner is the owner of Barokah Grocery Store, who participates in its implementation. The first participant was the owner of Barokah Grocery Shop, who participated in a discussion about branding and banner design in line with the characteristics and goods sold by the Barokah Grocery Shop. The second participant was Mrs. Sutini, the owner of the Barokah Grocery Shop, to provide input on the banner design designed by the service team. This is done so that the results delivered by the service team align with service partners' expectations, enabling them to provide benefits that support the sustainability of Barokah Grocery Shop.

Results and Discussion

One of the main challenges for Micro, Small, and Medium Enterprises (MSMEs) in Indonesia is branding their businesses and products. Branding plays a crucial role in differentiating a company from its competitors and building a strong market (Azizah Az et al. 2024). Branding for grocery stalls creates a unique identity that distinguishes Barokah Grocery Stores from other stalls. The service team builds brand through the selection of store names and the creation of banners. Strong branding can create a positive impression of the business. By strengthening branding, it will increase buyer and customer loyalty, ultimately boosting turnover and sales.

Figure 1. Barokah Grocery Shop Banner Design

Branding activities at Barokah grocery stalls should be carried out as a profitable initiative to increase competitiveness and sales value. Grocery stalls, which are increasingly growing, require branding for their businesses. The community service team of Amikom University Yogyakarta collaborated with grocery owners to brand Barokah Grocery Stores. Previously, the grocery stall had no name, so the service team discussed with the store owner choosing a name that was good, unique, memorable, and relevant to the products being sold. From the discussion, it was decided to choose the name "Barokah". The meaning of the word barokah is an additional goodness, favor, or gift from Allah that brings benefits and continuity in goodness both materially and spiritually.

Figure 2. Barokah Grocery Store Banner Installation

Promotional strategies carried out by grocery stores, such as banners, are practical marketing tools. Promotion is clearly the primary tool for marketing a product (Herfiana, 2024). Banners are one of the promotional strategies to increase brand recognition for Barokah Grocery Stores' name and products. Banners serve several purposes, namely as a promotional medium, a source of information, and a means of decoration to attract customer attention and increase store visibility. Banners also help to convey the products offered to the buyers. The banner design is intended to attract passers-by and increase the likelihood that potential buyers will visit the store. Using banners can effectively increase sales and strengthen the store's image.

In financial management, the use of digital financial tools can create a more structured financial system for Barokah Grocery Stores to record and analyze financial data. A simple financial application can help separate business and personal finances, producing accurate

financial reports and providing performance information for existing companies (Suhartono et al. 2022). Good financial records will provide a clear picture of the financial condition, helping in the decision-making of a company.

Figure 3. Financial Recording Training with Simple Finance Apps

An effort requires planning, organizing, and control to achieve the desired goals. Financial recording is essential in a business to determine current business conditions. Financial recording is part of financial management used to assess turnover, the number of buyers per day, cash balance, and accounts receivable, thereby enabling effective budget management (Kineta and Diah Hari Suryaningrum 2024). Economic conditions, both income and expenses, must be recorded neatly and regularly so that financial conditions and flows of both profit and loss can be known.

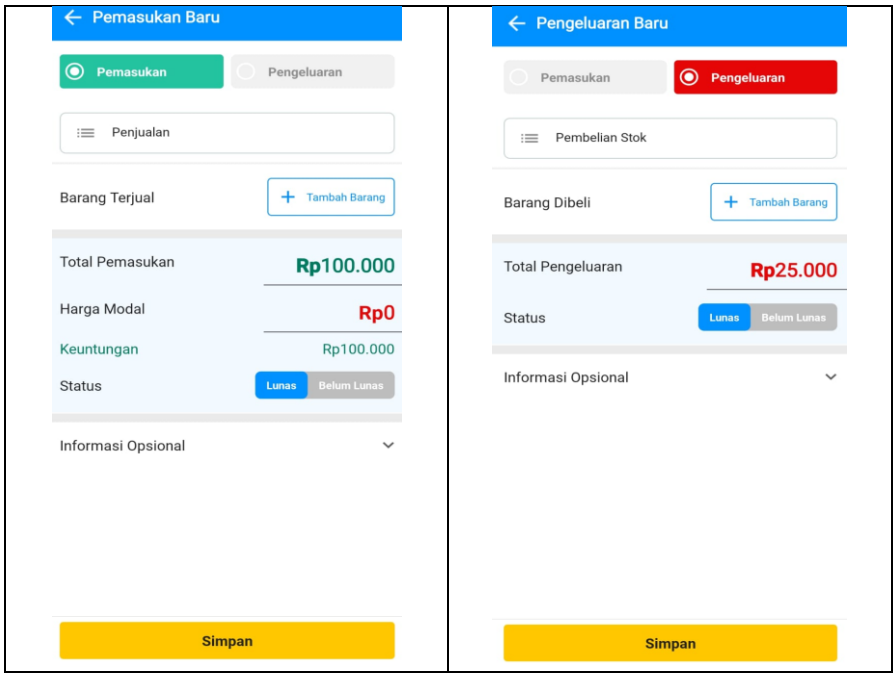

Figure 4. Recording Income and Expenses on the Warung Book Application

Along with the times, financial recording is no longer done on paper; digital recording has developed through mobile phone applications. One of the applications commonly used for digital financial recording is the Warung Book Application. The book warung application is a digital financial platform that helps small businesses (MSMEs, stalls, grocery stores, and others) easily record financial transactions on mobile phones. This application is designed to replace manual recording in a notebook, making it more efficient, secure, and accurate.

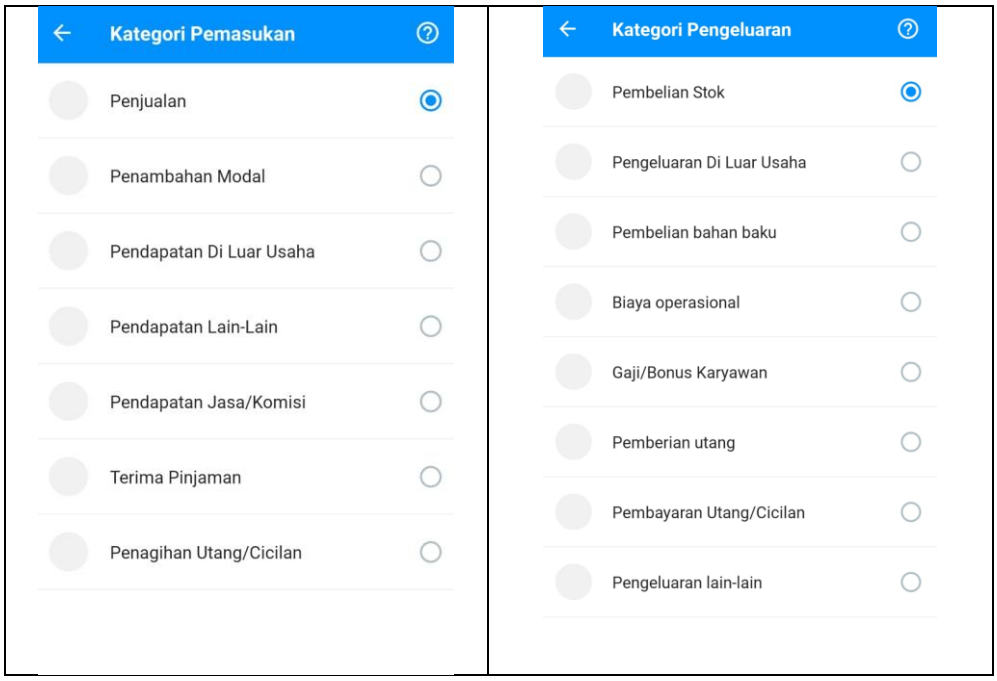

Figure 5. Categories of Income and Expenses in the Warung Book Application

The stall book application records all Barokah grocery store activities, both income and expenses, so that financial reports are made automatically. The income entered includes cash sales, debt repayments, and other income. In addition, expenses for purchasing merchandise stock, electricity and water, employee salaries, and transportation were recorded. Income and expenses are recorded to determine the amount of sales and business income for a given period.

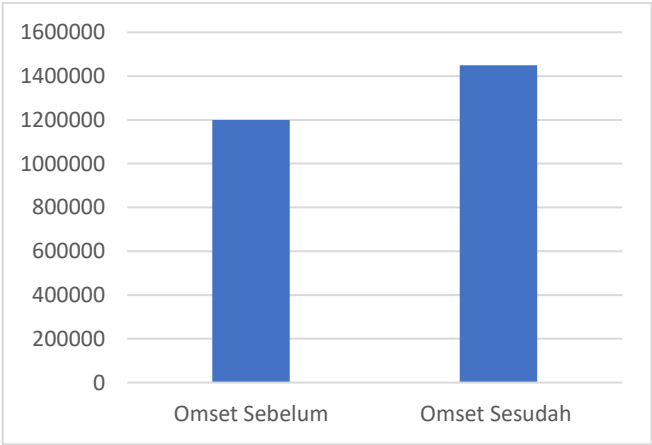

Figure 6. Financial Condition of Barokah Grocery Stalls Before and After Branding

The condition of turnover or sales of "Barokah" Grocery Stalls has increased. This is in accordance with the purpose of digital branding and financial recording: to increase a business's turnover. Before branding was carried out in June for the "Barokah" Grocery Stall, the average daily turnover for grocery and vegetable products was Rp 1,200,000. After branding for the "barokah" grocery store, the sales turnover increased to an average of Rp. 1,450,000. This aligns with the service team's hope that this branding and financial recording activity will increase service partners' turnover.

Conclusion

The community service programs that have been carried out include providing ideas and innovations in the form of naming Barokah Grocery Stalls, banner design, and installing banners in front of the stalls Branding activities that the service team has carried out are expected to be able to help in the marketing strategy process so that they can increase the number of buyers and increase sales of the products sold. In addition, the service team provides training on financial recording using the Buku Warung application, which is available on mobile devices. With good and regular digital financial records, it can increase sales turnover and profits. The development and assistance that have been carried out so that it can be carried out as it should be, so that the profits obtained are maintained.

Awards

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