

Assistance in Simple Financial Statements and Digital Marketing Implementation for Culinary MSMEs in Pantai Lebih, Gianyar

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ABSTRACT

This Community Service Program was conducted with the Culinary MSME Group in Pantai Lebih, Gianyar Regency, to strengthen managerial capacity through assistance in simple financial statement, digital marketing, and the development of Standard Operating Procedures (SOPs). The main challenges faced by the partners included limited financial management skills, suboptimal use of digital marketing, and the absence of standardized business operating procedures. The program employed a participatory approach through five stages: socialization, training, technology implementation, mentoring and evaluation, and program sustainability. The activities included the use of LUNA POS, preparation of simple financial statements, utilization of social media, GrabFood and GoFood, and implementation of SOPs. The preliminary results indicate improvements in the partners' knowledge and skills in transaction recording, financial management, digital marketing, and business operations.

INTRODUCTION

MSMEs play a strategic role in supporting local economies, particularly in coastal tourism areas such as Pantai Lebih, Gianyar Regency, which has developed as a culinary tourism center based on fishery products. Culinary MSMEs not only provide food and beverages for tourists but also contribute to the local economy. However, various community service studies have shown that culinary MSMEs continue to face challenges in managerial aspects, particularly financial management and the use of digital technology (Raharja & Natari, 2021; Santini et al., 2022; Febriyanti et al., 2023). The partners in this program are the Pantai Lebih Culinary MSME Group, led by Mrs. Ni Wayan Sri Murtini. Based on initial observations and discussions with the partners, most business owners offer quality products and have loyal customers, but still face challenges in managing their businesses. The group which includes Warung Lesehan Yani, Warung Landung, Warung Tepi Lebih, Warung Man Lebah, and other businesses, has strengths in product quality, fresh ingredients, affordable prices, and customer loyalty. This condition is consistent with the characteristics of traditional culinary MSMEs, which are generally strong in product quality but still limited in modern business management practices (Putika et al., 2024; Elwisam & Lestari, 2019; Sari et al., 2025).

The main challenge faced by the partners is the absence of a structured system for recording business transactions and preparing financial statements. Transactions are still recorded informally and are not properly documented, making it difficult for business owners to determine their actual revenue, operating costs, profit, and cash flow. This situation affects business decision-making and future business development planning. These findings are consistent with Alinsari (2020), Megasari et al. (2023), and Abidin et al. (2024), who reported that the lack of simple financial reporting is a major obstacle to MSME sustainability. In addition, marketing activities remain largely conventional, while the use of social media and online marketplaces has not yet been systematically integrated. Digital marketing however, can improve the visibility and competitiveness of MSMEs, particularly in the culinary and tourism sectors (Sanjaya et al., 2021; Wardhani & Romas, 2021; Habibah et al., 2026). The partners also face challenges related to equipment cleanliness, kitchen organization, and suboptimal employee performance.

The Community Service Program (PKM), entitled "Assistance in Simple Financial Statements and Digital Marketing Implementation for Culinary MSMEs in Pantai Lebih, Gianyar," is a community empowerment initiative conducted by a team of lecturers from Universitas Warmadewa. The program was developed as a follow-up to the research entitled "Digital Transformation of Food MSMEs in Pantai Lebih, Gianyar Regency: A SWOT Analysis to Improve Competitiveness (A Case Study of Warung Lesehan Yani)." The research findings showed that although Warung Lesehan Yani has strong internal strengths and favorable external opportunities, a critical weakness in financial management remains a major challenge to the optimal implementation of digital marketing. Observations also indicated that other food stalls in the area face similar challenges. Previous community service studies emphasize that financial

reporting serves as a key foundation for strengthening MSME digital marketing, as it supports promotional budgeting, evaluation of marketing effectiveness, and strategic decision-making (Raharja & Natari, 2021; Febriyanti et al., 2023; Dewa et al., 2023; Wahyuni et al., 2025).



Figure 1. Initial Survey Conducted by the PKM Team in Collaboration with Culinary MSME Partners at Pantai Lebih

Based on field observations, interviews with business owners, and discussions with the partners, the priority issues identified cover three areas: business management (finance), marketing, and production/operations. Therefore, this PKM program aims to provide assistance in preparing simple financial statements, including cash recording, income statements, and basic digital financial management, while also strengthening digital marketing and business operations. The program was designed using a participatory approach involving socialization, training, technology implementation, mentoring, and evaluation.

The solutions provided include assistance with recording cash inflows and outflows, preparing simple income statements and cash flow reports, using duplicate transaction receipts and the “LUNA POS” cashier application, and separating business and personal finances. In the marketing area, the program focuses on the use of social media (Instagram/WhatsApp Business), the development of digital marketing plans based on financial information, and the evaluation of marketing effectiveness. Meanwhile, in production and operations, the program supports the development and implementation of Standard Operating Procedures (SOPs) covering equipment and production-area cleanliness, kitchen organization and workflow, customer service, and employee task allocation. The integration of financial management and digital marketing assistance is expected to strengthen MSME sustainability (Raharja & Natari, 2021; Dewa et al., 2023), enabling traditional culinary MSMEs in Pantai Lebih to become more adaptive, professional, and competitive amid the changing digital economy.

This program also contributes to the achievement of Sustainable Development Goal (SDG) 9: Industry, Innovation and Infrastructure, particularly by promoting innovation and the adoption of digital technology among MSMEs. The use of LUNA POS, digital financial recording, social media, and online food delivery platforms provides the partners with practical tools to improve business management, expand market access, and strengthen competitiveness. Through the integration of digital technology with financial management and business operations, the program supports the development of more adaptive and sustainable MSMEs in the local tourism sector.

IMPLEMENTATION AND METHODS

The Community Service Program was implemented using a participatory approach that actively involved the partners at every stage, from needs identification to program evaluation. This approach was chosen to ensure that the solutions provided were relevant to the actual conditions of the MSMEs and could be implemented sustainably. The program was conducted with the Pantai Lebih Culinary MSME Group in Gianyar Regency, focusing on financial management, digital marketing, and business production and operations. The method combined socialization, training, technology implementation, mentoring, and evaluation. This approach was intended not only to improve the partners’ knowledge but also to develop their practical skills in managing their businesses. All activities applied an adult learning approach, emphasizing

hands-on practice, discussions, demonstrations, case studies, and on-site mentoring. Through this approach, the partners gained not only a conceptual understanding but also the ability to implement financial recording systems, utilize digital technology, develop standard operating procedures, and design marketing strategies suited to their business conditions. The PKM activities were carried out in stages to ensure that each proposed solution could be implemented effectively by the partners.

The first stage was socialization, which aimed to establish a shared understanding between the implementation team and the partners regarding the objectives, scope, benefits, and mechanisms of the program. The activity was conducted through meetings with the owners and members of the Pantai Lebih Culinary MSME Group to discuss their business conditions, challenges, and the solutions to be implemented. At this stage, the PKM team presented the background of the program, previous research findings that served as the basis for the program, expected outputs, and the activity schedule. The team also identified the partners' needs, established a common understanding of task distribution, and developed a joint commitment to support the successful implementation of the program. The second stage was training, which aimed to improve the partners' knowledge and skills in managing their businesses more professionally. The training materials were developed based on the identified needs of the partners, making them practical and easy to apply. The training covered MSME financial literacy, preparation of simple financial statements, use of digital cashier applications, daily transaction recording, preparation of income statements and cash flow reports, use of social media for digital marketing, and development of Standard Operating Procedures (SOPs) related to cleanliness, customer service, and production-area organization. The training used interactive lectures, discussions, demonstrations, simulations, and hands-on practice based on the partners' actual business data, allowing participants to understand the materials and apply them directly to their respective businesses.

The third stage was technology implementation, which involved applying the knowledge gained from the training through the use of various tools and systems to support more effective business management. The technologies introduced included the LUNA POS digital cashier application, a simple financial recording template using Microsoft Excel, duplicate transaction receipts as sales records, social media platforms such as Instagram, TikTok, and WhatsApp Business for promotional activities, and SOP documents as guidelines for business operations. At this stage, the partners received assistance to ensure that they could operate these technologies independently. The implementation was expected to support financial recording, transaction management, digital marketing, and improvements in customer service. The fourth stage was mentoring and evaluation, which were conducted intensively at the business locations after the technologies had been implemented. The mentoring was carried out by the lecturer team together with students to ensure that the introduced systems could be applied consistently by the partners. Activities included recording daily financial transactions, preparing monthly financial statements, using the digital cashier application, managing social media for

promotional purposes, and implementing SOPs for cleanliness and customer service. During the mentoring process, regular consultations were provided to help the partners address challenges encountered during program implementation. Evaluation was conducted by reviewing the completeness of financial statements, observing SOP implementation, assessing digital marketing activities, and discussing business progress and program effectiveness with the partners. The evaluation results were then used as a basis for improving the activities in the subsequent stage.

The final stage was program sustainability, which aimed to ensure that all outcomes of the PKM program could continue to be utilized by the partners after the program ended. At this stage, the PKM team provided the partners with the tools and materials developed during the program, including financial statement templates, cash book formats, operational SOPs, and guidelines for using the cashier application and social media. The team also reinforced the partners' commitment to routinely record transactions, prepare monthly financial statements, manage digital marketing on an ongoing basis, and implement SOPs in their daily operations. Through these efforts, the program is expected to establish a more professional business management system, improve operational efficiency, strengthen the competitiveness of culinary MSMEs, and support the long-term sustainability of businesses in the Pantai Lebih tourism area.

RESULTS AND DISCUSSION

The Community Service Program was implemented according to the planned stages, namely socialization, training, technology implementation, mentoring, and evaluation. The program was conducted with the Pantai Lebih Culinary MSME Group, led by Mrs. Ni Wayan Sri Murtini, with a focus on strengthening business management capacity, digital marketing, and business operations. The results showed that the partners responded very positively to the entire program. Their active participation was an important factor in facilitating the transfer of knowledge and the implementation of the technologies introduced by the PKM team. In the area of financial management, the activities began with an introduction to the importance of sound financial management as a foundation for business sustainability. Initial observations showed that the partners did not yet have a structured financial recording system, making it difficult for them to determine their actual business performance in terms of revenue, expenses, profit, and cash flow. To address this issue, the PKM team provided training and hands-on assistance in daily transaction recording and the preparation of simple financial statements. These activities included separating business and personal finances, using duplicate transaction receipts, recording cash inflows and outflows, preparing cash flow reports, and preparing simple income statements.

To support the digitalization of financial recording, the PKM team introduced and provided hands-on assistance in using the LUNA POS digital cashier application. The application was used to record sales transactions electronically, allowing transactions to be documented more quickly, accurately, and systematically. The transaction data were then used as a basis for preparing simple financial statements and evaluating business performance. The team also provided daily cash book templates, cash flow reports, income statement templates, and a user guide for LUNA POS so that the partners could continue using these tools independently. During the mentoring process, business owners began recording transactions regularly through the cashier application, while also maintaining manual records as business archives. The results showed improved knowledge and skills in financial administration, enabling the partners to make business decisions based on more accurate financial information.



Figure 2. Implementation of the PKM Program with the Pantai Lebih Culinary MSME Group

In the area of digital marketing, the program focused on strengthening the partners' ability to use digital technology for promotion and market expansion. Before the PKM program, promotional activities were still largely conventional and relied on customers visiting the businesses directly (walk-in customers), while the use of social media and online sales platforms remained limited. The PKM team provided digital marketing training using Google Maps, Instagram, and TikTok. The training covered creating business accounts, developing business profiles, taking product photos and videos, creating promotional content, using hashtags, and scheduling posts. The partners were also introduced to the importance of building a strong business identity (branding), maintaining customer engagement, and using digital features to increase consumer trust.





Figure 5. Training Materials on the Steps for Using Social Media

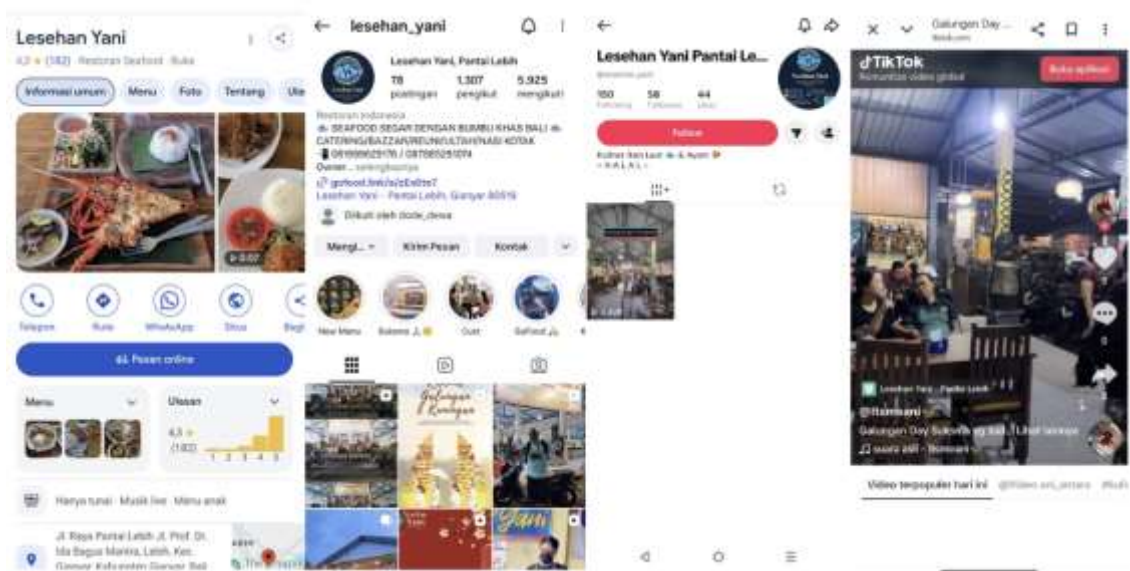


Figure 6. Social Media Account of One of the PKM Partners

Digital marketing assistance was also provided through the use of online food delivery platforms, namely GrabFood and GoFood. The assistance covered an introduction to the benefits of digital platforms as new sales channels, business account registration, preparation of menu catalogs and product photos, setting selling prices, managing operating hours, and handling orders received through the applications. Through this assistance, the partners are expected to serve not only customers who visit the food stalls directly but also customers who place orders online, thereby creating greater opportunities to increase sales.

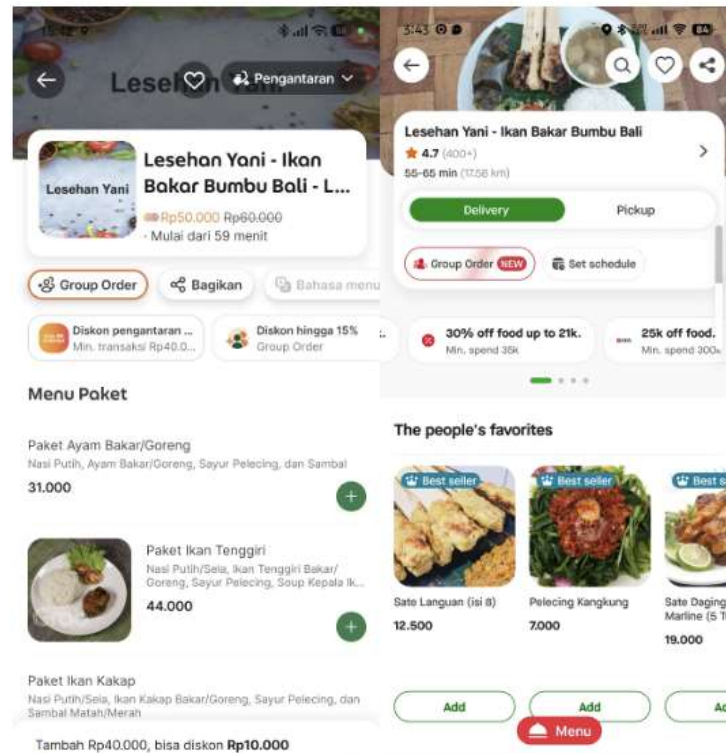


Figure 7. GrabFood and GoFood Applications Used by One of the PKM Partners

In addition to the training, the partners received assistance in developing marketing strategies based on their actual financial conditions. Sales data obtained from financial records were used to determine promotional budgets, select appropriate promotional activities, and evaluate the effectiveness of digital marketing efforts. With this approach, promotional activities were no longer based solely on estimates but were supported by the business's financial data, enabling more accurate and measurable decision-making. The results showed that the partners began to recognize the importance of consistently managing social media as both a communication channel with customers and a promotional tool for expanding market reach. In addition, the partners gained knowledge and practical skills in using GrabFood and GoFood as alternative digital sales channels that can expand market access, provide greater convenience for customers, and strengthen the competitiveness of culinary MSMEs in the Pantai Lebih tourism area.

In the area of production and operations, the activities focused on improving service quality and work efficiency. Initial observations showed that there were no SOPs governing equipment cleanliness, kitchen organization, or customer service. The PKM team therefore developed SOPs tailored to the partners' business conditions, covering equipment cleanliness, customer service, transaction recording, and financial reporting. The partners also received guidance on equipment sanitation, kitchen workflow, and maintaining consistent service quality. The mentoring results showed that the partners began to adopt more systematic work procedures, which are expected to improve service quality, operational efficiency, and customer satisfaction.

All solutions were further strengthened through regular mentoring and evaluation by the lecturer team and students through field visits, discussions, hands-on practice, and consultations. The evaluation focused on the regularity of daily transaction recording, preparation of simple financial statements, use of the digital cashier application, social media marketing activities, and implementation of operational SOPs. Based on the initial evaluation, the partners demonstrated improved ability to record transactions and began to understand the connection between financial management, digital marketing, and business sustainability.



Figure 8. Training Materials on Hygiene and Customer Service Procedures

The implementation of technology and innovation shows that the program outputs are not limited to digital tools but also include supporting tools for business management and human resource capacity building. One of the main technologies implemented was the LUNA POS digital cashier application, which is used to record sales transactions electronically. In addition, digital platforms such as Google Maps, Instagram, TikTok, GrabFood, and GoFood were introduced as part of the digital innovation to expand market reach and make MSME products more accessible to consumers. The non-physical outputs included daily cash book templates, simple income statement and cash flow report templates, as well as SOPs for transaction recording, financial reporting, equipment cleanliness, customer service, and production-area organization. These tools were designed to be simple and practical, making them easy for the partners to understand and apply in their daily business activities.

The implementation of technology and innovation was designed based on the actual needs and business characteristics of the Pantai Lebih Culinary MSME Group. All technologies and innovations introduced were selected based on field observations and discussions with the partners, ensuring that they were highly relevant to the challenges faced, particularly in financial management, digital marketing, and business operations. The partners were actively involved in practicing the use of LUNA POS, preparing simple financial statements, managing social media, utilizing GrabFood and GoFood, and implementing SOPs. Their participation throughout the program was highly positive. The partners actively participated in each training session, practiced using the technologies introduced, and discussed various challenges encountered in implementing the new systems.

Overall, most of the planned outputs have begun to be implemented by the partners. These include program socialization and coordination, financial literacy training and simple financial reporting, provision of cash book, cash flow, and simple income statement templates, training on the use of the LUNA POS digital cashier application, digital marketing training through social media, development of draft SOPs for cleanliness, customer service, and business administration, as well as assistance in implementing transaction recording and social media management. These results indicate that the solutions offered through the PKM program have begun to be implemented in accordance with the partners' needs and have improved their understanding of the importance of financial management, digital marketing, and standardized operating procedures in supporting business sustainability.

From an economic perspective, the program showed improvements in the partners' assets and average monthly sales turnover. Total assets increased from IDR 46 million before the PKM program to IDR 52.5 million after the program, representing an increase of approximately 14%. Meanwhile, average monthly sales turnover increased from IDR 37 million to IDR 45.3 million, representing an increase of approximately 22%. The achievement of these program indicators is presented in Table 1.

Table 1. Program Achievement Indicators

No	Indicator	Before PKM	After PKM	Progress
1.	Asset	IDR 46 million	IDR 52.5 million	±14%
2.	Average monthly sales turnover	IDR 37 million	IDR 45.3 million	±22%

These developments indicate an improvement in the partners' economic performance following the implementation of the PKM program. In addition to providing business support tools, the program also strengthened human resource capacity through training in financial literacy, digital marketing, and business operations management. Therefore, the implementation of technology and innovation is expected to help the Pantai Lebih Culinary MSME Group manage their businesses more effectively, improve service quality, expand market reach, and strengthen business competitiveness amid the growing digital economy. The implementation of technology and innovation in this program also

contributes to Sustainable Development Goal (SDG) 9: Industry, Innovation and Infrastructure, particularly in promoting innovation and the adoption of digital technology among MSMEs. The use of LUNA POS, digital financial recording, social media, and online food delivery platforms demonstrates how simple technological solutions can be integrated into daily business activities. This digital transformation not only improves the efficiency of business administration and expands market access but also strengthens the capacity of MSMEs to adapt to changes in the digital economy. In this context, the program supports the development of more innovative, productive, and competitive MSMEs, particularly within the local tourism-based culinary sector.

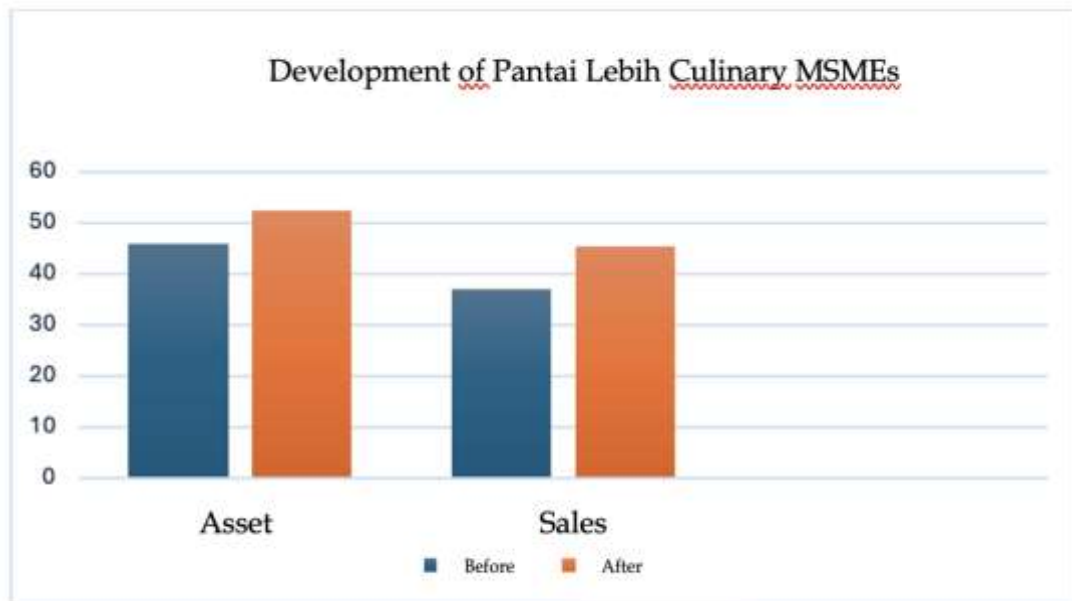


Figure 9. Development of Pantai Lebih Culinary MSMEs

CONCLUSIONS AND RECOMMENDATIONS

The Community Service Program entitled “Assistance in Preparing Simple Financial Statement and Implementing Digital Marketing for Culinary MSMEs in Pantai Lebih, Gianyar,” was implemented according to the planned stages, namely socialization, training, technology implementation, mentoring, and evaluation. The program addressed the partners’ main challenges in financial management, digital marketing, and business production and operations. The results showed improvements in the partners’ knowledge and skills in recording transactions, maintaining cash books, preparing simple income statements and cash flow reports, and using the LUNA POS digital cashier application. In terms of marketing, the partners developed the ability to use social media and online sales platforms such as GrabFood and GoFood for promotion and market expansion. In addition, the development and implementation of SOPs for cleanliness, customer service, and business administration contributed to improvements in service quality and business operations.

Overall, the integration of strengthened financial management, business digitalization, digital marketing, and operational improvements enhanced the partners' business management capacity. The increase in assets from IDR 46 million to IDR 52.5 million and in average monthly sales turnover from IDR 37 million to IDR 45.3 million indicates positive developments following the program. However, the continued implementation of the systems introduced still requires regular monitoring and mentoring to ensure that they become part of the partners' daily business practices. The next stage will focus on strengthening implementation and evaluation. In financial management, mentoring will continue to ensure that the partners can consistently record daily transactions using LUNA POS and independently prepare simple financial statements. In marketing, assistance will focus on optimizing social media, GrabFood, and GoFood through the development of promotional content, increased customer engagement, and evaluation of digital marketing effectiveness. Meanwhile, in production and operations, monitoring will focus on the implementation of SOPs for equipment cleanliness, customer service, business administration, and production-area organization.

To support the sustainability of the program, the partners are expected to routinely record transactions and prepare financial statements, consistently use LUNA POS, and utilize financial information as a basis for business decision-making. The partners should also continue to develop their digital marketing activities by regularly updating content and optimizing online sales platforms. At the same time, continued assistance from universities and relevant institutions is still needed, particularly in product innovation, digital marketing strategies, business branding, and human resource capacity building. With continuous support and guidance, the Pantai Lebih Culinary MSMEs are expected to strengthen their competitiveness, expand their market reach, and develop more professional, independent, and sustainable businesses.

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