

Socialization Of Financial Literacy During The Covid-19 Pandemic In South Tangerang MSME Gallery

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ABSTRAK

Pengabdian ini berjudul Sosialisasi Literasi Keuangan Di Era Pandemi Covid-19 Kepada Gareri UMKM Tangerang Selatan Banten. Tujuan umum dari kegiatan pengabdian kepada masyarakat ini adalah Memberikan pelatihan dan pengetahuan secara praktis ilmu manajemen keuangan yang berdampak pada kesejahteraan masyarakat. Metode yang digunakan adalah metode survey dan penyampaian materi secara langsung serta simulasi dan diskusi mengenai manajemen, pengelolaan keuangan, menambah pendapatan dan pinjaman online yang berdampak pada kesejahteraan masyarakat. Kesimpulan dari pengabdian kepada masyarakat ini adalah bahwa akan dilakukan pendampingan dalam manajemen dalam pengelolaan keuangan. Sosialisasi dilakukan dengan setelah pemateri menjelaskan konsep manajemen keuangan keluarga yang disertai dengan contoh-contoh perhitungan keuangan dalam keluarga, para peserta mampu memahami dengan baik, yang mana pada saat itu para peserta mampu membuat cash flow keuangan keluarga masing-masing dan mampu memanage nya dengan baik. Para peserta pelatihan telah mampu dalam hal mengatur dan mengelola keuangan keluarga pada masa pandemi Covid – 19 dengan baik sesuai teori.

Kata Kunci : Sosialisasi, Literasi Keuangan, UMKM

ABSTRACT

This service is entitled Socialization of Financial Literacy in the Era of the Covid-19 Pandemic to the Garri MSMEs in South Tangerang, Banten. The general objective of this community service activity is to provide practical training and knowledge of financial management which has an impact on the welfare of the community. The method used is a survey method and direct material delivery as well as simulations and discussions on management, financial management, increasing income and online loans that have an impact on the welfare of the community. The conclusion of this community service is that there will be assistance in management in financial management. The socialization was carried out by after the presenters explained the concept of family financial management accompanied by examples of financial calculations in the family, the participants were able to understand well, at which time the participants were able to make cash flow for their respective families' finances and were able to manage it well. . The training participants have been able to properly manage and manage family finances during the Covid-19 pandemic according to the theory.

Keywords : Socialization, Financial Literacy, MSME

INTRODUCTION

Corona virus is a collection of viruses that can infect the respiratory system. In most cases, this virus causes only mild respiratory infections, such as the flu. However, this virus can also cause severe respiratory infections, such as lung infections (pneumonia). This virus is transmitted through phlegm (droplets) from the respiratory tract, for example when in a crowded closed room with poor air circulation or direct contact with droplets. Corona virus infection is called Covid-19 (Corona Virus Disease 2019) and was first discovered in the city of Wuhan, China at the end of December 2019. This virus spreads very quickly and has spread to almost all countries, including Indonesia, in just a few months (Candra, AI, Santoso, S., Hendy, H., Ajiono, R., & Nursandah, 2020). So far, 188 countries have confirmed that they have the Corona virus.

The spread of the Corona virus which has spread to various parts of the world has an impact on the Indonesian economy, both in terms of economy, trade, investment and tourism. Bank Indonesia is trying to maintain the Indonesian economy in the midst of the global economy being shaken. The rapid and massive spread of Covid-19 has eroded the foundations of the national economy.

The Covid-19 problem has caused the Indonesian economy to decline by 5% or will approach a lower one and the stock price index has also experienced a significant weakening, even several state-owned companies have lost money this year (Hanoatubun, 2020). -19 has a significant impact on the Indonesian economy. Many people have complained and stopped their activities due to the Covid-19 pandemic. The economic field is very important to discuss because the economy is one of the important factors in human life. It can be ascertained that in everyday life, human life always intersects with economic needs.

The existence of the economy can provide opportunities for humans to fulfill their daily needs such as food, drink, clothing, shelter, and so on. The economic uncertainty caused by the Covid-19 pandemic in recent months has also resulted in a decrease/loss of household income (Tarigan, H., Sinaga, JH, & Rachmawati, 2020). Even the Covid-19 pandemic has also made many people whose professions are average traders confused because there is no income in their daily lives due to restrictions on people's movements. As a result, many people have difficulty finding money to fulfill their daily lives. Not only that, the household economic sector has also been affected by the COVID-19

outbreak. The Minister of Finance also stated that the corona outbreak would slow down the pace of Indonesia's economic growth. He said the corona outbreak would have a major impact on the pace of household consumption in the short term. The decline in consumption will cause the growth of Indonesia's gross domestic product or GDP to decline to 2.3% to -0.4%. This figure is far below the assumption of the 2020 State Budget (APBN) which reaches 5.3%. The government estimates that economic growth will decline to 2.3% even in a worse scenario it could reach -0.4%. The household sector will experience a considerable decline in consumption because it no longer carries out activities so that consumption will decline quite sharply from 3.22% to 1.60% (Sina, 2020).

Thus, it cannot be denied that the Covid-19 pandemic certainly has an impact on all sectors of people's lives, especially in the economic sector. As the smallest part of society, namely the family, the family is also affected. Especially when it comes to family finances. According to several housewives whom I have given surveys and interviews regarding the impact of Covid-19 on family finances, not a few have complained that the management of household finances has disrupted cash flow. Difficult economic conditions like this force housewives to be careful and more careful in managing family finances. Don't let this pandemic make your family's finances unhealthy.

Financial Conditions During the Pandemic

The rapid and massive spread of Covid-19 that has occurred in recent months has also eroded the foundations of the national economy. Business activity fell significantly, the velocity of money shrank. The family economy has not escaped the impact of this pandemic, of course (Barany, LJ, Simanjuntak, I., Widia, DA, & Damuri, 2020). The household economy is important to discuss because it is one of the most important components in the structure of the national economy. Experience from several previous financial crises shows that the financial vulnerability of the household sector greatly affects the severity of the financial crisis in a country. Thus, it cannot be denied that the Covid-19 pandemic certainly has an impact on all sectors of people's lives.

As the smallest part of society, namely the family, the family is also affected (Suarni, A., & Sawal, 2020). According to several housewives whom I have given surveys and interviews regarding the impact of Covid-19 on family finances, not a few have complained that the management of household finances has disrupted cash flow. In the

household consumption sector, for example, there is a threat of losing people's income because they cannot work to meet the needs of life, especially poor households. Not to mention, there are also many poor and lower middle class people who are greatly affected by the implementation of PSBB (Large-Scale Social Restrictions) or the implementation of a lockdown by the government. Income becomes very vulnerable because when they do not work, their income automatically does not exist. As a result, new problems arise in household finances of course (Hariani, S., Yustikasari, Y., & Akbar, 2019).

Managing Finances in a Pandemic Period

The #StayAtHome policy to suppress the rate of new cases due to Covid19 for a long period of time can result in families, especially those who depend on daily wages, experience a decrease in income. Work has also been carried out at home in order to reduce all outdoor activities or activities. It is not impossible that with the Covid-19 outbreak, one's income becomes uncertain. Currently, almost all lines of work or business will be affected by the possible economic downturn due to Covid-19. The following is a guide to managing money during a crisis, in which there are several things you can do to keep your family finances in order and get better during this pandemic, namely (Sihotang, 2021):

1. Income evaluation. This is done by checking the income received during the pandemic. If the work of the head of the family is not directly affected, keep trying to make savings so that routine living costs do not increase.
2. Priority needs management. For this second step, set clear guidelines. Recalculate the condition of the family budget in order to anticipate the increase in household costs. Must be able to clearly distinguish between expenses made on the basis of wants or needs.
3. Be wise in buying. Another way to carefully manage family finances is to be wise when you want to shop. Use a simpler budget allocation post system. Before going to a shopping center, make a detailed note of the items to be purchased.
4. Looking for additional income. The unfinished pandemic condition forces us to survive with the remaining funds. Therefore, in order to keep the family's finances stable, it is better to find ways to increase income. The effort that can be done is to carry out productive activities with minimal costs in order to pioneer passive income so that it can empower others and become savings in old age.

5. Opportunities in the environment. Pay close attention to the circumstances around us. Open your eyes and ears to find out the opportunities in our environment. Ask yourself, what can be done for our environment? What are the main products in our area? What are the problems in the local community? Take note of all the potential that could be an opportunity to increase income.
6. Expand the network. In addition to capturing opportunities from around, a business that can also be done is by utilizing a network of friends as a business opportunity. The more acquaintances you have, the wider the business opportunities you can get.
7. Prepare an emergency fund. Prioritize setting aside income for an emergency fund as much as possible up to 12 times your regular monthly expenses, especially for families who have dependents. If possible, anticipate emergency conditions through financial protection with insurances.

Investment

In addition to saving in a bank, nowadays many people are interested in investing so that the funds they save can grow, not only saving money but investing is an activity of investing in assets or funds, which can be done by a company or even an individual within a certain period of time (Mulyanti, 2017) .

Well, in the process of investing these funds, the company or someone will wait a long time to be able to get a bigger return in the future. However, it should be noted that investment activities are activities that have many things involved. For example, such as the amount of funds invested, the place of investment, and the purpose of the investment itself. Investment is an investment effort to get a profit in the future. Capital can be in the form of money or other resources. By investing, people hope to get benefits in the future (Hogan, 2017).

METHOD

The target audience in this Community Service is the entire South Tangerang MSME Group so that with good financial management it will produce economic stability by the community. And get increased family welfare.

The training method applied is based on solutions to problems at the South Tangerang UMKM Gallery. Community Service (PKM) will be held in Legoso Village, sub-district. Banana, kab. Training designed to develop human resources through a series of

identification, assessment and planned learning processes. To overcome the existing problems, the team will conduct socialization for housewives in the village. The training method is using the Inductive Method. This model is used to identify the types of learning needs that are felt needs or learning needs in training that are felt directly by the trainees. The identification must also be carried out directly to the training participants themselves. The advantage is that you can get direct information about the needs of the training participants, making it easier for the trainer to choose training materials that suit their needs.

This PKM activity consists of several stages.

1. The preparatory stage includes an initial survey. At this stage a site survey is conducted at the South Tangerang UMKM Gallery in an effort and strategy to create a prosperous village. Observation, After the survey, the implementation and the target of the activity participants are determined. Team Coordination Meeting, At this stage the meeting is about the division of tasks, making an implementation schedule, starting from preparation, implementation, to evaluation and preparation of reports.
2. Implementation Phase. In the early stages of implementation, socialization of family financial literacy was carried out at the South Tangerang UMKM Gallery in efforts and strategies to create a prosperous village. In accordance with the next step is to provide training/assistance in the form of financial management training at the South Tangerang UMKM Gallery in efforts and strategies to create a prosperous village.
3. The evaluation stage is an assessment after a series of activities are carried out by the executor according to a predetermined schedule. This evaluation can be in the form of improvements or suggestions for better implementation of activities and continuation of being a fostered campus.

DISCUSSION

Based on the results of distributing questionnaires as well as in-depth interviews and observations with respondents who are UMK business actors in South Tangerang city during community service activities that have been carried out regarding the use of financial literacy socialization in the era of the covid 19 pandemic. distributing participant

satisfaction questionnaires from marketing digitalization activities, the results obtained from 25 MSME business actors who became respondents answered, among others:

1. Overall, 88% of respondents answered that the material presented was in accordance with the needs for MSME business actors in South Tangerang City, which was able to provide insight for MSE actors related to procedures and strategies in increasing product sales through marketing digitalization efforts.
2. It was found that 80% of respondents agreed that the material presented in community service activities was very interesting
3. . 72% of respondents felt that the material presented had greatly increased knowledge for MSME business actors, namely answering how strategic steps were taken by MSME business actors in increasing their sales.
4. The results obtained that 80% of respondents answered There was a good response from the presenters and participants who were very interactive, this was also supported by the presenter who looked neat, the speaker gave time for participants to ask questions, the language used by the speaker was easy to understand, and the committee was friendly and courteous to the participants who came.
5. The result was 88%. Overall, the material presented was very easy to understand because the presenters presented it in easy-to-understand language and was assisted by interesting slides.
6. The results obtained that 84% of respondents felt that the supporting facilities and infrastructure in the activities were very adequate and felt satisfied.

Service results are compared with targets and findings in relevant socialization activities. Micro, Small and Medium Enterprises (MSMEs) have a strategic function in the national economy, especially in the South Tangerang City area. MSMEs play a role in absorbing labor in the distribution of development results. The large number of MSMEs can be used as government partners in managing resources. Indonesia as the country with the 4th largest population in the world must be able to manage existing resources for the greatest benefit of the people. Existing resources are not only related to nature but also other potentials, such as a large market potential, the potential for national pluralism and technology.

Economic growth in the social environment is an economic event that is long-term in nature and is the standard of living of the people's economy. Economic growth is used

to describe the progress or economic development in a country (Indriyani, 2016). Economic growth as the development of activities in the economy causes the goods and services produced in society to increase. The development from one period to another is the ability of a country to produce goods and services will increase. This increased capability is due to the fact that production factors will always increase in quantity and quality (Astuti, WA, Hidayat, M., & Darwin, 2017).

Management of Household Finances The Covid-19 pandemic has changed the pattern of life, way of working, and patterns of social interaction of the community. The spread of the Covid-19 virus has also affected family finances because many businesses or businesses have been forced to close, and many employees have had to reduce their working hours to help reduce the risk of spreading the virus.

Business Activities During the Covid-19 Pandemic Period. Business activities or businesses that can be carried out during the Covid-19 pandemic are as follows:

1. Food and beverage business. The food and beverage business is one of the business sectors that can withstand the economic crisis because people need food and drink supplies under any conditions, even in difficult conditions.
2. Basic Material Needs. Staple food is one of the primary needs of society that is difficult to ignore under any circumstances, including the economic crisis. This makes the basic commodities trading business one of the crisis-resistant business sectors.
3. Health Services or Products. The need to maintain and restore health will not be lost due to any momentum, so that it can be used as a business opportunity while helping people meet their health needs. Online Training The crisis momentum, whether economic, political, social or health crises, will not stop the development of the education and training service sector in various parts of the world. e. Digital Business or Online Business Digital business is one of the rows of business sectors that are considered the most able to survive even in crisis conditions.

Business activities that are profitable and can survive in the New Normal situation. Examples of business activities or businesses that are profitable and can survive in the New Normal situation are as follows:

1. Hand Sanitizer Business The market demand for hand sanitizers is so fast after the Covid-19 outbreak entered Indonesia. The claim that hand sanitizer can kill the

Covid-19 virus has made its sales go up so high. This can be an opportunity to start a business because of the high demand for hand sanitizers.

2. Cloth Mask Business Cloth masks are quite useful for minimizing exposure to Covid-19 virus droplets in daily outdoor activities, although they are not as effective as N95 masks or other masks available at pharmacies.
3. Frozen Food and Snack Food Business This food business is durable and practical, providing opportunities because many families are forced to save food so that the intensity of going out of the house can be reduced.
4. Herbal Herb Business This herb or herbal drink business can be a promising business because the need to maintain the immune system and health is very high.

CONCLUSION

Help Planning and Fulfilling Needs The needs of family life certainly have various components. This applies to both daily and routine needs, as well as long-term needs. Many families only focus on meeting routine needs, such as paying for rent or house installments, to monthly shopping. Without realizing it, this pattern of financial regulation may be less effective and lack a sustainability dimension. However, with good financial management, income allocation can begin to lead to future needs. For example, setting up savings to pay tuition fees for children. Do not let when the time comes, parents do not have the readiness to cover the costs.

Increase Family Cash Flow. Families with good financial management are able to monitor in detail every account they have. This includes identifying the various sources of additional income and expenditure items. These good habits not only make spending more controllable, they can also encourage creativity. Parents can start thinking about new sources of income without interfering with their main source of income. The family's cash flow will get better with the increase in the amount of income. This increased cash flow will also be able to encourage families to start investing or increase the investment value.

Helping Families When Making Big Financial Decisions. Along the way, the family may be faced with various major financial decisions. This decision, for example, is like buying a house or sending children to school abroad. Of course this all requires mature financial readiness by considering the various risks. Without effective and efficient

financial management, it is difficult to imagine that financial decisions like this will be realized.

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