Strengthening Of Marketing Information Systems and Accounting Information Systems for Micro Small and Medium Enterprises (UMKM) Food Culinary Makassar

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Abstract

This study aims to determine the implementation of a marketing information system in increasing the turnover of Micro, Small and Medium Enterprises (MSMEs). The time and place of this research was carried out for two months in several 7 Food Culinary SMEs in Makassar City. Data collection techniques were carried out by means of library research, interviews and field observations. The analytical method used in this research is multiple linear regression analysis. Linear regression analysis method the analytical method that will be used by the author is an applied qualitative descriptive method. The data analysis was carried out using qualitative data analysis. There are several subsystems in increasing the turnover of MSMEs through marketing outputs, namely the product subsystem, the price subsystem, the place subsystem, the promotion subsystem and the marketing mix. Marketing information systems have several functions in a business, namely assessing information needs, developing needed information, and distributing information. The results of the study indicate that strengthening the marketing information system can increase the turnover of MSMEs. marketing output accounting information system, namely product subsystem, price subsystem, place subsystem, promotion subsystem and marketing mix. Meanwhile, the application of accounting information systems can be carried out starting from recording transactions, grouping to preparing financial statements.

I. Introduction

In an organization, it is necessary to have a system that can help MSMEs to achieve business goals and sustainability. In a company, in this case a small and medium business, one of the information systems used is a marketing information system. No business can survive if it cannot market its products well. No matter how perfect the business management is, if it is not accompanied by the ability to market goods and services, then the business will experience bankruptcy (collapse). On the other hand, if a business is able to increase sales volume/turnover, then the business has the possibility to continue its business. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019).

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

The marketing information system utilizes information technology to support the SME marketing business functions, especially in the promotion section. If services that are less promoted cannot provide maximum benefits for SMEs because consumers or the public do not know much about the services offered. Increased sales turnover can have an impact on increasing the complexity of managing transactions. The impact of the increase in turnover is an increase in the number of sales transactions that must be recorded, the size of the inventory becomes larger, labor costs increase, and the calculation of the cost of goods sold is increasingly complex. The use of SIA makes it easier for MSMEs to record various transactions, and manage transactions so that they can provide precise and accurate information to advance their business.

II. Review of Literature

2.1 Difference between Turnover and Profit

Turnover is the total value of products sold. So, turnover is gross income. This income has not been deducted by capital costs such as employee salaries, operational costs, etc. So turnover is often used as a benchmark to assess the size of a company. However, the figures that appear do not reflect the company's net profit. Meanwhile, profit is the selling value of a product that has been reduced by the cost of capital. So, the value is already net to a company's profit, because it has been deducted by costs such as employee salaries, production costs, etc. This profit reflects the real value of the profit that can be obtained, this value is net income.

2.2 Marketing Information System

Philip Kotler explains that a marketing information system is a structured procedure and a regular way to plan the collection, analysis, and presentation of information to be used in making marketing decisions. The benefit of the marketing information system itself is to solve marketing problems that arise from a company and can make policies within the scope of marketing. Based on the explanation above, we can conclude that the marketing information system is a system designed to be able to process information to assist marketing activities and also sales activities in a company.

2.3 Accounting Information System (AIS)

Accounting Information System Accounting information system is an important element in the sustainability of a business, especially small and medium enterprises (SMEs). This is because the accounting information system supports business activities by providing useful information in making business decisions related to this business.

III. Research Method

3.1 Place and time of research

The research site that will be selected in this research is the Makassar City Culinary Micro Small and Medium Enterprises (MSMEs) community. The time in this research is about two months starting from August – Oktober 2022

3.2 Research Informants

Research informants in this research are micro, small and medium enterprises (UMKM) which are engaged in the culinary food business. 7 MSMEs consist of:

Table 1. Informant Source

No	Type of MSMs	Amount
1.	Café Business	3
2.	Grilled Chicken	2
3.	Epe Banana	1
4.	Meatball Business	1
	.	
Amount of MSMs		**7**

Source: Data Processed, (2022)

3.3 Method of Analysis

The analysis method used was an qualitative descriptive method. The data analysis was conducted by using a qualitative data analysis covering several aspects, namely: Comprehending, Synthetizing, Theorizing, and Recontextualizing. The steps taken in analyzing data with qualitative analysis (Miles and Huberman) were stated as follows:

1) Data reduction was a process of selecting, focusing attention on simplifying, extracting, and transforming the 'coarse' data that arise from the records of the research object.
2) Data presentation (data display) was a group of structured information that gave the possibility of drawing conclusions and taking action. The presentation that was most often used in qualitative data in the past was a narrative text.
3) Verification was the conclusion made during the research.

IV. Result and Discussion

According to the Law of the Republic of Indonesia number 20 of 2008 article 1 which reads Micro Business is a productive business owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as regulated in this Law.

In this study, there were five number of MSMEs that had been investigated in order to obtain information in answering the formulation of the problem in this study, including consisting of:

Table 2. Number of MSME Respondents

No	Name of MSMs	Type of MSMs
1	Kedei Kita,	Café Business
2	Kafe Lame-Lame	Café Business
3	Kaya Rempah	Café Business

4	Bakso Goreng	Meatball
5	Cang Kuning	Grilled Chicken
6	Bonena	Grilled Chicken
7	Pisang Epe Pratama	Epe Banana

Source: Data Processed, (2022)

In carrying out its activities, Micro, Small and Medium Enterprises (MSMEs) often experience several problems. The results of interviews with SMEs respondents are:

There is still a lack of consumer interest in buying local products, the lack of visitors is caused by several competitors so that income sometimes decreases

Some MSME owners do not understand how to do bookkeeping, thus making business owners lazy to do it. In addition, some MSMEs do not understand the proper way of bookkeeping, MSME owners feel they have to incur additional costs to buy a bookkeeping application.

From the various problems above, it is necessary to strengthen a marketing information system and an accounting information system that can be applied to support an MSME business activity to increase a turnover. In addition to conducting interviews, the research team assisted inproviding MSMEs with an in-depth understanding of the importance of strengthening the system.

4.1 Strengthening Marketing Information Systems and Accounting Information Systems

Micro, Small and Medium Enterprises (MSME) entrepreneurs assess the importance of internal factors used as an important measure in terms of the link between marketing information systems and accounting information systems as innovation strategies. Micro, Small and Medium Enterprises (MSMEs) generally cannot rely solely on internal knowledge and competence in the process of their innovation strategy, but MSMEs try to find additional sources of information from different environments (external parties).

The concept of the innovation strategy system has been introduced as a broad theoretical framework for understanding the complexity and distribution nature of the contemporary innovation strategy process. The concept of this system is more focused on the network. The system in this study refers to (Marketing Information Systems and Accounting Information Systems). The marketing information system design concept focuses more on product innovation, price, location, media promotion and marketing mix). While the concept of marketing and accounting information system design focuses on recording, grouping, and compiling activities. and business decision making). In operational activities, MSMEs try to make product innovations that are of interest to consumers by analyzing the surrounding environment. Then MSMEs provide low prices that can be reached by consumers according to product quality and strategic locations in urban areas. MSMEs offer their products to consumers directly by distributing brochures, and on social media. If the consumer cannot attend, the consumer can order online via an application (for example, the Gojek or Grabfood application).

Every operational activity in MSME activities leads to sales activities. Sales is a function that is considered as the spearhead in an MSME because MSMEs earn income. When conducting expenditure and income transactions, MSMEs carry out manual or computerized bookkeeping and compile financial reports according to their understanding. Given that bookkeeping is very important for MSME businesses, business bookkeeping can be very useful for MSME actors to make decisions and make business strategies. In addition, bookkeeping is also useful for MSMEs to provide information to external parties

so that MSMEs attract creditors or investors to provide an injection of funds. That way, business owners have the opportunity to develop their business. Clear, complete, and detailed bookkeeping can be very helpful for business owners to do the right analysis. The concept of information systems today seems more relevant today than ever before. The perspective has been applied in the field of organizational studies for decades and in recent years it has become increasingly popular as a way of analyzing the interplay of a firm's internal operations and external relations.

This Marketing and Accounting Information System is very beneficial for the overall performance of MSMEs in increasing turnover so that MSMEs can maintain business viability, and MSME economic growth. When it comes to achieving company success and growth, both weak and strong relationships are important because they fulfill different functions "strong relationships add depth, weak relationships add diversity. Strong ties lead to routine, weak relationships open the door to new options.

V. Conclusion

There are several subsystems of increasing MSME turnover through marketing outputs, namely the product subsystem, price subsystem, place subsystem, promotion subsystem and marketing mix. While the concept of marketing and accounting information system design focuses on recording, grouping, and compiling activities. and business decision making). This Marketing and Accounting Information System is very beneficial for the overall performance of MSMEs in increasing turnover so that MSMEs can maintain business viability, and MSME economic growth.

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