

Digitalization of double entry bookkeeping and marketing of Wonogiri Cashew Farmers Group towards globalization

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ABSTRACT

This service focuses on digitizing bookkeeping and marketing in the cashew industry. Despite existing for over 20 years and has not developed. The team aims to address this issue by providing bookkeeping training for businesses, making their transactions more visible and allowing for a better understanding of their financial results. Currently, business revenue is often mixed with personal funds, leading to the perception of small profits. The team offers marketing training to help businesses stay up to date with industry trends. These training sessions are conducted to improve the industry's overall knowledge and skills. The outcomes of the service include the creation of a web platform for industry players, a discussion group on WhatsApp, and the introduction of bookkeeping through physical books or Excel. These tools are crucial for expanding product reach and enabling better financial management, helping businesses plan for growth and make informed decisions regarding loans and other financial matters.

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1. INTRODUCTION

Based on the average cashew production data from the past five years (2016–2020), Indonesia has six provinces that account for 93.23% of the country's total cashew production. These provinces are East Nusa Tenggara (NTT), Southeast Sulawesi (Sultra), East Java (Jatim), South Sulawesi (Sulsel), West Nusa Tenggara (NTB), and Central Java (Jateng) (Darmawan, 2022). One of the key cashew-producing regions in Central Java is Wonogiri District, which is known for its tropical climate and hilly topography—conditions generally favorable for cashew cultivation. The warm and humid climate provides stable temperatures and sufficient rainfall, both essential for cashew plant growth. Wonogiri is recognized as a significant cashew-producing area within Central Java (Ihsan et al., 2023).

Although Wonogiri's cashew production is not as large as major cashew-producing regions in Indonesia, such as Sulawesi or NTB, it has the potential to increase output through better management and improved agricultural technology. Cashew marketing in Wonogiri includes both local sales and distribution to other regions. Typically, cashew products from Wonogiri are sold in traditional markets or

through local traders before reaching broader markets. Enhancing distribution channels and adopting more efficient marketing strategies can help improve the competitiveness of Wonogiri's cashew products.

Currently, cashew processing in Wonogiri still relies on traditional techniques, presenting an opportunity to introduce modern technology to enhance both quality and efficiency. Investments in processing technology and training for cashew farmers and processors could significantly increase the product's added value. However, competition from other cashew-producing regions, both domestically and internationally, may impact the competitiveness of Wonogiri's cashews. Understanding market competition and identifying unique competitive advantages will be crucial for developing effective marketing strategies (Cahyono & Suryawirawan, 2021).

Many cashews traded in Wonogiri are imported from outside Java, particularly from Sulawesi, West Nusa Tenggara, and East Nusa Tenggara. Currently, in the cashew industry, most Wonogiri residents are engaged as craftsmen or cashew peelers. Siswanto, 58, a cashew collector in Jatisrono Subdistrict, Wonogiri, stated that more than 90% of cashew nuts sold in Wonogiri are sourced from outside Java. These imported cashews arrive in their wet form, meaning they have not yet been peeled. The price of wet cashews or unprocessed cashew nuts from outside Java ranges from Rp18,000 to Rp22,000 per kilogram. Given the daily shipment volumes, which can reach tens to hundreds of kilograms, the total transaction value of the cashew industry in Wonogiri reaches billions of rupiah.

According to data from the Wonogiri Food and Agriculture Office, the number of cashew trees in the region was recorded at 20,744 in 2022, with a total plantation area of 20,841 hectares. A local seller of processed cashews reported that under normal conditions, he sells approximately three tons of dried cashews per month. However, during Ramadan and Lebaran, sales can increase to six tons per month. For baked and flavored cashews, the monthly sales volume typically reaches one ton under normal conditions and doubles to two tons during the Lebaran season. The price of dried cashews varies between Rp105,000 and Rp150,000 per kilogram, depending on the size (Munandar, 2022). More detailed information can be seen in Table 1.

The activities of this community farmer group cover two areas of activity, namely cashew nut processing and cashew nut marketing. Cashew nut processing activities begin with maintenance activities, including fertilization, harvesting, and post-harvest processing. Meanwhile, product marketing activities begin with calculating the selling price, bookkeeping and end with product marketing activities in the surrounding community and outside the area.

Table 1. Description of partner

Description	
Number of cashew housewives in Tukluk hamlet	80
Each housewife has an average employee of	6
Average age of housewives	> 15 years
Average number of households in bookkeeping	Manual
Level of use of social media as a marketing strategy	40%
Of the total housewives who are classified as small/middle class	60%
Overall marketing outreach	Central Java, Jakarta, Bandung, Kalimantan, Sumatra, Southeast Asia
Average peeled raw cashew price per Kg	Rp125,000 – 150,000
Average raw cracked cashew price per Kg	Rp110,000 – 115,000
Average ripe cracked cashew price per Kg	Rp115,000 – 120,000
Average daily production	50 Kg
Average profit per Kg	Rp 5,000 – 10,000
Average purchase of materials	Every 3 days

Currently, the use of information technology can have a significant impact on these conditions, because it can support marketing activities and make it easier for businesses to convey information to consumers (Anggraini et al., 2020). The increasing role of information technology is expected to have a positive impact on the digitization of marketing and bookkeeping, because information technology refers to all general terms that helps people create, store, communicate, and distribute information. Information technology is a combination of computer technology, including software and hardware used to process and store information, and communication technology to disseminate information. Due to globalization, information technology is developing rapidly. Information technology allows processes and activities to be carried out more quickly, easily, and efficiently. Therefore, the purpose of this service activity is to help and train partners regarding the digitization of bookkeeping and marketing. It is hoped that partners will be able to produce effectively and efficiently and market faster and more widely. This has an impact on the achievement of plate products, which are superior local products and as an alternative income for farmer groups. The partner's priority problems are simple production and manual sales, making it less competitive with those who have used technology. Partner problems can be described in the following aspects:

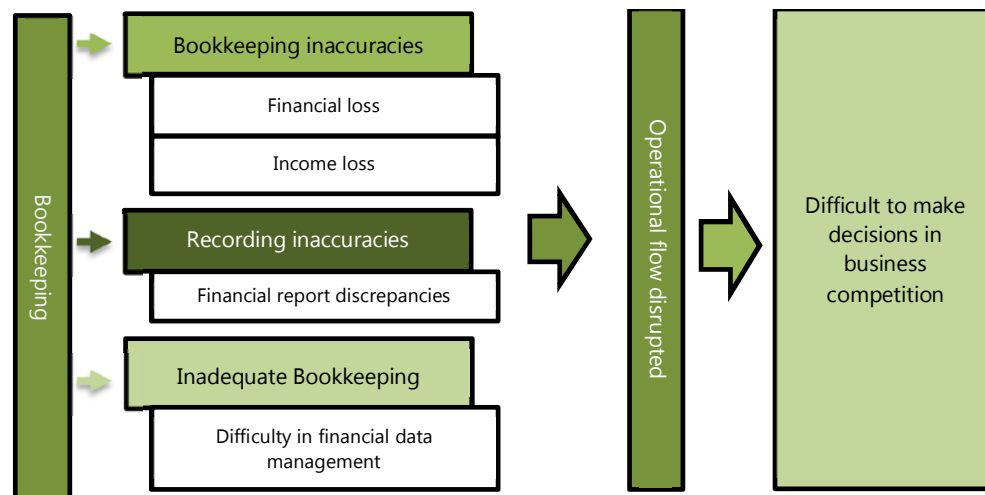


Figure 1. Flow of bookkeeping problems

Simple Bookkeeping

This cashew production has been more than 20 years with a very simple bookkeeping system and has not been in accordance with accounting principles. First, recording inaccuracies i.e. errors in recording transactions or expenses can lead to discrepancies in financial statements, which makes planning and decision-making difficult. Second, delays in the preparation of financial statements can cause problems in tax reporting and regulatory compliance, and hinder analysis of financial performance. Lack of transparency in accounting can lead to mistrust between partners and hamper the ability to effectively conduct audits and inspections. Third, inadequate or outdated bookkeeping systems can cause difficulties in financial data management and increase the risk of errors. Fourth, inefficient cash management, such as poor cash flow planning or uncontrolled spending, can affect the liquidity and financial health of the company. The solution to these problems is to conduct training in double-entry bookkeeping, which is bookkeeping that can find out every transaction with a running balance so that partners can monitor the development of their business every day (Manurung, 2021). We also make a simple application using excel that can be used from determining the cost of goods produced to

sales and obtaining profits in accordance with accounting theory, namely that production costs are not limited to raw materials alone but raw materials, labor and factory overhead costs. This cost element will later be entered into the formula through excel, making it easier for partners to make financial reports and avoid calculation errors that result in errors in decision making. The target of achievement is an increase in partner understanding, namely being able to understand the flow of bookkeeping, increasing skills in using excel based on transactions that occur. The sustainability strategy of this service program is to provide more training related to increasing cashew sales turnover by optimizing bookkeeping and marketing digitalization.

Marketing

The marketing problem is still limited marketing reach and slow increase in turnover and unable to compete with young entrepreneurs who are technology literate. This problem inhibits senior business actors who have been more than 30 years using conventional marketing, including word of mouth, the majority of sales are only in the Wonogiri area and limited to big cities, and there are even senior business actors who have more than 10 employees who have closed because of their inability to compete with young business actors in promoting/marketing with information technology, namely social media. This inability to compete puts pressure on senior actors so they choose to quit. Based on the above problems, the service team provides solutions to overcome these problems by digitizing marketing through a website for centralized marketing, namely through an association where most members are senior actors to expand the partner's marketing network. This website is made through the association so that partners are not confused, and it is lighter in its application because it is done together. If there are partners who are ready on their own, they are allowed to create their own website. Marketing can also be done through online shopping pages, as partners can register products and use the features on the page. The target is to increase partners' understanding and marketing digitalization skills in using the website through attractive images, videos and complete descriptions related to cashews. The sustainability strategy is that each member of the Paguyuban already has its own website and can manage the marketing digitalization to the maximum.

This community service program aims to help partners, namely cashew business actors in Tukluk Ngadirojo Wonogiri Village, become partners who can compete in the global arena not only locally and nationally, so that they can have an impact on the area and Indonesia in general. The impact on the question is an increase in income and the increasing size of the cashew business which will reduce the unemployment rate of the local population. This activity also aims to ensure that lecturers can teach students in assisting Partners to improve their knowledge related to the digitalization aspects of marketing and bookkeeping using information technology. The activity will conduct training on the introduction of information technology for the Tukluk cashew nut cluster farmer group. In addition, this activity will be carried out off campus, so that students can apply the knowledge they get in the real environment of partners. Thus, it is expected to create synergy between lecturers, students, and partners in increasing knowledge about digitizing marketing and bookkeeping using information technology for the Tukluk cashew nut cluster farmer group, Ngadirojo village, Wonogiri district.

2. METHODS

The implementation of activities is carried out by applying five methods, which is:

Training

This activity aims to improve the knowledge and skills of participants through the delivery of structured material ([Endrawati et al., 2023](#)). The methods used include lectures, interactive discussions,

and hands-on practice. For example, in the digital marketing training, participants were taught how to create social media accounts for businesses, upload product photos, and write attractive descriptions (Handayani et al., 2020). Training and assistance in bookkeeping helps businesses understand the importance of neat and accurate financial records. The methods used include lectures on the basics of accounting, practice of recording transactions, and the use of simple accounting software. Assistance is provided to ensure that participants can apply the bookkeeping system in their daily operations.

Assistance

After the training, mentoring is conducted to ensure that participants can implement the material they have learned (Emiliasari & Kosmajadi, 2020). The approach is participatory, with mentors working closely with participants to identify needs, solve problems and encourage initiative in decision-making. In the context of marketing, the training focused on modern marketing strategies, such as the use of social media and e-commerce. Participants were taught how to create promotional content, interact with customers online, and utilize digital advertising features (Pramartha et al., 2023). Further mentoring ensures participants can optimize digital platforms to increase sales (Sari et al., 2024).

Evaluation

The evaluation method with pre-test and post-test is a quantitative approach used to measure the effectiveness of a program or activity, including in community service (Larasaty & Sagala, 2022). This evaluation compares the initial conditions (before the activity) with the final conditions (after the activity) to identify changes that occur in participants. The evaluation method with pre-test and post-test through interviews is an approach that combines quantitative and qualitative evaluation to assess the effectiveness of community service activities. This approach not only measures changes in participants' knowledge or skills numerically but also explores in-depth understanding through direct interaction. Evaluation methods that combine interviews with pre-test and post-test require analytical tools to process quantitative and qualitative data (Efkelin et al., 2023). The main objective is to assess the effectiveness of service activities by analyzing changes that occur before and after activities. The analysis tool used is Gain Score for quantitative analysis which measures the difference in scores between post-test and pre-test results so that it can determine the increase in partners' understanding of bookkeeping and digital marketing (Kusuma & Bima, 2023). To assess the success of the training and mentoring program in bookkeeping and marketing, the measurement scale used in this evaluation is an ordinal scale where the service team ranks participants based on the level of knowledge and skills from very low to very high (Miranda et al., 2022).

3. RESULTS AND DISCUSSION

Results

Training and mentoring in bookkeeping and digital marketing for Micro, Small, and Medium Enterprises (MSMEs) have significantly enhanced their competitiveness in the global market. Digital marketing training has empowered MSMEs to leverage online platforms for product promotion. For instance, Chicken Noodle MSMEs in Bandut Kidul Hamlet successfully adopted Instagram as a marketing tool after the training, increasing their market reach and sales potential (Pangestu et al., 2023). Similarly, the implementation of simple financial recording has enabled MSMEs to manage their finances more effectively. In Yosomulyo Bee Village, residents improved their understanding of financial reporting, allowing them to determine product selling prices more accurately (Carmidah et al., 2021).

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Figure 2. First day training process

Moreover, digital marketing and accounting digitization training for MSMEs in Madura have strengthened business owners' digital skills, equipping them to compete in the digital era and expand their market reach (Maharani & Pabulo, 2024). The integration of digital marketing strategies and sound financial practices has also contributed to greater operational efficiency and long-term business sustainability, as seen in the Chicken Noodle MSME in Bandut Kidul Hamlet. Additionally, marketing digitization training has broadened MSME players' knowledge of digital product promotion, enhancing both promotional efforts and production outcomes (Pangestu et al., 2023). These achievements highlight the vital role of digital and financial literacy in fostering sustainable and competitive MSME development.



Figure 3. Some examples of partners with social media facebook

Based on Table 2, the results analysis and interpretation indicate a significant improvement in participants' knowledge and skills following the training. This progress is evident in the **gain scores**, which ranged from 25 to 40 points, reflecting a measurable increase in their understanding of bookkeeping and digital marketing.

Interviews conducted **before the training** revealed that many participants had limited knowledge of bookkeeping and digital marketing. Most relied on manual methods and had not yet incorporated technology into their business operations. However, **after the training**, participants demonstrated substantial improvements in their understanding and application of digital tools. Some had even begun using bookkeeping applications and marketing their products through platforms such as Instagram and Facebook, showcasing a positive shift toward digital business practices.

Discussion

This service activity in the form of double entry bookkeeping training and marketing digitalization has relevance that business actors, especially those in the regions, must be willing and ready to keep up with the times, one of which is industrial digitalization to compete globally. This demand requires business actors to be able to use digital, especially in bookkeeping, which aims to find out how big their business is, turnover and start planning for better future developments. Another demand that arises is that the business is no longer conducted using direct/conventional methods but involves social media so that there are more and wider potential customers, which has an impact on the speed of business growth and can compete at the global level. Therefore, the target participants are cashew business actors in the region whose business nature is hereditary where they only rely on instincts and previous customers and are in a comfort zone.

Based on the results of unstructured interviews between the implementation team and participants accompanied by direct observations during activities and during surveys before training, the service program activities of Pignatelli Triputa University provided the following results: The implementation of this training increases and increases the knowledge of partners in the concept of double entry bookkeeping and the practice of determining the cost of goods produced, cost of goods sold and profit planning which in the future will greatly affect the evaluation of their performance on a regular and sustainable basis. Skills in doing bookkeeping with excel are very useful for getting accurate, fast and quality data (Darmawan, 2022). The data contained in the financial statements is also very important for third parties such as creditors such as banks, cooperatives, etc. that serve savings and loans, as well as the government to calculate taxes, and of course the owner who knows the movement of his business in detail from income to expenses and existing capital. The clarity of this data makes it easier for the owner to make decisions quickly, both about the amount of materials to be purchased, the addition of types of materials, product diversification, expansion of distribution areas, opening branches, adding employees, etc. (Ihsan et al., 2023). The participants increased their knowledge of social media management to help cashew marketing expand its marketing reach, helping them to grow towards the global market. By utilizing digital technology, partners can expand their market reach, increase product visibility, and compete internationally without being limited by geographical location. In addition, marketing digitalization makes it possible to optimize marketing strategies in a more cost-efficient manner, using social media, e-commerce, and digital advertising platforms. It also provides access to understanding global market trends, consumer behavior, and improving the competitiveness of local products at the international level. Thus, marketing digitalization is an important key for MSMEs in expanding business scale and achieving sustainable growth in the era of globalization. This social media helps in the display of goods, by providing attractive photos and videos and providing an opportunity for buyers to provide an assessment of service satisfaction.

Several factors that support the implementation of community service programs so that activities are carried out well, namely: assistance by partners carried out in providing facilities with participants who are residents with the category of cashew business owners for generations to be directly involved in the implementation and in the form of a training implementation site so that it contributes to the success of the community service program (Darmawan, 2022). The enthusiasm of the participants who were interested in gaining knowledge during the activity, seen from the number of participants, was always stable without any reduction and direct practice by the participants actively. In addition, it can be seen that the participants were active in asking questions so that the information provided from the implementing team was conveyed and carried out during practice (Cahyono & Suryawirawan, 2021). There is ongoing mentoring and monitoring after the training to ensure effective application of

the knowledge that has been given and provide information that supports the spirit of change from convention to digitalization of both bookkeeping and marketing. This assistance is in the form of a WhatsApp group. Access to digital technology such as laptop/computer or smartphone devices and adequate internet network to facilitate digital bookkeeping and online marketing (Kumalasari, 2022). Openness of the community and cashew home industry players to adopt double-entry bookkeeping methods and digitalization of more modern and effective marketing.

4. CONCLUSION AND RECOMMENDATIONS

This community service program aims to provide skills training and new knowledge to participants who are cashew business actors living in Tukluk Hamlet Ngadirojo Wonogiri about double entry bookkeeping and digitalization. The target to be achieved in this program is that participants can know and understand the concept of double entry bookkeeping and can practice it by calculating the cost of goods produced, cost of goods sold and profit planning and utilizing social media through Facebook, Instagram and Tik Tok for their marketing strategy. The implementation of this program is divided into 2 stages, namely the implementation stage and the evaluation stage. Equipment and supporting facilities, availability of space, partner involvement, and support from the community are the main factors in the success of achieving the objectives of this program. The results achieved are the ability of partners to do double-entry bookkeeping and marketing digitalization. In implementing this service program, there are several inhibiting factors that occur during implementation, namely: (1) Because the distance between the location of the partners and the service team is in different districts, it takes a long time to travel and conduct training so that it is carried out thoroughly. (2) Coordinators who are less cooperative and want to control and control members, so that members are not free to ask open questions. (3) 70% of participants were over 50 years old, making it difficult to change their mindset from conventional to modern. (4) The response from the coordinator is very slow so that when the team needs information on the needs of participants about bookkeeping and marketing, it is not appropriate. (5) There is only one male member, so it is difficult if there is work related to the speed of movement both in marketing and communicating between relationships.

From these limitations, it is necessary to have more time during the survey so that information can be obtained from most members and allow them to tell in detail about their problems without fear of the coordinator trying to control them. It is necessary to do pre and post-tests so that theoretically the level of understanding can be assessed. Ongoing mentoring and monitoring are needed to ensure the program can be continued on a regular basis. It is suggested that the program can be implemented in a sustainable manner through cooperation with other partners or external parties, to obtain wider input on the implementation of community service programs that have been carried out. Partners can also provide useful information regarding the needs that match the capabilities and knowledge required to implement similar community service programs.

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