





# Assistance in Managing Tuberose Flower Farming Business in Jegu Village, Tabanan Regency

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**Abstract.** Many young generations are aware of the importance of having an entrepreneurial spirit and are starting to build MSMEs. However, there are still very few young people who have businesses in the plantation sector. One of the MSMEs being run by the younger generation and engaged in plantations is the tuberose plantation in Jegu Village, Tabanan. Tuberose flowers are flowers that have a fragrant and distinctive aroma. Generally, tuberose flowers are used as decorative decoration, gifts/giving at celebrations, or can also be used as a means of religious ceremonies. The problems experienced by partners are the pre-planting process or the process of preparing planting land which still uses manual labor it requires quite a bit of time and energy, the marketing of partners' harvests is still entrusted to flower shops or collectors, the transaction recording process is structured, and also There is no bookkeeping of Financial Reports. The solution offered to partners in the form of service is assisting with pre-planting tools, mentoring and digital marketing training, and financial management and accounting training. After this activity, it is hoped that the effectiveness of the pre-planting process will increase due to a 30-50% reduction in time, dissemination of product information will increase by 50% and partners can carry out simple recording and bookkeeping so that partners can make decisions or utilize their financial reports appropriately.

**Keywords:** Accounting, Branding, SME, Tuberose

## 1 Introduction

MSMEs are businesses that contribute to economic development in Indonesia because the MSME sector has been proven to be able to absorb labor and increase community income. MSMEs also play a role in improving the standard of living and opening up new jobs for the community in general (Achmad et al., 2020). Many young people are already aware of the importance of having an entrepreneurial spirit and are starting to build MSMEs. An entrepreneurial spirit is considered one of the solutions to overcome the problems of unemployment, limited employment opportunities, and poverty faced by almost all countries, especially developing countries (Hasan, 2020). However, there are still few young people who have businesses in the agricultural sector. The

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agricultural sector is one of the strategic and important sectors because it is one of the upstream parts of food, clothing, and housing (Taus et al., 2023). By mastering the upstream or raw materials, various ideas or developments of MSME products can be carried out.

Komang Agung Candra Dinata is a young entrepreneur currently engaged in agriculture, specifically a tuberose plantation. The partner started his plantation business in 2021 with a land area of 10 are, which has now expanded to 1.5 hectares of tuberose cultivation. The tuberose garden is located in Jegu Village, Penebel District, Tabanan Regency, Bali, 49.3 km from the proposer's location. Tuberose flowers are highly sought after due to their beautiful shape, fragrant scent, and long-lasting freshness. Their aroma can soothe those nearby. Tuberose flowers have several health benefits, from treating influenza to rheumatism (Koesriwulandari, 2018). These flowers are commonly used for decorations, gifts for celebrations, or in religious ceremonies.

Based on interviews and observations, there is a stock of unsalable tuberose flowers. This stock is not processed, resulting in waste accumulation and loss of potential income. The partner wishes to process this excess stock into room fragrance-based materials but is constrained by a lack of capital. One way to obtain capital is by applying for loans from financial institutions such as banks, but the partner is hindered by the inability to provide financial performance reports due to the absence of financial management and bookkeeping. Given the partner's turnover and assets, they should already have proper and representative bookkeeping records. Additionally, the extensive land cultivation activities still use manual tools like hoes, which is time-consuming. Similarly, tuberose harvesting activities generate significant waste. The partner's marketing strategy is still manual, relying on placing products in markets and flower shops, with marketing primarily through word of mouth.

## 2 Methodology

The activity was carried out in the tuberose garden farming business located in Jegu Village, Penebel District, Tabanan Regency from April to August 2024. To solve the problems experienced by partners, several stages of activities will be carried out which are a collaboration between the PKM team and partners. The results of initial interviews with partners can describe the problem situation which will later be solved through socialization activities, provision of goods, training, and mentoring of good financial management. The method of implementing community service activities is shown in Figure 1. Community service activities start with the socialization of activities, improving financial management and bookkeeping, improving marketing management, increasing production quantity, reducing land and plant maintenance costs, and evaluating activities.



**Figure 1.** Implementation method

Each stage of the community service activities can be explained as follows: (1) Socialization was carried out through meetings between the team and the partner. This was done to align thoughts and perceptions regarding the activities to be carried out. The team detailed the stages, targets, and objectives of this community service; (2) Improvement of financial management and bookkeeping was achieved by providing a computerized accounting system to enable the partner to manage finances effectively. This was followed by training and counseling on the use of the accounting system to ensure proper operation; (3) Marketing management training was conducted in two ways: creating a partner logo and establishing a social media presence; (4) Increasing the partner's production quantity was achieved by providing a tractor to manage the land; (5) Reduction of land and plant maintenance costs was accomplished by providing training and starter materials for making compost from organic harvest waste, which can be used independently; (6) Evaluation of training activities was conducted after all activities were completed. This was done to measure the effectiveness of the community service program and to assess the achievement of the proposing team's output targets. In this activity, both the proposing team and the partner played roles in ensuring the success of the program.

### **3 Result and Discussion**

Socialization with partners was carried out to achieve alignment in thinking and perception related to the activity plan. The team conveyed in detail the stages, targets, and objectives of this community service project. This process has gone smoothly and has succeeded in reaching an understanding between the team and partners. Partners

have conveyed specific needs such as the type of tractor needed, plans for processing waste into fertilizer, preferences for logo design, and discussions regarding the accounting system needed to help record and report partner finances effectively.

Developing a business is not easy, various strategies need to be done so that the business that is pioneered can grow and succeed. One way is to improve financial management by implementing Accounting in business management. According to Muttaqien et al. (2022), financial management is very important to learn because every business transaction is always reviewed from a financial perspective. Entrepreneurs want to use their money effectively and efficiently. Considerations for determining the future correctly can be done when financial management has been carried out properly. According to Risnangsih (2017), financial management can be done through the application of good and correct accounting. This happens because the financial problems that are often ignored by MSME business actors are the failure to implement correct financial management and accounting principles so that the resulting reports cannot be used properly to make decisions. Improving financial management in this community service activity is carried out by installing an accounting system to record transactions that occur so that they can produce financial reports that can be used for business development. Training in the use of accounting systems is also carried out from the introduction of basic accounting, inputting data from transactions made to making simple financial reports.

In addition to developing from the internal side of the company's financial administration, business development to external parties such as marketing is also important. The first step in marketing is to create product branding. Product branding is one form of innovation in increasing the selling value of MSME products (Arifudin et al., 2021). Creating a logo and social media is very important to build a brand or image in a company. Ainun et al., (2023) state that creating a logo for MSMEs can increase the selling value of the product. These elements help buyers visualize, describe, and differentiate the products offered. The strength of the logo lies in its ability to directly associate customers with the brand. The logo is made according to the partner's request so that it can reflect a natural and simple impression that can be applied to various products or places. The creation of a flat design logo and also 1 color is chosen so that in the future this design can be flexibly placed on various objects and is easier for the public to remember. In addition to creating a logo, we also recommend a business brand so that consumers can more easily remember and mention the partner's business.

In addition to providing logos, creating social media accounts and training in creating marketing strategies on social media are also carried out so that partner products are better known to the general public. MSMEs need to adapt to the development of marketing technology that is currently developing to increase competitive advantage. One of the adaptations made is the ability to use social media or digital marketing. The function of social media marketing has shifted from communication between individuals to becoming an important part of marketing, especially online marketing and digital marketing (Aisyah & Rachmadi, 2022). Marketing through social media is done through Instagram social media. According to Untari & Fajariana (2018), Instagram is one of the most effective marketing tools

because various images can be shared through Instagram accounts. Visual power is considered to have more appeal to bring consumers to convert compared to other methods.

Increasing the effectiveness and efficiency of running a business is also important to generate greater profits. Some efforts made to increase the effectiveness and efficiency of the business are by providing tractors to increase the speed and quantity of tuberose flower production. Tractors are used to loosen the soil at the beginning of production. Initially, soil loosening was done manually by human power without the help of any tools so it took a long time and high costs. It is hoped that with this tractor, the land-loosening work time will be shorter and does not require large costs.

In addition to providing tractors, training in making fertilizer from unused waste materials from harvested tuberose flowers was also carried out to reduce the cost of maintaining fertilizer purchases and maximize the harvest of tuberose flowers. In addition to reducing the cost, this artificial organic fertilizer is also useful for improving soil fertility and adding nutrients needed by plants (Athallah et al., 2020). Making fertilizer uses unused waste materials from harvests, decomposing bacteria, molasses (a material that activates bacteria), water, and a black bucket. First, the remaining harvest materials are put into a bucket and given water, after which the decomposing bacteria and molasses are put into the bucket. After mixing the fertilizer ingredients, the ingredients are stirred and tightly closed and then left for 1 to 2 weeks until the fertilizer is ready to use. This bucket of fertilizer can continue to be used by adding the required ingredients periodically when the fertilizer liquid in the bucket is low.

## **4 Conclusion**

Community service activities have been running from April to August 2024. The activities that have been carried out include socialization of activities such as accounting application usage training, logo provision, tractor provision, and fertilizer-making training. Socialization activities have gone well with an agreement between partners and the community service team regarding the purpose of implementing the community service, logo provision and social media usage training are carried out by providing logos and business names that have been adjusted to the wishes of partners and social media usage training is also carried out. Financial management improvement activities are carried out by providing training in the use of financial systems that can be accessed online. Increasing the effectiveness and efficiency in running a business is also important to generate greater profits, this improvement is carried out by increasing the quantity of production and also reducing land maintenance costs. Increasing the quantity of production and reducing maintenance costs is carried out by providing tools in the form of tractors and training in making fertilizer from unused harvest materials.

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