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Development And Operation Planning Start-Up Business Plan “FIRA – Financial Reporting Assistant”

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Abstrak

Sistem akuntansi sendiri merupakan suatu bidang yang berhubungan dengan perencanaan dan pelaksanaan prosedur pengumpulan dan pelaporan data keuangan. Merencanakan suatu sistem yang mempunyai unsur checks and balances untuk dapat menjaga aset perusahaan, serta memiliki aliran informasi yang efisien dan berguna bagi manajemen. Beberapa usaha kecil yang belum memahami cara membuat laporan keuangan sendiri menjadi peluang bagi perusahaan penyedia aplikasi akuntansi untuk membantu pengusaha kecil dengan menghadirkan aplikasi akuntansi yang mudah dan real time, serta dengan dukungan teknologi yang up to date. Karena masih ada sebagian pengusaha kecil yang meskipun sudah membeli aplikasi akuntansi masih belum memahami cara membuat laporan keuangan usahanya sendiri, salah satunya karena belum adanya tim ahli yang dapat membimbing mereka dalam mengoperasikan aplikasi akuntansi, mengelola dan menyusun laporan keuangan untuk bisnis mereka. Oleh karena itu, aplikasi akuntansi Financial Report Assistant (FIRA) berbasis cloud computing hadir sebagai solusi untuk membantu pengusaha kecil agar mampu mengendalikan keuangan perusahaan secara realtime, mudah dan tentunya aman digunakan, serta menyediakan layanan keuangan, perpajakan dan pendidikan bisnis untuk menambah wawasan dalam mengelola keuangan perusahaan menjadi lebih baik bagi bisnis nasabah.

Kata Kunci: *Aplikasi Akuntansi, Laporan Keuangan, Cloud Computing, Pengusaha Kecil.*

Abstract

The accounting system itself is a field that deals with planning and implementing procedures for collecting and reporting financial data. Planning a system that has elements of checks and balances to be able to safeguard the company's assets, as well as to have an efficient and useful flow of information for management. Some small businesses that do not understand how to make their own financial reports are an opportunity for accounting application provider companies to help small entrepreneurs by presenting easy and real time accounting applications, as well as with up to date technology support. Because there are still some small entrepreneurs who, even though they have purchased an accounting application, still do not understand how to make their own business financial reports, one of which is because there is no expert team that can guide them in operating accounting applications, managing and compiling financial reports for their businesses. Therefore, the Financial Report Assistant (FIRA) accounting application based on cloud computing is present as a solution to help small entrepreneurs to be able to control company finances in realtime, easy and of course safe to use, as well as provide financial, tax and business education to increase insight in managing company finances for the better for the customer's business.

Keyword: Accounting Applications, Financial Reports, Cloud Computing, Small Entrepreneurs.

INTRODUCTION

Government Regulation Number 7 of 2021 concerning Convenience, Protection, and Empowerment of Cooperatives and UMKM's defines a small business as a business with a capital of more than Rp. 1 billion to a maximum of Rp. 5 billion, excluding land and buildings where the business is located and has a yearly turnover of Rp. 2 billion. Up to IDR 15 billion with several employees of more than 10 to 49 workers.

As part of MUKM's in Indonesia, small businesses have an important role in increasing people's economic growth, helping the country by creating new jobs, and reducing unemployment and poverty. The Ministry of Cooperatives and MUKM's noted that in 2019 the role of small businesses was able to open 5,930,317 jobs, 1,508,970 Gross Domestic Income with 798,679 business units spread across Indonesia.

Table 1. Development of Small Businesses from 2015 to 2019

Indicator	2015	2016	2017	2018	2019
Business Unit	681,522	731,047	757,090	783,132	798,679
Labor	7,307,503	5,402,073	5,704,321	5,831,256	5,930,317
GDP over current prices	984,489	1,128,056	1,234,210	1,423,885	1,508,970

Source: Kementerian Koperasi dan UMKM (2022)

Based on data on the Development of Small Businesses from the Ministry of Cooperatives and UKM's for the last five years, small businesses are experiencing increasingly good development. According to the number of units, small businesses grew from 681,522 units in 2015, growing up 17% in 2019 to 798,679 units.

With the development of information technology today, the preparation of financial reports also develops more easily with the presence of accounting applications. Currently, many companies sell accounting applications with various reporting features that can make it easier for entrepreneurs to manage and compile their business financial reports. To obtain accurate data regarding accounting application problems in small business actors, we took a sample with a questionnaire to 30 respondents, especially small entrepreneurs in the Bekasi area, regarding their experience using accounting applications.

Based on the results of the sampling, we identified several problems faced by small entrepreneurs, including the following:

- a. There are still small entrepreneurs who use Microsoft Excel to complete financial records. Even though they have purchased an accounting application to support the recording of financial reports (for example, the calculation of fixed assets that has not been automated in an accounting application).
- b. Interface facilities that could be more user-friendly (such as financial forms) provided by accounting applications are still very standard, it is difficult to access General Ledger (GL) reports. They do not have yearly financial statements can be compared, and tax applications need to be integrated.
- c. The absence of mentors to guide the use of software and consulting accounting

applications can make accounting applications not function optimally.

- d. Unintegrated application database.
- e. Some respondents said that they had paid after-sales service fees for customer service. Still, they felt disappointed because the accounting applications they bought always had updated bugs. And the services needed to be more responsive (slow response) by the accounting application provider teams, so they did not get the maximum benefit.
- f. There is no security system certification in the accounting application, so irresponsible parties can easily hack it.

Based on the results of sampling with a questionnaire to 30 small business respondents in the Bekasi area, the following are customer pain in the accounting application business:

- a. Consumers need help understanding how to read and make financial reports so that the existence of financial statements cannot function or provide maximum insight.
 - Manual recording or Microsoft Excel cannot display the data as a whole and only offline.
 - Consumers want to see bookkeeping with charts and graphs, but they must make it manually. However, when using the FIRA accounting application, consumers can display charts and graphs simultaneously.
 - Issued financial reports cannot be corrected if there are errors.
 - Reconciliation of financial and banking data is not easy. The weakness of Microsoft Excel for business bookkeeping is inability to reconcile easily and quickly. For this reason, consumers must compare each existing data with previous data or periods
 - Customer care service for trouble support uses a queuing system which takes around 3 hours or more to get a response or solution.
- b. Double input between finance and tax related to the integration of input tax applications.
- c. Consumers are worried that the accounting application purchased is useless due to the absence of competent human resources (HR) to record and provide financial insight.
 - Consumers are afraid of being left alone while using accounting applications. Because they feel self-aware that they do not understand the input-output method of financial reports. On the one hand, consumers do not have employees who are competent in accounting.

- d. Does not have integrated data storage
- e. Creating accounting and server applications requires a fairly expensive investment.
- f. Concerns about data hacking by irresponsible parties and concerns about customer data being traded.
 - Consumers fear the risk of damage and even loss of the financial record database if the hardware on the computer is lost or damaged one day.

RESEARCH METHOD

The research method used in this research is a qualitative descriptive analysis technique, where the resulting data is presented in descriptive form which will provide an overview of the research results. The data collection technique for looking for business ideas is carried out by interviews and then Porter analysis is carried out to test the feasibility of the accounting application business design that will be implemented.

FIVE PORTER ANALYSIS

Threat of New Entrants

Establishing a company requires high capital requirements. This increased capital is needed to finance the initial investment in making accounting applications, such as purchasing the provision of IT infrastructure and work equipment and paying experts in the field of IT and accounting. This economy of scale allows for production cost efficiency for high-production activities. Concerning the FIRA accounting application business, the more users or users of the FIRA accounting application, the cheaper (efficient) production costs will be. Because the more cloud memory purchased, the more affordable the price of cloud memory paid. Product or product differentiation is very important to enter, develop and survive in the accounting application business. In the accounting application industry, digital marketing technology is now a form of distribution channel that is easy and inexpensive to introduce and market accounting applications.

Table 2 Development of Small Businesses from 2015 to 2019

Threat of New Entrants	Weight	Index	Score
<i>Capital Requirement</i>	0,3	1	0,3
<i>Economies of scale</i>	0,2	2	0,4
<i>Product Differentiation</i>	0,3	1	0,3
<i>Access to distribution</i>	0,2	2	0,4
Total			1,4

Source: Kementerian Koperasi dan UMKM (2022)

Bargaining Power of Buyers

Switching costs are costs incurred due to switching to another product. We conclude that it is not easy for small entrepreneurs to switch from one accounting application to another, because the costs in the accounting application company industry can be quite high. In the accounting application business, product prices, features, and benefits that users will receive can be accessed on each website that provides accounting application products. This ease of access to information triggers increasingly fierce competition in this industry. Can bargain (offer prices) to providers of accounting applications because the application provider has set the price and features of each product sold.

Table 4 Development of Small Businesses from 2015 to 2019

Bargaining Power of Buyers	Weight	Index	Score
<i>Switching Cost</i>	0,6	2	1,2
<i>Buyers information</i>	0,4	1	0,4
Total			1,6

Source: Kementerian Koperasi dan UMKM (2022)

Threat of Substitute Products

Substitute products are comparable or have the same function but with a different form or brand. Substitute products threaten a business if the price of substitute products is attractive enough, easy to obtain, and has quality and performance that can satisfy consumers. To what extent can substitute goods provide performance at relatively acceptable prices to the user? It tends to make the user sensitive to switching to substitute products.

Table 3 Development of Small Businesses from 2015 to 2019

Threat of Substitute Product	Weight	Index	Score
<i>Buyer Tendency to Choose Substitute Services (Microsoft Excel)</i>	0,5	1	0,5
<i>Relative Price</i>	0,5	2	1,0
Total			1,5

Source: Kementerian Koperasi dan UMKM (2022)

Bargaining Power of Suppliers

Suppliers for accounting application provider companies consist of cloud computing providers, domains, leased lines, IT professionals, accounting professionals, and hardware such as database servers, routers, computers, and internet networks. The greater the importance of the product as part of the buyer's total cost, buyers will be more sensitive to the price paid. In the accounting application business, companies will be liable to changes in cloud system prices. Currently, there are many cloud suppliers on the internet.

Table 5 Development of Small Businesses from 2015 to 2019

Bargaining Power of Supplier	Weight	Index	Score
<i>Number of Suppliers</i>	0,5	2	1,0
<i>Forward Integration Capability</i>	0,5	2	1,0
Total			2,0

Source: Kementerian Koperasi dan UMKM (2022)

Rivalry among Existing Competitors

The accounting application business is very promising in Indonesia. With the growth rate of SME units increasing every year, it is very promising for this business to continue to grow and develop, especially to concentrate on the small business market share. The growth of UKM's is increasing every year, and in June 2022, the Government of Indonesia, through the Ministry of Communication and Information, has targeted 30 million UKM's GO DIGITAL. The more similar the offerings are among competing firms, the more easily customers switch and the greater the firm's incentive to cut prices to increase sales. Conversely, the more different our product is from competitors' products, the competition tends to focus on quality, brand promotion, and customer service rather than price.

Table 6 Development of Small Businesses from 2015 to 2019

Rivalry Among Existing Competitor	Weight	Index	Score
<i>Concentration</i>	0,5	2	1,0
<i>Diversity of competitors</i>	0,5	2	1,0
Total			2,0

Source: Kementerian Koperasi dan UMKM (2022)

Table 7 Development of Small Businesses from 2015 to 2019

Factor	Weight
<i>Threat of New Entrants</i>	1,4
<i>Bargaining Power of Buyers</i>	1,6
<i>Threat of Substitute Products</i>	1,5
<i>Bargaining Power of Supplier</i>	2,0
<i>Rivalry Among Existing Competitors</i>	2,0
Average	1,7

Source: Kementerian Koperasi dan UMKM (2022)

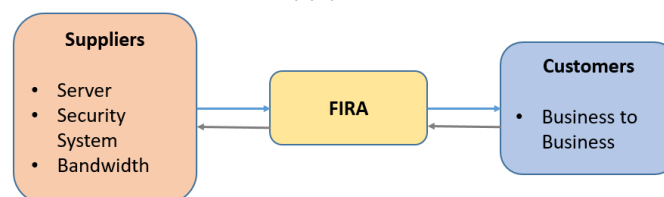
Based on the results of the discussion of the Five Forces contained in Porter's analysis table above, you can see that the average weight gain of the five competitive forces has a score of 1.7, which can be concluded that the competitive forces of this industry are medium or moderate. It indicates that the company needs to make a hard effort to compete and win the competition with competitors. Considering that the competitiveness in this industry is already quite competitive, there is still sufficient space to enter this industry.

RESULT AND DISCUSSION

OPERATIONAL SUPPLY CHAIN NETWORK DESIGN

Supply network design determines operations in a context that intersects with procedures, including suppliers and consumers. The figure below illustrates the total supply network for one process. FIRA hires cloud services to make system application products, for example, Google Cloud.

Picture 1. Supply Network Desain

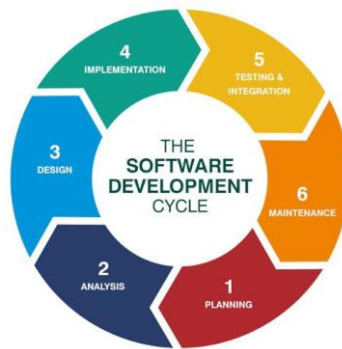


(Source: Hasil Diskusi Penulis)

PRODUCT AND PROCESS

The products offered in this business are SAAS, namely Software as Service, a provider of accounting application services with the preparation of financial reports that provide a variety of product features with an easy transaction process through desktop, mobile, and Web applications. The following is the software development method used by FIRA, namely the agile methodology.

Picture 2. Agile Method Software Development Process



(Source: medium.com)

There are six main steps in Agile Development (Software Development Cycle), as follows:

- a. Planning (planning), in this step, the development team and the client make plans about the needs of the software to be made.
- b. Analysis, things that have been planned, then analyzed, and breakdown needs.
- c. Design related to the product made.
- d. Implementation, part of the process by which programmers code software.
- e. Quality department control will test testing and integration the software that has been made so that the Quality department can fix all bugs found immediately and quality is maintained.
- f. Deployment is the process carried out by quality assurance to test the system's quality. After the system meets the requirements, the software is ready to be developed.

In the product development phase, the technology development team uses several tools and programming languages; FIRA will maximize free tools to reduce production costs and maximize product quality, including the following:

- a. Preparation for server provision, namely using CloudHost services, because the prices are much more competitive than well-known foreign products.
- b. Figma: An application that has the function of designing the appearance of an application. This application is open source, so it does not require more costs to

develop the formation of the application.

- c. Visual Studio Code: A freeware application for code editors, in this case, FIRA determines the standard programming language in its application, namely using the Codeigniter-Based PHP Programming Language and the NodeJS JavaScript Framework.
- d. Postgres Database: This database has a fairly good performance and is fast in data speed performance. The database is still in free condition due to the community that developed the product.
- e. Gitlab: This application includes a free application that is given to deliver an update or publish code into an application which can be done automatically, making it easier for Lead Developers to arrange for developers to update a code structurally.

In the early stages, the focus is on developing the main features that are reliable and easy to use, but in the next steps, several new products and components will be designed. These features include the following. Financial system management (Balance sheet, Income Statement and Cash Flow) the data that has been processed can produce balance sheets, income statements, and cash flows. And the management of the system built based on the User Interface and User Experience research conducted by the FIRA team can make it easier for users to understand the display, process, and report information provided. The following are the input features in FIRA:

Table 8 FIRA Feature

Sales And Purchasing	Product	Finance	Report	Ask To Expert	Forecasting
Statistics, Invoices, Autosynchronize with Tax, Orders, Quotation	Master Product, Stock Tracking, Inventory, Point Of Sale, Multiple Warehouse	Cost, Debts and receivables, Payroll, Invoice Notification, Payroll Notification	Balance Sheet, Profit and Loss, Cash Flow, General Ledger, Taxes, Accounts Receivable Report, Accounts Receivable Report	Finance Expertise, Tax Expertise, Legal, Audit	Cash Flow, Budgeting, PPh UKM Calculator, Income Tax Calculator 21

a. Offline and Online Synchronization

This feature will make it easier for every entrepreneur to report taxes because FIRA will integrate data with the Director General of Taxes to support government programs to comply with tax reporting. With this hope, FIRA hopes to attract a large number of customers using the FIRA application.

b. Offline and Online Synchronization

This feature aims at Offline and Online methods. It aims to be in areas that are not yet reached by the internet so that they can still make transactions offline and can also be connected online through synchronization with server connectivity so that if something happens to local data, it can be backed up with data synchronized with server data. So that the data remains well integrated. However, this still has some problems for WEB or desktop-based applications because they cannot store data locally.

c. Notifications

In this feature, consumers will receive notifications of every transaction that enters or exits the account. These transactions can be payments or incoming funds. In addition, this feature can remind of important matters, such as employee salary payment schedules, bills that are not yet due, and so on.

d. Transaction History

Through this feature, consumers can see what transactions have been made or if an excess/underhanging balance exists. It is hoped that through this feature, consumers can see money flow transparently and easily track all transactions.

e. Data Security and Reliability

Fira will implement the OTP (On Time Password) feature if the user forgets his password and will send the OTP code to the registered mobile number or email registered earlier. So that there is no misuse of data usage.

f. Ask (Find) The Expert

Managing business finances includes more than just keeping an accurate set of books and balancing business accounts. A company that sells well but has poor financial management can fail. With good management, of course, the company will be able to run more smoothly. This feature will provide input for small entrepreneurs in running a business. Both cover the financial, legal, auditing, and so on aspects so that entrepreneurs have insight in every business management in managing business finances, so they don't spend too much money and stay prepared for all expenses, as well as distribution of profits. Because financial management responsibilities affect all aspects of the business.

g. Forecasting (Cash Flow and Budgeting)

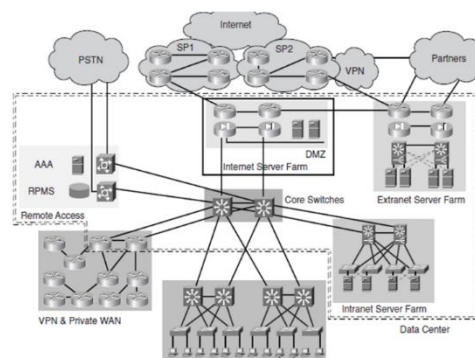
Cash flow forecasting or a feature that predicts the company's future financial cash flow. The prediction is processed from all data that has ever been entered into the system. Then, the software will read all the data, looking for similar spending trends and regular income over several periods. This feature will present data on how to predict future financial flows. Budgeting forecasting features routine activities in financial arrangements at the beginning of each month. The company will calculate the predicted needs that must be spent in the next month and make a budget to estimate the number of funds issued.

TECHNOLOGY PROCESS

Technology plays a major role in running business operations as a business engaged in technology. FIRA utilizes various separate technologies and is integrated into a unified system. By comparing several suppliers in cloud servers, FIRA has four choices: Google Cloud, Amazon, Azure, and IDCloudHost. With some consideration, FIRA chose a local Indonesian cloud host service. Because it has a Service Level Agreement reaching 99% and can provide consultations to FIRA, it is easier to communicate in collaboration for a long time.

The following is the Cloud host Architecture Technology Design for providing server services

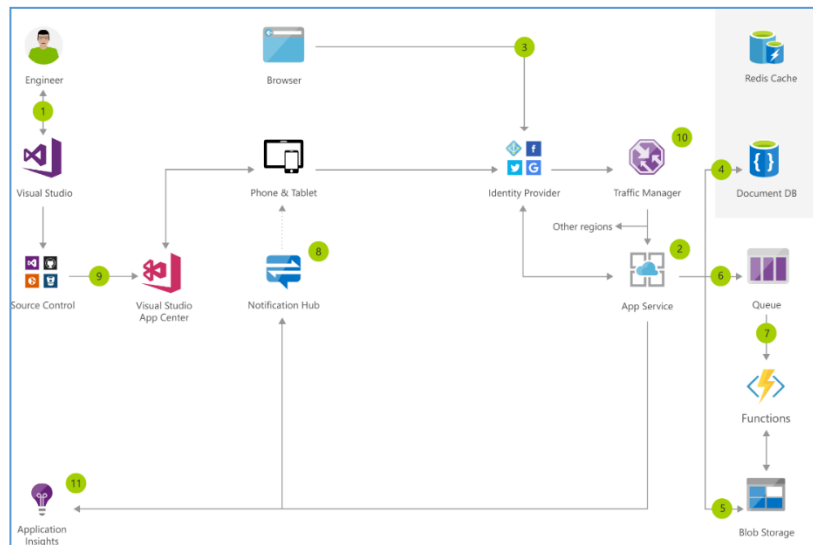
Picture 3 FIRA System Technology Architecture



(Source: idcloudhost.com)

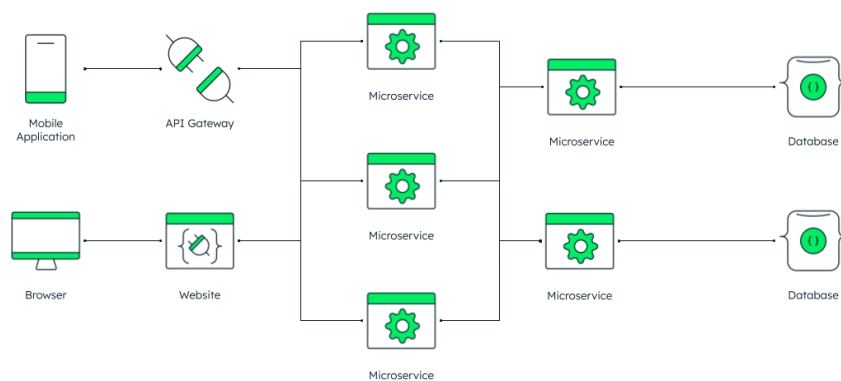
Picture 6.10 visualizes the system architecture designed and used by FIRA in supporting good operations. With this, FIRA entrusts the server infrastructure to IDCloudHost.

Picture 4 FIRA System Technology Architecture



(Source Author Discussion Results: 2022)

Picture 5 FIRA System Technology Architecture



(Source: Author Discussion Results, 2022)

The FIRA architecture is designed to meet long-term needs and scalability, where each process can be redundant to meet application usage traffic. The system in FIRA is divided into several separate processes, making it easy to manufacture, repair, and monitor the system. Here are some of the technologies used in the architecture.

1. CLOUD COMPUTING

FIRA has many services that have to be connected. What can be done is to build a cloud-based computing system. By using cloud-based infrastructure, companies can spend little money to invest in hardware, facilities, or building data centers to grow the company's business. Cloud-based solutions are also ideal for businesses with growing and fluctuating bandwidth demands. If business demands increase, you can easily increase capacity without investing in infrastructure. This scalability is very suitable for FIRA, engaged in the online industry, where business demands always change according to the current trend. The cloud

computing service used by FIRA is the IdCloudHost Cloud Server.

2. VPCs

VPC is a platform for developing and managing Application Programming Interfaces (APIs). Apigee is a proxy for the FIRA application backend, where this page will manage traffic requests from the mobile application to the FIRA backend system. In addition, Apigee also provides security, traffic restrictions, quotas, and analytics.

3. NGINX

NGINX is open-source software used to automate and manage data flow between systems. The advantage of using the Financial Report Assistant (FIRA) accounting application is that it can retrieve data from various data sources, and FIRA can control the movement of the data in real time.

4. SNS

SNS is a distributed platform for streaming data which is a big data tool designed to perform computation and data analysis quickly. By integrating Source data of users, transactions, and application activities (logging) so that it can be managed and analyzed into a new pattern or information that is useful for developing the FIRA business.

5. PAYMENT GATEWAY

FIRA provides various payment options, including bank transfers, payments using debit or credit cards, eWallets such as Funds, OVO, and GoPay, and payments via Alfamart or Indomaret, as well as payments on credit using Kredivo. To accommodate these needs, FIRA is working with one of the Payment Gateways in Indonesia, DOKU.

6. MICROSERVICES

FIRA divides applications into smaller services that could be connected. Microservices will enable each feature in the application to experience its own development. Product systems with large scale, complexity, and very large transfer rates often use microservices. Architectural design to create an application that consists of various separate service units but is still connected. Each service unit in the application performs a different function but still supports one another. The main benefit of using microservices is that the developer team can develop applications quickly by making the components of the application run at this point so that they can meet business needs constantly changing.

7. PROGRAMMING LANGUAGE

In the product development process, FIRA will standardize the programming language uniformity. The goal is to adapt to the technology and make it easy to control the standard functions. Among them are using the JavaScript programming language, JS

Node, PHP, Java, XML, HTML, CSS, and Bootstrap.

8. DATABASE

To support the amount of data that will be entered and managed by FIRA, namely the Database. A database is a structured data repository that can be processed and analyzed continuously and can be developed into AI (Artificial Intelligence) technology. In this case, FIRA will decide to use PostgreSQL in data storage because this product is an open-source database with good performance and speed in data retrieval.

QUALITY MANAGEMENT

To achieve the vision of becoming an accounting application company that provides convenience, security, and excellent financial education to help develop trusted customer businesses, FIRA is committed to maintaining service quality.

All stakeholders will work together to improve FIRA's processes, products and services continuously. What will be done is to carry out periodic maintenance, improve the system and network security, ensure that no serious customer complaints or any complaints can be resolved properly, and provide service support for users to provide a safe and fast transaction experience.

FIRA also continues to ensure its application to improve the quality of its system security by collaborating with IDCloudHost and implementing programming methods, port configurations, adding firewalls, adding antivirus, source code encryption, and access that is used to improve the quality of good security starting from the user entering. Into the application to exit the application.

CONCLUSION

This business opportunity is big enough because many UKM in Indonesia still needs more financial literacy. Even though there are threats from existing apps, with more brands and users, based on the results of the QSPM Product development strategy still has many opportunities, especially with the ask-to-expert feature, which can provide advice regarding the financial information of business owners so that it can help develop a business, FIRA will Always update features and add according to market needs. So is guarding network, security, and application quality with minimal bugs

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