



Mentoring for the Acceleration of Digital Financial Governance through the Optimization of Financial Technology for Alodie Craft and Ecoprint MSME in Wonogiri Regency

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Abstrak

Purpose: This community engagement activity aims to assist Alodie Craft and Ecoprint Batik MSME in Pule Village, Selogiri Subdistrict, Wonogiri Regency, in digitalizing financial management, implementing a cashless payment system, and strengthening digital product visualization to improve its managerial capacity and competitiveness.

Research Design and Methodology: The activity employed a participatory empowerment and mentoring approach, comprising situational observation and needs assessment, module-based training, hands-on mentoring, and evaluation through pre-test and post-test. In the first stage, the implementation team conducted training and mentoring on digital financial record-keeping using the KASGO fintech application. The activity also provided supporting facilities, including a digital point-of-sale tablet, receipt printer, and cash drawer.

Findings and Discussion: The evaluation results showed an increase in the partner's average comprehension score from 54 in the pre-test to 83 in the post-test. The partner also successfully operated the digital point-of-sale application independently to record sales transactions and business expenses. These findings indicate that hands-on, integrated digital-literacy-based mentoring effectively improves the partner's understanding and capacity to adopt digital financial management tools.

Implications: This activity demonstrates that integrated digital transformation mentoring can strengthen the managerial capacity and competitiveness of creative MSMEs rooted in local wisdom. The subsequent implementation of QRIS/e-wallet payments and social-media-based product visualization is expected to complete the partner's overall digital transformation and further support business sustainability and market development.

Introduction

Micro, Small, and Medium Enterprises (MSMEs) constitute the main pillar of the Indonesian economy, contributing more than 61% of national Gross Domestic Product (GDP) and absorbing more than 97% of the domestic workforce (Ministry of Cooperatives and SMEs, 2023). Despite this contribution, many MSME actors built around local creative industries still face limited managerial

capacity, particularly in business financial management and the use of digital technology to support operations and marketing a gap that directly motivates the case examined in this article.

Digital transformation is no longer an option for MSMEs but a strategic necessity that determines business sustainability amid changing consumer behavior and increasingly intense market competition. Akarsu (2024) explains that digital transformation is a continuous process of technology adaptation that can drive operational efficiency while strengthening a business's orientation toward sustainability principles. One crucial aspect of MSME digital transformation is digital financial literacy the ability of business actors to understand, access, and utilize technology-based financial instruments (financial technology/fintech) to support business management. Alfi et al. (2025) affirm that an understanding of financial literacy and digitalization is a determining factor in MSME competitiveness, since MSMEs able to manage cash flow in an organized manner tend to be better prepared to make business decisions and access capital. In line with this, Gaur and Candra (2025) found that digitalizing simple financial record-keeping through a digital point-of-sale application can improve MSME administrative efficiency while reducing the recording errors commonly found in manual bookkeeping.

Beyond financial record-keeping, MSME digital readiness also depends on a cashless payment system, such as QRIS, a QR-code standard that lets multiple digital wallets operate within a single payment system (Rahmawati et al., 2025) and on the ability to present attractive product visualization through social media, since consistently managed visual content is shown to broaden promotional reach and strengthen digital marketing performance (Masyithah, 2021; Maulidina & Nafiati, 2024). Both aspects correspond directly to the partner's second and third problems described below and are addressed in the later stages of this program.

Ecoprint is a fabric-dyeing technique that uses natural plant pigments to produce environmentally friendly textile products of high commercial value, made possible by Indonesia's rich plant biodiversity (Refina & Ma'rifatun, 2025). One business actor that has developed this technique is Alodie Craft and Ecoprint Batik MSME (Alodie Collection), located in Pule Hamlet, Pule Village, Selogiri Subdistrict, Wonogiri Regency, Central Java. Pule Village itself is a lowland area characterized by an agrarian community with a strong sense of mutual cooperation (gotong royong), with part of its population depending economically on agriculture, small-scale trade, and micro enterprises (Nursanti et al., 2025).

Alodie MSME is managed by Mrs. Dewi Catur Rahayu, commonly known as Mrs. Ayu. The business originated from a Community Service Program (Kuliah Kerja Nyata/KKN) that introduced the ecoprint technique to the owner, which was subsequently deepened through academic mentoring until it became the core identity of Alodie Collection. Since being actively developed in 2022, the business has grown rapidly, diversifying into naturally patterned fabrics, hijabs, clothing, bags, fans, and home décor, and has become widely known throughout the Greater Solo (Solo Raya) area as one of the pioneers of ecoprint products. Its commitment to product originality is reflected in design protection through patents and intellectual property rights (HAKI), as well as achievements such as winning 3rd place in the BRI Incubator program on 11 November 2025. These achievements and product uniqueness indicate Alodie MSME's substantial potential for continued growth, provided they are accompanied by adequate managerial capacity strengthening. In other words, Alodie MSME exhibits strong product-level capacity, creative distinctiveness, legal protection, and external recognition – that is not yet matched by an equivalent level of managerial practice. This capacity-practice gap, between what the business has achieved in the market and how it is administratively managed, is the central problem this engagement activity is designed to address.

Despite its product advantages and notable achievements, field observations, interviews, and a Focus Group Discussion (FGD) conducted by the engagement team together with the partner identified three main problems hindering business development. First, business financial record-keeping is still done manually using a simple notebook, making it prone to recording errors, with documents easily

misplaced and no clear separation between business and personal finances. This condition makes it difficult for the partner to determine the business's actual profit or to plan future business development. As baseline diagnostic evidence, all (100%) of the partner's transactions were found to be recorded manually with no digital backup, and a pre-training assessment placed her average understanding of financial-technology concepts at only 54 out of 100 (see Table 2), confirming that the gap was not merely perceived but measurable. Rahmawati et al. (2022) found a similar pattern among MSMEs in Wonokromo Subdistrict, where low digital financial literacy correlated with the partner's weak ability to prepare simple financial reports. Second, the partner's payment system remains entirely cash-based – that is, 100% of transactions before the engagement were served in cash – while consumer preference is increasingly shifting toward cashless transactions through digital wallets and mobile banking, particularly among the growing share of out-of-town buyers, which may cause lost sales opportunities. Third, the use of social media as a promotional tool is not yet optimal due to the partner's limited knowledge in producing attractive product visualization, even though visual content is an important component in attracting consumer interest on digital platforms (Masyithah, 2021).

Among these three problems, the engagement team prioritized financial record-keeping digitalization as the first-stage intervention for two evidence-based reasons. First, it is structurally foundational: accurate, real-time transaction data is a precondition for measuring the outcomes of the payment-system and marketing interventions planned for later stages, since the target of "at least 50% of sales transactions served through digital payment" and any evaluation of marketing return-on-investment can only be verified against a reliable record of sales. Second, it addressed the most severe and immediately verifiable risk among the three: an unrecorded, unverifiable profit position undermines every subsequent business decision, whereas the cash-only payment system and suboptimal social media content, while urgent, do not carry the same cascading risk. This sequencing logic, moving from record-keeping, to transaction infrastructure, to promotion. Therefore reflects a deliberate problem-evidence-gap-intervention chain rather than an arbitrary programmatic choice.



Figure 1. Fabrics and ready-to-use products from Alodie MSME's ecoprint technique

These three problems are interrelated and form a single business-management system that needs to be addressed in an integrated manner: sound financial record-keeping requires data automation from the digital payment system, while the effectiveness of digital marketing requires financial data to evaluate the success of promotional campaigns. Fragmented interventions risk reducing the

sustainability of the program's impact. On this basis, this community engagement activity was designed around three complementary program focuses, namely: (1) digitalizing business financial record-keeping through a fintech-based digital point-of-sale application; (2) implementing a digital payment system through QRIS and e-wallets; and (3) improving product-visualization capability and optimizing marketing through social media. This article specifically reports the results of the program's first stage — mentoring for the digitalization of the partner's financial record-keeping, while also outlining the plan for the subsequent stage.

From an academic perspective, this activity is also relevant to various similar community engagement studies. Rahmawati et al. (2022), working with MSMEs in Wonokromo Subdistrict, Surabaya City, showed that financial-literacy mentoring combined simultaneously with digital marketing produces a more comprehensive increase in business capacity than a single intervention. Similarly, Samanto et al. (2025), in mentoring simple financial management for MSMEs in Mulur Village, affirmed that the partner's active involvement from the problem-identification stage onward is key to the long-term success of digital record-keeping system adoption. Drawing on these precedents, the community engagement activity for Alodie MSME was designed using a gradual and measurable approach, beginning with digital financial literacy as the foundation before proceeding to payment systems and marketing visualization, so that each stage can be evaluated specifically and its results scientifically accounted for. Nonetheless, this program departs from those precedents in three respects that constitute its added value. First, whereas Rahmawati et al. (2022) and Alfi et al. (2025) delivered financial-literacy and marketing training as parallel, generic modules, this program sequences the three interventions deliberately, using financial digitalization as a foundation stage whose output — verified transaction data — is designed to directly feed the evaluation of the subsequent payment and marketing stages, as elaborated in the problem-prioritization argument above. Second, unlike Samanto et al. (2025), which centered on improving manual bookkeeping practices, this program moves the partner directly onto an integrated fintech point-of-sale system (KASGO) supported by physical infrastructure (tablet, receipt printer, cash drawer), so that the training outcome is an operating digital system rather than a paper-based skill. Third, this program targets a creative, IP-protected MSME whose managerial gap coexists with demonstrated product-level and market capacity — a partner profile not represented in the cited precedents, which predominantly involved conventional trading or culinary MSMEs without comparable product recognition.

Overall, the objectives of this community engagement activity are: (1) to improve the partner's digital literacy and readiness in business financial management, particularly in business financial record-keeping and its separation from personal funds; (2) to encourage the implementation of a cashless payment system in response to changing consumer behavior; (3) to strengthen the partner's ability to produce visual product content that supports digital marketing; and (4) to build a well-organized, transparent, and sustainable business-management foundation as a basis for strengthening the competitiveness of Alodie Craft and Ecoprint Batik MSME in the digital-economy era.

Research Design and Methodology

This community engagement activity was carried out at Alodie Craft and Ecoprint Batik MSME, located in Pule Hamlet, Pule Village, Selogiri Subdistrict, Wonogiri Regency, Central Java Province, approximately 31.1 km — or around 50–54 minutes' travel time — from Universitas Slamet Riyadi Surakarta. The location was selected based on the results of an initial survey and a Focus Group Discussion (FGD), which showed that the partner possesses strong potential in locally rooted flagship products but still faces constraints in financial management, payment systems, and digital marketing. The engagement program was designed to run for six months, covering the preparation, implementation, mentoring, and evaluation stages, with an implementation team consisting of two lecturers and one student.

The implementation method employed a participatory empowerment approach combined with a mentoring approach, in which the partner was actively involved in every stage of the activity, from problem identification to solution implementation. This approach was chosen so that the resulting capacity improvement would be sustainable and would directly affect the partner's ability to manage the business independently, in line with the learning-by-doing principle, which emphasizes learning through direct practice.

Preparation Stage

This stage began with coordination with the partner, field observation, in-depth interviews, and a participatory discussion (FGD) to identify the business's actual condition, financial management patterns, payment system, and marketing constraints encountered. The situational analysis used a participatory needs-assessment technique to evaluate the partner's level of digital readiness. The identification results formed the basis for developing training materials in the form of a module entitled "The Use of Financial Technology in MSME Financial Management," as well as for preparing supporting facilities, namely an Android tablet as a digital point-of-sale device, a receipt printer, and a cash drawer.

Training and Mentoring Stage

Training and mentoring were carried out through a community-based learning model that emphasizes needs-based learning and the partner's active participation. In the first stage, the material focused on improving digital financial literacy, covering basic fintech concepts, the benefits of digital financial record-keeping, and technical training on using the KASGO digital point-of-sale and financial record-keeping application. All training sessions were accompanied by hands-on practice and intensive mentoring so that the skills acquired could be applied independently by the partner without dependence on the engagement team. The next training and mentoring stage will focus on implementing a digital payment system through QRIS and e-wallets, as well as product-visualization training and marketing optimization through the Instagram social media platform, as described in the section on plans for the next stage.

Evaluation and Monitoring Stage

The success of the activity was measured using both quantitative and qualitative evaluation instruments. A pre-test and post-test questionnaire with equivalent items in both instruments was used to measure the increase in the partner's understanding of financial technology concepts and skills in using the digital point-of-sale application. An observation sheet was used to assess the partner's practical ability to operate the application, while reflective interviews were conducted to capture the partner's perceptions of the program's benefits and prospects for its sustainability. The evaluation results form the basis for developing the plan for the next mentoring stage as well as material for preparing a scientific article on the community engagement activity.

The partner's participation in this activity included active involvement in the problem-identification process, attending the full series of training sessions, implementing the training results in daily business activities, communicating challenges encountered during mentoring, and providing feedback during the evaluation stage to support the program's sustainability.

Justification for Program Integration

The determination of three mutually integrated program focuses was based on three main considerations. First, the partner's three problems represent critical gaps hindering Alodie MSME's transformation from a conventional business into a competitive one in the digital-economy era, so fragmented interventions risk reducing the sustainability of the program's impact. Second, these problems are highly urgent given the increasing shift in consumer behavior toward cashless transactions and digital platforms, while the technology required – such as digital point-of-sale

applications, QRIS, and social media – is relatively accessible without requiring substantial infrastructure investment. Third, resolving these problems has the potential to generate a multiplier effect, since Alodie MSME's mastery of digital management can be transmitted to other MSME actors in Pule Village and its surroundings, in line with the local community's culture of mutual cooperation.

Results And Discussion

The results of the community engagement activity reported in this article cover the implementation of the program's first stage, namely the digitalization of the partner's business financial record-keeping, from the initial condition and the implementation of training, to the results of the partner's comprehension evaluation and the initial impact observed. Table 1 summarizes the relationship between the partner's problems, the program's solutions, and their implementation status.

Table 1.
Partner Problems, Program Solutions, and Implementation Status

No	Partner's Problem	Program Solution
1	Manual, inconsistent financial record-keeping mixed with personal finances	Training and mentoring on digital financial record-keeping through the KASGO digital point-of-sale application, already carried out on 19 July 2026
2	Payment system that is exclusively cash-based	Mentoring for the implementation of QRIS and e-wallets
3	Product visualization and use of social media not yet optimal	Product photography training and marketing strategy through Instagram

Partner Profile and Initial Condition Before Mentoring

Before the engagement activity was carried out, all of Alodie MSME's financial transaction records were kept manually using a simple notebook. This record-keeping was not done consistently, so many transactions went unrecorded, documents were often misplaced, and there was no clear separation between the owner's business and personal finances. This condition made it difficult for the partner to determine the actual profit of the business or to prepare accurate business-development plans. In addition, all sales transactions could only be served in cash, whereas some of Alodie's products were also marketed to out-of-town consumers who were more accustomed to cashless transactions. In terms of marketing, although the partner already had social media accounts, the content displayed was still limited and had not yet maximally highlighted the advantages of natural-material-based ecoprint products. These initial findings are consistent with the pattern identified by Rahmawati et al. (2022) among MSMEs in Wonokromo Subdistrict, which showed that limited digital financial literacy generally goes hand in hand with weak digital marketing capacity among micro-scale businesses.

Implementation of Digital Financial Record-Keeping Training and Mentoring Through the KASGO Application



Figure 2. Presentation of financial technology training materials to the partner

The first stage of the engagement activity was carried out on Saturday, 19 July 2026, directly at the partner's business location. The activity was attended by the implementation team, consisting of the team leader, one lecturer member, and one student, as well as the business owner and family members who help manage the business. The activity began with an opening session and an explanation of the program's objectives, followed by the delivery of training material based on the module "The Use of Financial Technology in MSME Financial Management," which had been prepared by the implementation team.

The module contains basic concepts of financial technology, the benefits of digital financial record-keeping for business continuity, and a step-by-step guide to using the KASGO digital point-of-sale and financial record-keeping application. The material was delivered interactively through a presentation explaining the importance of digitalizing financial management, accompanied by an overview of KASGO's features, such as sales transaction recording, cash-balance monitoring, income-and-expense report preparation, and product data management. After the material was presented, the implementation team provided hands-on mentoring to the partner in installing and operating the KASGO application using the provided tablet device. During the session, the partner was seen actively asking questions and independently trying out the application's features, including recording simulated sales and expense transactions and reviewing the recapitulation of the business's financial report. This finding reinforces the view of Gaur and Candra (2025) that digital-financial-record-keeping training accompanied by hands-on mentoring is more effective than delivering material through theory alone, because partners gain real experience operating the system from the outset.

Improvement in Partner Understanding: Pre-Test and Post-Test Results

To measure the effectiveness of the training, the implementation team applied a pre-test and post-test evaluation instrument with equivalent items. The pre-test was administered before the training to determine the partner's initial level of understanding of financial technology concepts and digital financial record-keeping, while the post-test was administered after the entire series of training and mentoring sessions had been completed. The recapitulation results of both instruments are presented in Table 2.

Table 2.

Partner Problems, Program Recapitulation of Pre-Test and Post-Test Results on Partner Understanding

No	Aspect Measured	Pre-Test Score	Post-Test Score	Remarks
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1	Understanding of the basic concept of financial technology (fintech)	40	75	Increased
2	Understanding of the benefits of digital financial record-keeping for the business	55	80	Increased
3	Practical ability to use the KASGO application	60	90	Increased
4	Understanding of the separation between business and personal finances	60	85	Increased
Average		54	83	Increased

To measure the effectiveness of the training, the implementation team applied a pre-test and post-test evaluation instrument with equivalent items. The pre-test was administered before the training to determine the partner's initial level of understanding of financial technology concepts and digital financial record-keeping, while the post-test was administered after the entire series of training and mentoring sessions had been completed. The recapitulation results of both instruments are presented in Table 2.

The data in Table 2 show an improvement in the partner's understanding across all aspects tested. The average score increased from 54 in the pre-test to 83 in the post-test, an increase of approximately 29 points (53.7%). The largest improvement occurred in practical ability to use the KASGO application, rising from a score of 60 to 90, indicating that the hands-on, learning-by-doing mentoring approach contributed substantially to the partner's mastery of technical skills. Meanwhile, the improvement in understanding of basic fintech concepts, from a score of 40 to 75, shows that the partner, who was initially unfamiliar with financial technology terms and concepts, now has an adequate basic understanding to proceed to the digital payment system stage. This finding is consistent with Alfi et al. (2025), who argue that improvements in MSME actors' digital financial literacy can be achieved significantly through systematically designed training accompanied by intensive mentoring, rather than through one-way delivery of information alone.

Handover of the Training Module and Supporting Facilities for Digital Financial Record-Keeping

As a follow-up to the training activity, the implementation team handed over the training module "The Use of Financial Technology in MSME Financial Management" to the partner as a written guide that can be used independently and sustainably. In addition to the module, the implementation team also handed over operational supporting facilities, namely an Android tablet as a digital point-of-sale device, a receipt printer, and a cash drawer. This handover was intended to enable the partner to immediately utilize the KASGO application in daily operations without device constraints, while also presenting a more professional impression when serving consumer transactions. The handover of the module and supporting facilities is an important part of ensuring the sustainability of the practices that had been trained, in line with the mentoring principle put forward by Samanto et al. (2025), who state that strengthening MSME financial management needs to be accompanied by the provision of practical tools so that training outcomes do not stop at the level of understanding but are genuinely applied in business practice.



Figure 3. Handover of the training module and digital financial record-keeping supporting facilities to Alodie MSME's partner

The handover moment also served as an informal evaluation session, during which the partner expressed enthusiasm about how much easier transaction recording had become compared with the considerable time previously required for manual record-keeping. The mentoring also provided the partner with the module entitled “The Use of Financial Technology in MSME Financial Management.” The partner further noted that the receipt printer helped increase consumer confidence in the professionalism of the business's management, particularly when participating in exhibitions or MSME bazaars outside Pule Village. This shows that the impact of financial record-keeping digitalization is felt not only in the internal administrative aspects of the business but also externally, through a more professional image before consumers, in line with the finding of Rahmawati et al. (2025) that strengthening the managerial side of MSMEs also contributes to strengthening overall brand image.

Initial Impact of the Program on the Partner's Business Management

Overall, the implementation of the first stage of this engagement activity has produced a positive initial impact on the partner's managerial capacity. The partner now understands the basic concept of financial technology and its benefits for business financial management, is able to operate the KASGO digital financial record-keeping application to record sales transactions and expenses, and has begun using the supporting facilities — the tablet, receipt printer, and cash drawer — in daily operations. The comparison of pre-test and post-test scores shows that digital-literacy-based mentoring produced not only technical output in the form of application-operating ability, but also drove a behavioral transformation in the partner, particularly in the discipline of recording transactions and awareness of separating business finances from personal finances. This change forms an important foundation for the partner to begin preparing more accurate business cash-flow reports, which will in turn support business decision-making, including planning for production-capacity development and future capital-access applications.

This finding reinforces the concept of MSME digital transformation put forward by Akarsu (2024), namely that strengthening digital capacity at the basic operational level, such as financial record-keeping, is a prerequisite before MSMEs can adopt digital technology for more complex aspects such as payment systems and online marketing. In other words, the success of financial record-keeping digitalization at Alodie MSME serves as a strategic foundation that prepares the partner to proceed to the implementation of QRIS/e-wallets and digital product visualization in the next stage.

Plan for the Next Stage: QRIS Implementation and Digital Product Visualization

Building on the achievements of the first stage, the implementation team plans a number of follow-up activities within the remaining program period. First, mentoring for the implementation of a digital payment system through QRIS and e-wallets will be carried out so that the partner can serve cashless transactions easily, quickly, and securely, given that QRIS allows various digital wallet applications to be used within a single standardized payment system (Rahmawati et al., 2025). This activity will include socialization of the benefits of digital payment, mentoring for the QRIS registration process, and training on using the digital payment system in daily business transactions, with a target of at least 50% of sales transactions being served through digital payment methods.

Second, product-visualization training and marketing optimization through social media, particularly Instagram, will be carried out to strengthen the promotional appeal of Alodie's ecoprint products. This activity includes training in product-photography techniques using a smartphone camera, the creation of visual content that highlights the uniqueness of the natural-material production process, and strategies for consistently managing the business's social media accounts. This approach draws on the findings of Masyithah (2021) and Maulidina and Nafiati (2024) that consistent, well-structured publication of visual content can broaden promotional reach and strengthen an MSME's brand image on digital platforms.

Third, the implementation team will provide ongoing mentoring to ensure the partner's consistent use of the KASGO application in daily transaction recording, while also conducting a further evaluation in the form of monitoring the comparison of business conditions before and after the entire program. Fourth, the results of this engagement activity will be compiled and submitted as a scientific article to a SINTA 3-accredited community engagement journal, as a form of academic dissemination and scientific accountability for the program's implementation. These three integrated program focuses are expected to produce comprehensive change in the financial, transactional, and marketing aspects of Alodie MSME, thereby strengthening the business's position as a competitive pioneer of ecoprint products in the digital-economy era.

Conclusion

The community engagement activity at Alodie Craft and Ecoprint Batik MSME in Pule Village, Selogiri Subdistrict, Wonogiri Regency shows that mentoring for the digitalization of financial record-keeping based on the KASGO fintech application was able to produce significant change in the partner's managerial capacity. The increase in the partner's average comprehension score from 54 in the pre-test to 83 in the post-test demonstrates that a training method combining module-based material delivery with hands-on mentoring (learning by doing) is effective in improving the digital financial literacy of micro-business actors. The partner's success in operating the digital point-of-sale application, together with the handover of the training module and supporting facilities — a tablet, receipt printer, and cash drawer — forms an important foundation for the sustainability of more organized, transparent financial record-keeping practices that are separated from the business owner's personal finances.

From a scientific standpoint, this finding confirms that MSME digital transformation needs to be built gradually, beginning with strengthening basic capacity in the form of digital financial literacy before proceeding to the adoption of more complex technologies, such as digital payment systems and online marketing visualization. The participatory mentoring approach, which actively involves the partner in every stage of the program, has proven effective in building both readiness and a sense of ownership among partners over the resulting changes.

Practically, the results of this activity recommend the importance of continuing the program into the QRIS/e-wallet implementation stage and digital product-visualization training, so that the digital transformation carried out is comprehensive and integrated across financial management, payment

systems, and marketing. If these subsequent stages are implemented consistently, Alodie MSME has the potential to grow into an independent, adaptive, and highly competitive ecoprint business, while also serving as a replicable model of digitalization mentoring for other creative, locally rooted MSMEs in Wonogiri Regency and its surrounding areas.

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