



## SHORT-TERM FINANCIAL PLANNING AND SIMPLE INVESTMENT EDUCATION FOR THE WELFARE OF MSME OWNERS IN SURABAYA

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Article info	ABSTRACT
<p><b>Corresponding Author:</b> Ratih Dewi Titisari Haryana, <a href="mailto:ratih@stieyapan.ac.id">ratih@stieyapan.ac.id</a> Sekolah Tinggi Ilmu Ekonomi YAPAN</p>	<p>MSMEs play a vital role in the regional economy but still face challenges such as low financial literacy and limited understanding of investment. These conditions lead to weak financial planning and poor welfare for business actors. This community service activity aims to improve MSME owners' understanding of short-term financial planning and simple investment as an effort to strengthen business financial resilience. The implementation method used an educative-participatory approach through interactive workshops, discussions, case studies, and brief mentoring conducted at the Gunung Anyar Culinary Tourism Center in Surabaya. The results showed an increase in participants' understanding of separating personal and business finances, cash flow management, simple financial recording, and the introduction of low-risk investment instruments. Participant satisfaction surveys based on material quality, delivery methods, and activity benefits showed a very high level of satisfaction. Overall, this activity is considered effective and relevant in supporting more planned and sustainable MSME financial management.</p> <p><b>Keywords:</b> <i>Short-Term Financial Planning; Simple Investment, MSME Owner Welfare</i></p>
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### INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in supporting the national economy, both as job creators and as drivers of the local economy. In various urban areas, including Surabaya, MSMEs are the backbone of community economic activities, particularly in the culinary sector. The existence of Culinary Tourism Center (SWK) in Surabaya is a form of local government support in providing organized business spaces for MSME actors to grow sustainably. However, the significant contribution of MSMEs has not been fully balanced by adequate financial management capacity at the entrepreneur level.

Financial management problems remain a major obstacle faced by most MSME owners. Many entrepreneurs run their businesses informally without clear financial planning, disciplined recording, or a strict separation between personal and business finances. This

condition makes it difficult for MSME actors to monitor business financial performance, determine actual profits, and make rational business decisions. Previous studies indicate that low financial literacy significantly affects the weak performance and sustainability of MSMEs (Alinsari, 2020); (Kasenda & Wijayangka, 2019).

In addition to short-term financial planning issues, MSME actors generally have limited understanding regarding investment. Investment is often perceived as a complex, high-risk activity that can only be carried out by high-income groups. Consequently, most MSME owners have not utilized simple investment instruments as a means of managing surplus funds or protecting asset values from inflation. In fact, simple investments such as gold, time deposits, or money market mutual funds can be relatively safe and accessible alternatives for MSME actors (Adhianto, 2020); (Chairani, Bestari, & Hidayat, 2021).

The urgency of this community service activity increases when linked to efforts to improve the welfare and financial resilience of MSME actors. The inability to manage daily cash flow and the lack of short-term financial strategies often make MSMEs vulnerable to economic shocks, whether due to rising raw material prices, declining purchasing power, or other emergency conditions. Therefore, short-term financial planning education is an urgent need so that MSME actors can manage income and expenses more structurally and have adequate financial reserves (Syafira, Amanah, Turrahma, & Novita, 2025).

This service activity has its own urgency because it is contextually designed according to the characteristics of the partners, namely culinary MSME owners at the Gunung Anyar Culinary Tourism Center in Surabaya. Unlike other service activities that generally focus on accounting records or formal financial reporting, this activity emphasizes practical short-term financial planning that is easy to apply in daily business activities. The material was prepared simply by adjusting the literacy level of the participants, allowing it to be implemented immediately without requiring a complex accounting background.

Furthermore, the uniqueness of this service activity lies in the integration between short-term financial planning education and the introduction of simple investment. Most previous service programs only emphasized one aspect, either business financial management or investment literacy separately. In fact, these two aspects are interrelated and serve as an important foundation in building sustainable financial welfare for MSME actors. By understanding good short-term financial planning, MSME actors are expected to allocate funds more optimally, including for investment activities that suit their risk profiles (Atieq & Pratiwi, 2023); (Safitri, Sriyuniati, & Chandra, 2023).

The main objective of this community service activity is to improve the knowledge and skills of MSME owners in preparing simple, systematic, and applicable short-term financial planning. Through this education, MSME actors are expected to be able to manage business cash flow, perform basic financial recording, and consistently separate personal and business finances. This improvement in ability is expected to help MSMEs evaluate their business performance and take more appropriate actions.

Additionally, this activity also aims to increase the investment literacy of MSME owners through the introduction of safe and accessible simple investment instruments. With a better understanding of investment, MSME actors are expected not only to be oriented toward short-term business continuity but also to be able to plan for medium and long-term financial welfare. Overall, this service activity is expected to make a real contribution to

strengthening the financial capacity of MSMEs and encouraging the creation of more independent, resilient, and sustainable MSMEs.

## **METHOD**

This community service activity was implemented using an educative-participatory approach that positions partners as the main subjects in the learning process. This approach was chosen because it is considered effective in increasing the understanding and skills of MSME actors, especially in the context of practical and contextual financial management and investment literacy. The participatory approach allows for two-way interaction between the service team and participants, ensuring that the delivered material is tailored to the actual needs and problems faced by partners (Cahyani, 2020); (Safitri et al., 2023).

The initial stage of implementation began with identifying and analyzing partner needs. In this stage, the service team conducted direct observations at the Gunung Anyar Culinary Tourism Center in Surabaya to obtain an overview of business conditions, financial management patterns, and the financial literacy levels of MSME owners. In addition to observation, brief interviews and informal discussions were conducted with several MSME actors to explore the main problems they face in running their businesses. This method is consistent with previous research stating that mapping partner needs is a crucial step to ensure the service program is on target and provides a real impact (Kasenda & Wijayangka, 2019).

Based on the results of the needs analysis, the service team compiled an education module designed to be simple, systematic, and applicable. The module focuses on short-term financial planning, including the separation of personal and business finances, daily cash flow management, and simple financial recording. Furthermore, the module also contains an introduction to simple investments relevant to MSMEs, such as gold, time deposits, and money market mutual funds. Compiling simple and practice-based material is considered more effective in improving MSME actors' understanding compared to delivering formal and complex accounting concepts (Yudianto, 2023).

The core service activity was carried out in the form of an educational workshop and interactive mentoring. The workshop method was chosen because it can combine material delivery, discussion, and direct practice in one series of activities. In the initial session, the service team delivered material using an interactive lecture method to explain the basic concepts of short-term financial planning and simple investment. The lecture method was used limitedly and supplemented with case examples so that participants not only understood the theory but were also able to relate it to their respective business conditions. This approach is consistent with research findings stating that case-based learning methods are effective in increasing MSME financial literacy (Syafira et al., 2025).

In the short-term financial planning session, participants were provided with an understanding of the importance of separating personal and business finances as the primary foundation of healthy financial management. The service team explained in detail the negative impact of mixing finances on business performance evaluation and sustainability. Participants were then invited to understand the concept of cash flow and the importance of daily financial recording. Simple financial recording was introduced as an easy-to-apply financial control tool for MSMEs, as recommended in various studies related to micro and small business financial management (Kasenda & Wijayangka, 2019).

The next session focused on the introduction of simple investment for MSME owners. Investment material was delivered by emphasizing the principles of prudence, suitability with financial capacity, and risk understanding. The investment instruments introduced were limited to instruments with relatively low risk and accessibility for MSME actors. This approach aims to avoid the misperception that investment is always synonymous with high risk. Previous research shows that increasing investment literacy can encourage MSME actors to plan finances with a more long-term orientation and contribute to improving financial welfare (Adhianto, 2020).

To increase learning effectiveness, the workshop was equipped with group discussions and case studies. Participants were asked to analyze simple problems related to business financial management and determine solutions based on the material provided. Group discussions were used to encourage active participation and the exchange of experiences among participants. This discussion method is considered capable of increasing both conceptual understanding and practical skills, as stated in research on the effectiveness of participatory methods in MSME service (Atieq & Pratiwi, 2023).

Following the workshop, a brief mentoring and consultation session was conducted. At this stage, participants were given the opportunity to convey specific problems they face in financial management and investment plans. The service team provided input and recommendations tailored to the conditions of each business. This mentoring aims to ensure that the material delivered is not only understood theoretically but can also be implemented in the participants' actual business activities. Post-education mentoring has proven effective in driving changes in MSME financial management behavior (Kasenda & Wijayangka, 2019).

The final stage of the implementation method was evaluation. Evaluation was carried out qualitatively through observation of attendance rates, active participation, and the ability of participants to re-explain the concepts of short-term financial planning and simple investment. Additionally, feedback from partners was used as reflection material to assess the relevance of the material and the effectiveness of the methods used. This qualitative evaluation is seen as appropriate for service activities oriented toward capacity building and behavioral changes among MSME actors (R & Putri, 2023).

Overall, the implementation method was designed systematically, participatively, and was oriented toward partner needs. The integration of education, discussion, case studies, and mentoring is expected to sustainably increase the financial and investment literacy of MSME owners. With applicable methods based on empirical evidence from previous research, this service activity is expected to have a real impact on improving the quality of financial management and the welfare of MSME actors.

## **RESULT AND DISCUSSION**

### **Finding**

The implementation of the community service activity with the theme of short-term financial planning and simple investment education for MSME owners at the Gunung Anyar Culinary Tourism Center in Surabaya showed positive results relevant to partner needs. Generally, this activity addressed the main problems faced by MSME actors, particularly regarding low financial literacy and limited understanding of systematic business financial management. This aligns with various research findings stating that the main weakness of

MSMEs lies in managerial and financial management aspects, not merely in production or marketing (Dewi, Pandin, & Gs, 2022).

During the implementation stage, the interactively designed workshop proved capable of increasing active participant participation. MSME owners did not only act as material recipients but also as subjects directly involved in discussions and case studies. This condition indicates that the educative-participatory approach used has been effective. Active participant participation is a key indicator of the success of service activities, as learning involving direct experience is considered more capable of driving behavioral change compared to one-way lecture methods (Atieq & Pratiwi, 2023).

Short-term financial planning material was the main focus that received significant attention from participants. Based on the results of discussions and Q&A sessions, most participants admitted that before joining this activity, they had not performed a clear separation between personal and business finances. This condition caused difficulty in knowing exact business profits and often disrupted household financial stability. After receiving education, participants began to understand the importance of financial separation and simple cash flow recording as the first step toward healthy financial management. These findings align with other observations stating that simple financial recording plays a significant role in increasing MSME financial control.

The implementation of the simple financial recording session through case examples and calculation simulations had a positive impact on participant understanding. Participants were able to follow the flow of recording daily income and expenses and understood the benefits in monitoring business financial conditions. This practice-based approach is considered effective because it adapts to the characteristics of MSMEs that tend to need practical and easy-to-apply solutions. This strengthens the results of other observations mentioning that a practical approach in financial education is more effective than a theoretical approach for micro and small business actors (Syafira et al., 2025).

In addition to short-term financial planning, the introduction of simple investment was also an important part of the discussion of this service activity. Before the activity, most participants perceived investment as a high-risk activity requiring large capital. Through the education session, participants were introduced to investment concepts gradually, starting from investment objectives and prudence principles to the introduction of simple investment instruments such as gold, deposits, and money market mutual funds. After participating in this session, participants showed a more realistic change in understanding regarding investment as a means of value protection and medium-term financial planning. This result aligns with observation results stating that increasing investment literacy has a positive effect on the attitude and interest of MSME actors in investing (Adhianto, 2020).

## **Discussion**

Group discussions and case studies conducted in the investment session provided space for participants to relate the material to their respective business conditions. Participants began to realize that investment does not have to be done in large amounts but can start gradually according to financial ability. This approach is important to avoid investment decision-making errors that could potentially harm MSMEs. These findings support observation results emphasizing the importance of financial literacy in forming wise and sustainable financial behavior (Kasenda & Wijayangka, 2019).

From the perspective of method implementation, the brief mentoring and consultation sessions provided significant added value for participants. In these sessions, participants could convey specific problems they faced, such as difficulty controlling daily expenses, cash flow instability, and confusion in determining fund utilization priorities. The service team provided solutions tailored to each business's condition, making the recommendations contextual and applicable. Such mentoring is considered effective in increasing the success of service programs, as expressed in research (Kasenda & Wijayangka, 2019).

To measure the success of the activity more systematically, the service team also conducted a participant satisfaction survey. The survey was conducted simply at the end of the activity using a questionnaire covering three main criteria: material quality, delivery method, and activity benefits for the participants' businesses. The survey results showed that the majority of participants gave very good ratings for all three criteria.

On the material quality criterion, 84% of participants were very satisfied and 16% were satisfied. Participants considered the delivered material relevant to business needs and easy to understand. On the delivery method criterion, 79% of participants were very satisfied and 21% were satisfied. Participants appreciated the interactive workshop, discussion, and case study methods used. Meanwhile, on the activity benefits criterion, 89% of participants were very satisfied and 11% were satisfied. Participants felt they gained new knowledge and skills that could be directly applied in daily business management.

These satisfaction survey results indicate that the service activity met partner expectations and provided a positive impact on participants. High participant satisfaction levels are also an indicator that the approach and methods used were appropriate for MSME characteristics. Participant satisfaction in service activities correlates with material relevance and the delivery methods used.

Overall, the discussion of the implementation results shows that short-term financial planning and simple investment education are appropriate interventions for MSME owners. This activity not only increased knowledge but also encouraged a change in mindset and financial management behavior toward being more planned. With increased financial and investment literacy, MSME actors are expected to be able to improve financial resilience and business welfare sustainably.

## **CONCLUSION**

The community service activity in the form of short-term financial planning and simple investment education for MSME owners at the Gunung Anyar Culinary Tourism Center in Surabaya was successfully carried out and achieved its set objectives. This activity was motivated by low financial literacy and limited understanding among MSME actors in managing business finances structurally, which has been an inhibiting factor for business sustainability. Through an educative-participatory approach, this service activity was able to provide relevant, practical, and partner-needs-based understanding.

The results of the implementation showed that short-term financial planning education had a positive impact on increasing the awareness and understanding of MSME owners regarding the importance of business financial management. Participants began to understand the necessity of separating personal and business finances, recording daily cash flows, and controlling expenditures as a basis for business decision-making. Simple financial recording

is a fundamental pillar in improving the performance and financial resilience of MSMEs (Yudianto, 2023).

In addition to short-term financial planning aspects, this activity successfully improved participants' understanding of simple investment as part of medium- and long-term financial planning. Participants gained an understanding that investment is not always synonymous with high risk but can be done gradually through instruments that are relatively safe and suit the MSME's financial capacity. Improving investment literacy is crucial to encouraging MSME actors not only to be oriented toward short-term business survival but also toward sustainable financial welfare enhancement, as stated by (Chairani et al., 2021).

The level of participation and participant satisfaction also showed excellent results. Based on the satisfaction survey, most participants rated the delivered material as relevant to business needs, the delivery method as easy to understand, and the activity as providing direct benefits for their business management. This high level of satisfaction indicates that the interactive workshop method combined with discussion, case studies, and brief mentoring was appropriate for the characteristics of MSME actors. A participatory approach in financial education is more effective in driving understanding and behavioral change among business actors (Atieq & Pratiwi, 2023).

Despite the positive results, there are several limitations to consider. The activity was conducted in a relatively short time, so the delivered material remains at a basic level. Additionally, the evaluation conducted was short-term and could not yet measure the activity's impact on participants' financial management behavior changes in the long run. Therefore, follow-up activities in the form of continuous mentoring are needed to ensure the consistent implementation of the material by MSME actors.

Based on these results and limitations, it is suggested that future service activities be developed into periodic mentoring programs focusing on the implementation of financial recording, the preparation of simple financial reports, and business cash flow evaluation. Furthermore, educational material can be expanded with advanced topics, such as cost of goods sold (COGS) calculation and more in-depth investment planning, according to the developing needs and capacities of MSMEs. This sustainable approach is considered important to strengthen the impact of service on improving MSME performance and welfare, as recommended by (Kasenda & Wijayangka, 2019).

Overall, this community service activity proves that short-term financial planning and simple investment education are appropriate and relevant interventions for MSME owners. With better financial management and adequate investment understanding, MSME actors are expected to improve financial resilience, reduce business risks, and achieve more sustainable welfare. Therefore, similar activities need to be continuously developed and replicated in other MSME groups as part of a systematic effort to strengthen the role of MSMEs in the regional and national economy

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