

STRENGTHENING BUSINESS SUSTAINABILITY THROUGH FINANCIAL LITERACY EDUCATION: A STUDY ON THE ULOS CRAFTSMEN CENTER IN NAGORI RAMBUNG MERAH, SIMALUNGUN

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Abstract: Providing education to improve financial literacy among MSME actors is one way to deepen their knowledge, which is believed to benefit their businesses, especially in terms of sustainability. This study was conducted at the Ulos Craftsmen Center in Malang using qualitative methods through interviews. Research findings indicate that not all entrepreneurs possess adequate financial literacy, especially in the context of investment. Nevertheless, the financial attitudes of business actors are considered quite good, but not in aspects such as budgeting, cash flow monitoring, and business protection planning. This condition is caused by an excessive focus on business operations, leaving them with insufficient time for those activities. The results of this research are expected to contribute to increasing entrepreneurs' awareness of the essence of financial literacy as a fundamental basis in company financial management to ensure their businesses continue to operate.

Keywords: Financial Literacy, Business Sustainability, MSEs, Strategy

Abstrak: *Pemberian edukasi guna meningkatkan literasi keuangan pada pelaku UMKM menjadi salah satu cara untuk memperdalam pengetahuan mereka, yang diyakini akan memberikan manfaat bagi bisnis, terutama keberlanjutannya. Studi ini dilaksanakan di Sentra Pengrajin Ulos, Malang menggunakan metode kualitatif melalui wawancara. Temuan riset memperlihatkan bahwa tidak semua pengusaha memiliki pemahaman literasi keuangan yang memadai, terutama dalam konteks investasi. Meskipun demikian, sikap keuangan pelaku usaha dinilai cukup baik, namun tidak dalam aspek seperti penyusunan anggaran, pemantauan arus kas, dan perencanaan perlindungan usaha. Kondisi ini disebabkan oleh fokus yang berlebihan pada operasional usaha sehingga mereka kekurangan waktu untuk aktivitas-aktivitas tersebut. Hasil penelitian ini diharapkan berkontribusi pada peningkatan kesadaran para pengusaha akan esensi literasi keuangan sebagai pijakan utama dalam manajemen keuangan perusahaan untuk memastikan bisnis mereka terus berjalan*

Kata Kunci: *Literasi Keuangan, Keberlangsungan Usaha, UMKM, Strategy*

INTRODUCTION

Financial literacy plays a crucial role in the sustainability of MSME businesses, especially in the preparation of financial statements (Fachrunnisa, Windarti, & Sari, 2024). In response to the issue of low financial literacy at the national level, the Financial Services Authority (OJK) conducted a survey. The third National Survey of Financial Literacy and Inclusion (SNLIK) in 2019 recorded a financial literacy index of 29.7%. This data shows an improvement from the OJK survey results in 2016, which recorded an index of 29.7%, indicating an increase in public financial understanding by 8.33% over the past three years. However, this figure is still below the average of Southeast Asian countries, such as Singapore, which reached 61%. Furthermore, studies found that only 31.19% of MSME actors have a good level of financial literacy (Andarsari & Ningtyas, 2019).

Simalungun Regency is known as an agricultural area, but Nagori Rambung Merah shows an interesting industrial development. The growth of industry in this region is driven by small and micro enterprises, particularly in labor-intensive manufacturing. A similar situation occurs in Siantar District, where the presence of small industrial complexes and centers has created many job opportunities and become a source of livelihood for the surrounding community.



Unlike previous research (Winarsih, Noviyanti, & Mutoharoh) that measured the direct relationship between financial literacy and business sustainability, this study implements several steps. The stages include the initial measurement of financial literacy levels among MSME entrepreneurs, the provision of financial literacy materials and socialization, and the final evaluation (post-test). The main objective of providing this financial literacy material is to empower MSME actors with the ability to manage their business finances, which is expected to have a positive impact on the sustainability of their businesses in the long term. This is reinforced by research findings that show that good knowledge of financial literacy, including banking, insurance, financing institutions, capital markets, and financial management skills, is very important for the sustainability of a business (Irawan, 2023)

They need to be absorptive to acquire, integrate, and assimilate external knowledge like financial to enhance their business (Saragih, Ginting, Absah, & Situmorang, 2025). Education to enhance financial literacy understanding among MSME actors is one of the efforts that can be undertaken to enrich their knowledge. This understanding will provide benefits for their business, especially to ensure its sustainability (Ariyanti, 2024). Referring to the previously described phenomenon, this research is titled "Strengthening Business Sustainability through Financial Literacy Education: A Study on the handloom weaver Center in Nagori Rambung Merah, Simalungun Regency."

LITERATURE REVIEW

Financial Literacy

The literature review section contains various literature relevant to the research topic and the theories used. The main function of the literature review is to understand the important aspects related to the research issue being raised. In this section, the research hypothesis model can also be included. OJK explains financial literacy as an effort to improve the quality of decisions and an individual's capability in managing finances. This becomes an important foundation in making financial decisions with the hope of achieving well-being, which is based on insight, expertise, self-confidence, and how these are reflected in a person's actions and financial behavior. Some essential components of financial literacy are understanding financial concepts, the ability to manage personal and business finances, and skill and accuracy in making financial decisions in various situations (Aribawa, 2016)

Optimizing the implementation of business operations is a necessity. Every decision made regarding the continuity of the business must be ensured to run efficiently and effectively, both in carrying out operational functions and supervision, as well as financial management. More than just planning, business actors as decision-makers need to have a strong understanding of financial management so that every decision made is accurate, effective, and efficient. Expertise in managing finances is what is defined as financial literacy (Latifiana, 2017)

Business Continuity

The main responsibility of an entrepreneur is to ensure the existence and sustainability of their business in the long term. Although maximizing profits through effective resource management is important, the sustainability of the business must not be overlooked. Therefore, every business decision must be based on an assessment of its future impact. Efforts to achieve sustainability and survive in the business world include business management based on reliable financial management expertise, which plays an important role. Financial condition is a crucial aspect that greatly impacts the operations of a business. The lack of proper financial management can have detrimental effects on the sustainability of the business in the future. Consequently, business operators need to carefully consider every decision related to financial management to maintain a positive perception of the sustainability status of the business in the future (Mahajan, Kumar, Lim, & Sareen, 2024)

RESEARCH METHOD

The qualitative approach serves as the research method in this study, a common choice among social and educational researchers. Through a phenomenological approach, this study will explore social phenomena and issues experienced by a number of respondents. This aims to construct a complex description, examine data in the form of words, present detailed reports from the respondents' perspectives, and analyze the situations they experience (Iskandar, 2009). In qualitative research methodology, the researcher acts as the primary tool in collecting and interpreting the obtained data. The data collection process involves various methods, such as (a) direct observation in the field; (b)



conducting interviews with informants; and (c) reviewing related documents. To ensure the validity and reliability of qualitative research findings, data triangulation techniques using inductive reasoning are applied. It is important to emphasize that qualitative research prioritizes a deep understanding of meaning over producing broad generalizations. generalization.

This research is located at the Ulos Craftsmen Center in Jl. H. Ulakma Sinaga, Nagori Rambung Merah, Kecamatan Siantar, Kabupaten Simalungun, Sumatera Utara. This industrial center is an industrial area that has existed for generations and has become the main source of income for most women in the region. However, the reality shows that quite a few businesses have been forced to close due to management failures. The lack of understanding related to financial literacy is strongly suspected to be one of the causes of this condition, making this area relevant as a focus of research. Regarding the implementation of this research, the researcher has time constraints; therefore, a research period has been set from January to April 2025.

Participants in this study are MSME actors who are generally craftsmen using non-machine looms (ATBM), often referred to as "kasuksak." The selection of MSME actors as research participants is based on their ability to manage business finances. The researchers feel the need to delve deeper into their understanding of financial literacy concepts. Considering the large number of MSME actors, several samples will be selected as research participants. The limitation on the number of samples considers the constraints of time, manpower, and budget faced by the researcher.

According to Berger's phenomenological research, there are two steps in the research process: first-order understanding, where the researcher conducts a question-and-answer session with data sources or participants to obtain valid information, and second-order understanding, where the researcher processes and interprets the interview results to produce an interpretation, which is divided into the preparation phase and the implementation phase. In the preparation phase, the researcher prepares an interview guide oriented towards the research objectives. The objective is to identify the level of financial literacy among SMEs and the ways to optimize financial literacy education. The question indicators in the interview guidelines will be adjusted to be easily understood by the respondents and to yield valid answers.

Stage (2) of the research implementation begins with initial interview activities involving all respondents and using the prepared question instruments. Next, there will be socialization and training activities designed to enhance the financial literacy of MSME actors, with the hope of contributing to the sustainability of their businesses. One month after this activity, a second interview will be conducted with the same questions as the initial interview. This interview aims to evaluate the improvement in understanding of financial literacy after the socialization and training have been conducted, as well as to identify the application of that knowledge by the MSME actors in their business operations. The final stage of the research implementation includes the analysis and interpretation of the data that has been collected.

RESULTS

The research location was at the Ulos Craftsmen Center. The participants in this study are MSME actors, with the details of the participants interviewed by the researcher as follows.

Table 1. Respondent

Name	Age (Years)	Monthly Income (IDR)	Education	Pengalaman
Rohani Sirait	40 – 50	4 million – 6 million	High school	More Than 10 Years
Aprilia Sinaga	40 – 50	< 2 million	High school	5 to 10 years
Renvina Damanik	40 – 50	< 2 million	High school	More Than 10 Years
Siti Nursiah br Purba	40 – 50	< 2 million	High school	More Than 10 Years
Ade Siahaan	40 – 50	< 2 million	High school	More Than 10 Years
Sorta Sihombing	> 50	< 2 million	High school	More Than 10 Years
Aventy Sinaga	40 – 50	4 million – 6 million	High school	More Than 10 Years

Source: data 2025



Financial Literacy

Financial literacy can be defined as a state that includes an understanding of financial concepts, the ability to communicate that understanding, expertise in managing business finances, and the ability to make strategic and relatively accurate business decisions under certain conditions (Okeke, Bakare, & Achumie, 2024). Thus, providing adequate education to the public becomes crucial so that they can make more accurate financial decisions according to their personal financial needs, thereby maximizing the benefits obtained. This is relevant for both personal financial management and business financial management.

Based on the opinion of (Jumady, Alam, Hasbiyadi, Fajriah, & Anggraini, 2024), the measurement of financial literacy can be conducted through four aspects: basic understanding of financial management, debt management, savings and investment management, and risk management. Meanwhile, OJK defines financial literacy as an effort to improve the quality of financial decisions and an individual's capacity to manage finances. This serves as the foundation for decision-making with the goal of achieving financial stability, which not only comes from knowledge but also from skills, confidence, and how these are reflected in individuals' financial actions and behaviors in everyday life (Katnic, Katnic, Orlandic, Radunovic, & Mugosa, 2024). Key elements in financial literacy include a comprehensive understanding of financial principles, the ability to manage financial aspects for oneself and for businesses, as well as expertise and precision in making financial decisions in various situations (Graña-Alvarez, Lopez-Valeiras, Gonzalez-Loureiro, & Coronado, 2024). Financial literacy is an effective method for making decisions to achieve financial well-being, both for individuals and business operators. Previous studies have shown that individuals with good financial literacy will be able to plan and manage their finances (Yahya, Saputera, Hidayat, & Nurjanah, 2024)

Basic Banking Knowledge

To measure the basic banking understanding of business owners, three indicators are used: questions regarding the identity required when opening an account, the minimum amount of funds for account opening, and the minimum balance that must be in the account. The results of interviews with all MSME actors indicate that they understand the basic requirements in banking, such as the possession of an Identity Card (KTP), minimum initial deposit, and minimum balance required when opening an account. It appears that many MSME actors in the Ulos Crafts Center have utilized banking services, not only for personal needs but also to access external capital from banks.

(Everyone has a bank account, ma'am, because it's for saving money or borrowing money from the bank (Informant A)

Basic Financial Knowledge

In measuring the level of financial literacy, there are eight indicators used to identify the literacy level of business owners, namely: 1. Simple Interest; 2. Discount; 3. Inflation; 4. Time Value of Money; 5. Investment Products; and 6. Investment Risk.

Table 2. Tabulation of Basic Financial Literacy Answers

Indicator	Yes (%)	No (%)
Simple Interest	10%	90%
Discount	50%	50%
Inflation	80%	20%
Time Value of Money	60%	40%
Investment Products	20%	80%
Investment Risk	10%	90%

Source: data 2025

Table 2 presents a summary of the responses from the interview session between the researchers and the participants. Based on several questions posed, the inflation indicator became the area most dominated by the participants. "If my income increases 2 times compared to last year but the prices of goods also increase by 2 times." This means that my purchasing power is the same as the previous year. The majority of the participants were able to correctly confirm the statement. This shows that MSME actors are very familiar and have a good understanding of the concept of price increases or inflation.

However, regarding investment risk indicators, the majority of participants provided incorrect answers in confirming the statement we presented. "The investment risk in bonds is much greater than



the investment risk in stocks." Only 1 participant was able to correctly confirm the statement provided by the researcher.

This situation indicates that MSME actors do not yet have a deep understanding and lack information about various financial instruments in the capital market along with the associated risks. This situation poses a significant challenge for various parties to be more proactive in providing investment education to MSME actors. This step is crucial to protect the community from illegal investment practices. By providing comprehensive investment knowledge, it is hoped that MSME actors will increasingly understand the importance of investment to meet their financial needs in the future and to protect the value of their assets from the impact of inflation each year.

Financial literacy provides significant benefits, not only for individuals personally but also for those running businesses. Moreover, in today's digital era, MSMEs can utilize Securities Crowd Funding (SCF) through online platforms as a funding option besides traditional banking. This method allows for business development that tends to have a shorter process and requires lower costs. Although the funding mechanism through Supply Chain Financing (SCF) is similar to that in the Capital Market, there are significant differences in terms of scale and transaction frequency. Trading in the capital market can take place every business day throughout the year through the Stock Exchange, whereas funding through SCF is limited to the SCF Organizer platform with a maximum execution frequency of twice a year.

Understanding Basic Financial Knowledge aligns with the Theory of Planned Behavior (TPB), which assumes that individuals generally act with careful consideration and full awareness. They implicitly and explicitly evaluate the available information to consider the impact of their behavior. This theory emphasizes that a person's intention is the most significant and primary determining factor in predicting their actions (Yeo, 2024)

Financial Attitude

Financial attitude is the mental condition, perspective, and judgment of an individual regarding financial matters (Razak & Amin, 2020; Pankow, 2003). Previous studies have shown a significant correlation between how individuals approach financial attitudes and how these attitudes affect their financial management (Kaur & Sahni, 2024). This research investigates the financial attitudes of MSME actors, measured by their ability to make wise financial decisions, such as timely obligation payments and future-oriented financial planning. To understand this, the researchers posed a series of questions tailored to the context of MSMEs, including 1) Recording and bookkeeping practices, 2) Budget preparation, 3) Separation of personal and business finances, 4) Availability of reserve funds, 5) Protection planning, 6) Setting spending targets, and 7) Responsible debt management.

In this increasingly advanced digital era, especially due to the pandemic, MSME actors must adapt in order to survive. One of the ways that can be done is the shift from offline to online, both in payment systems and sales, becoming the focus. To complement the previous indicators, the researchers added several questions adapted from the MSME Financial Management Book published by OJK and Gojek, specifically regarding 1) the implementation of online payments and transactions, 2) the acquisition of business capital, and 3) the calculation and reporting of business taxes.

Conducting business recording and bookkeeping.

Keeping records and bookkeeping is one way for SMEs to manage their finances. With financial records, MSMEs can understand their business progress and use them as a tool to aid in decision-making. Furthermore, regular financial records are also an important factor for MSMEs to be considered bankable by banking institutions when applying for capital. Some information obtained by the researcher through interviews regarding the question "do you keep business records and bookkeeping," indicates that they do keep business records and bookkeeping, although in a very simple form. Here is the interview transcript with the informant:

(Lo iya, saya itu selalu mencatat di buku saya, hari ini belanja benang, belanja gatif, dll. Kalau ada penjualan ulos selalu saya catat...ya meski di buku tulis biasa yaa) Informan A

English version: Oh yeah, I always write it down in my book, today bought thread, bought fabric, etc. If there are any ulos sales, I always note them down... even if it's just in a regular notebook *Informan A*

In the context of a similar question, there is 1 informant who added the following response:

(Kadang lupa.... Tapi kalau inget ya langsung saya catat lagi di notesku (Informan C)

English version: Sometimes I forget.... But if I remember, I immediately write it down in my notes.



Creating a business income and expense budget

In order to keep business operations stable and long-lasting, it is important for entrepreneurs to prepare a well-thought-out budget. This aims to prevent the inflation of expenditure costs that can disrupt business continuity. From the interview results, no informants were found to have prepared an expenditure budget. However, the informant who works as a craftsman conveyed the following:

(Atkinson & Moffat) Kalo saya tidak nulis di buku. Cuma di kepala saya itu otomatis ada hitungane sendiri. Kalo saya mau produksi 1 ulos berarti nanti modalku berapa, untungku berapa itu sudah ada angka-angkanya di kepala (Atkinson & Moffat) (Informan E)

English version: If I don't write it in a book. It's just in my head, it automatically has its own calculations. If I want to produce 1 ulos, then I already have the numbers in my head for how much my capital will be and how much profit I will make.

Further confirming the above, informant F shared the same view by saying:

[...] Ga sempat buat penganggaran pak. Repot produksi, repot marketing jadi waktunya ga cukup pak [...] (Informan F)

English version: Didn't have time to make the budget, sir. Busy with production, busy with marketing, so there's not enough time, sir.

Separating personal finances from business finances

If business owners do not separate business and personal finances, it will be difficult to monitor and evaluate the financial condition of the business accurately. This has the potential to hinder business activity control. Moreover, for small and medium-sized businesses, healthy cash flow is the main foundation for smooth operations. Disruptions in cash flow will definitely affect the operation of the business. Entrepreneurs can manage their finances by separating incoming and outgoing funds as needed, even through personal accounts in different banks or traditional storage of funds at their residences, as revealed in the following interview results:

[...] Oh, iya kalau itu jelas Pak. Saya punya dompet tersendiri untuk nyimpan hasil penjualan ulos. Jadi saya ga takut uang itu kepakai untuk belanja sehari-hari. [...] (Informan D)

English version: Oh, yes, that's clear, Sir. I have a separate wallet to keep the proceeds from selling ulos. So I'm not afraid that the money will be used for daily shopping.

Providing reserve funds

Fluctuating economic conditions, including inflation, financial crises, and unexpected natural events, will impact businesses. To mitigate its negative impact, business operators should be able to identify potential risks and set aside adequate reserve funds. Several business operators set aside funds for unexpected needs, as revealed in the following interview results: *[...] Ada Pak kalau dana cadangan. Ini saya sisihkan untuk jaga-jaga kalau alat pada rusak. [...] (Informan A)*

English version: Yes, Sir, there is a reserve fund. I'm setting this aside just in case the equipment breaks.

However, there are also entrepreneurs who do not set aside emergency funds due to minimal profits, and this is justified by other entrepreneurs. *[...] Dana cadangan ga punya Pak. Hahahaha. Untungnya aja dikit, apalagi buat nabung. tidak cukup juga. [...] (Informan C)*

English version: I don't have any spare funds, sir. Hahahaha. Just a little profit, especially for saving. not enough either

Planning self-protection and business (the questionnaire does not accommodate questions related to self-protection and business)

Although performing well, MSMEs that neglect fund protection for themselves and their businesses (such as fire or accident risks) may face serious threats to the sustainability of their operations. The low awareness of the importance of self and business protection planning is reflected in the responses of MSME actors. The majority have BPJS for personal protection, but do not add it with other health insurance. The same thing happens with business protection, where most MSME actors have not yet taken the initiative to insure their business premises.

(Informant H) [...] Saya tidak mengasuransikan, karena bertennun depan rumah. Tapi kalau BPJS saya daftar bu, yang bayar setiap bulan itu. [...] (Informan H)



English version [...] I don't insure it because it's woven in front of the house. I don't have insurance because I weave in front of the house. But I registered for BPJS, the one I pay for every month. [...]

[...] *Semua anggota keluarga sudah terdaftar bu untuk BPJS, tapi ya tidak ikutan asuransi lainnya, mahal iaurannya. Kalau yang asuransi tempat produksi tidak ngerti soalnya.* [...] (Informan I)

English version: All family members are already registered for BPJS, ma'am, but... not joining other insurance, the premiums are expensive. If it's the production place insurance, I don't understand it because of that. [...] (Informant I)

Controlling and monitoring cash flow

The main focus of cash flow control and supervision in business is to monitor financial performance (profit/loss) periodically and to avoid detrimental actions. Without effective cash flow control and supervision, the risk of waste, embezzlement, or even misuse of company funds increases. When answering questions related to cash flow control and supervision, three respondents emphasized the importance of careful calculation for every expenditure to avoid waste, while seven other respondents disagreed.

[...] *tidak mesti Bu. Kalau ada waktu saya cek buku catatan saya trus saya itung arus kas masuk dan arus kas keluar. Tapi tiap hari kita udah capek produksi Bu, maklum karyawan saya ga banyak jadi saya harus bantu- bantu juga.* [...] (Informan A)

English version: [...] not necessarily, Ma'am. If I have time, I'll check my notes and then calculate the cash inflow and outflow. But every day we're already tired from production, Ma'am, you know, my employees are few so I have to help out too. [...] (Informant A)

Obtaining business capital

Obtaining business capital The need for substantial business capital is common in business development. When personal capital is insufficient, applying for a business loan often becomes an option. However, business owners often worry about the high interest burden, which they fear could hinder cash flow and add to the business's liabilities. In fact, with proper management, business loans can actually be an effective tool to accelerate business development. Responding to the question regarding taking out a business loan from the bank when needed, 55% of respondents agreed, 9% chose a neutral answer, and 27% disagreed.

[...] *kalau mau pinjam modal ke Bank, biasanya saya pinjam yang KUR Bu, Kredit Usaha Rakyat. tidak ribet syaratnya.* [...] (Informan F)

[...] *Kalau butuh modal dan pada waktu itu modal pribadi tidak ada, ya kita pinjam ke Bank Bu. Saya ke BRI bu, KUR, bunganya ga tinggi disitu* [...] (Informan D)

[...] *Tidak sampai pinjam ke Bank Bu, gantian pinjam ke toke biasanya.* [...] (Informan E)

English version:

[...] if I want to borrow capital from the bank, I usually borrow the KUR

Ma'am, People's Business Credit. the requirements are not complicated. [...] (Informant F)

[...] If we need capital and at that time personal funds are not available, we borrow from the bank, ma'am. If we need capital and at that time there is no personal capital available, then we borrow from the bank, ma'am. I went to BRI, ma'am, KUR, the interest rate there isn't high [...] (Informant D)

[...] Not even borrowing from the bank, usually taking turns borrowing from the shopkeeper. [...] (Informant E)

Managing debt wisely

Sometimes, business operators need funds to increase their business capital turnover, and one opportunity that can be utilized is borrowing funds from creditors. It can be from banks, financing institutions, family, or friends. However, there are several important aspects to consider regarding debt, namely: 1) Taking on debt only when necessary; 2) Ensuring debt is used for productive purposes; 3) Limiting total installments to a maximum of 30% of income; 4) Avoiding loans from illegal financial institutions; 5) Calculating repayment ability before taking on debt. When asked about reliable sources of loan funds, the majority of respondents mentioned banking as the primary choice to be used as needed. Here is the transcript of the interview with the informant:

[...] *Kemarin saya dapat KUR itu ya ta buat beli bahan benang baru Bu, biar ga bingung pas lagi banyak pesenan nanti.* [...] (Informan D)



[...] Saya kalau mau utang ke bank itu ngitung dulu, penjualan saya per minggu. Kira-kira cukup ndak untuk bayar cicilannya tiap bulan. Takut aku Bu kalau sampai ga bisa bayar cicilan, masa ma ugali lubang tutup lubang. [...] (Informan B)

English version: Yesterday I got the KUR, ma'am, to buy new thread supplies, so I won't be confused when there are a lot of orders later. Yesterday, I got that KUR to buy new thread materials, ma'am, so I won't be confused when there are a lot of orders later. Yesterday I got the KUR, ma'am, to buy new thread materials, so I won't be confused when there are a lot of orders later. [...] (Informant D) (Informant D)

[...] If I want to take a loan from the bank, I calculate first, my weekly sales. If I want to take a loan from the bank, I calculate my weekly sales first. Roughly, will it be enough to pay the installments every month? I'm afraid, Ma'am, if I can't pay the installments, it's like digging a hole to fill another hole. [...] (Informant B)

Implementing online payments and transactions

The wave of the Covid-19 pandemic dealt a heavy blow to MSMEs between 2020 and 2021. The implementation of the Large-Scale Social Restrictions (PSBB) policy caused many offline stores to cease operations. This situation makes it difficult for MSME actors, especially those who have not yet transitioned to digital platforms, to generate income. As a response, the utilization of online payment and transaction systems has become important so that MSMEs can continue to generate sales and facilitate access for customers. This also makes the business more developed and more competitive.

[...] Pas pandemi kemarin penjualan kita benar-benar turun. Untung saja saya diajari teman saya jualan di shopee. laku dikit-dikit. [...] (Informan J)

[...] Kalau saya memang dari awal di shopee Bu. Jadi pas pandemi kemarin tidak terdampak. Malah penjualan saya lagi banyak-banyaknya. [...] (Informan I)

English version:

[...] During the pandemic, our sales really dropped. Fortunately, my friend taught me how to sell on Shopee. selling little by little. [...] (Informant J)

[...] If I had been at Shopee from the beginning, Ma'am. So during the pandemic, I wasn't affected. In fact, my sales were at their peak. [...] (Informant I)

In addition to utilizing online shops, business operators can also implement various digital payment systems, including credit/debit cards, e-wallets (ovo, gopay, dana), and QR Codes (QRIS). This step aims to provide customers with convenient payment options during transactions, while also simplifying the financial recording process for business operators.

[...] Iya... yang langganan ke saya itu sukanya kalau bayar yang pakai scan-scan itu Bu. Saya malah senang Bu, praktis, ga ribet juga kalau kita ga punya uang kembalian. [...] (Informan I)

English version:

[...] Yes... my regular customers prefer to pay using the scan method, ma'am. I actually like it, Ma'am, it's practical, and it's not a hassle if we don't have change. [...] (Informant I)

Calculating and reporting business taxes

Tax is a mandatory amount of money that must be paid by both individuals and businesses to the state. For business operators, whether they operate offline or online, they still have to pay taxes according to the applicable regulations. Non-compliance in paying taxes can incur various sanctions, ranging from monetary fines, late payment interest, tax rate increases, to criminal charges.

[...] Saya belum pernah membayar pajak Bu, saya pikir itu untuk usaha yang omzetnya ratusan juta hehe... [...] (Informan A)

English version:

[...] I have never paid taxes, ma'am, I thought it was for businesses with hundreds of millions in revenue, haha... I have never paid taxes, ma'am, I thought it was for businesses with hundreds of millions in revenue, hehe... [...] (Informant A)



According to the Theory of Planned Behavior, attitude is one of the important determinants in guiding a person's actions, including in the financial context. Financial attitudes, which are the subjective views of individuals regarding the use and management of funds, play a role in the formation of financial decisions. A businessperson is considered to have a positive financial attitude if their mindset reflects a good understanding of money management principles, such as keeping business records, preparing budgets, and separating personal finances from business finances.

The better the financial attitude of the entrepreneur, the more prudent their financial behavior, which is demonstrated through responsible financial decision-making oriented towards improving quality of life.

CONCLUSION

Based on the analysis and discussion that have been conducted, it can be concluded that financial literacy provides significant benefits for the sustainability of businesses run by MSME actors in the Ulos Craftsmen Center. The limited knowledge of finance, both regarding the basics of banking and general financial principles, is experienced by some business operators. In addition, not all entrepreneurs exhibit a positive financial attitude. This condition is often triggered by the high level of business in running business operations, which results in a lack of ability to implement effective business financial management indicators.

It is expected that business operators with a sufficient level of financial literacy will be able to manage their business finances effectively, have a greater potential to obtain banking support (bankable), and be able to compete more competitively. In addition to mastering financial knowledge, possessing a proficient financial attitude is also a necessity. Financial knowledge without being complemented by a positive attitude will not result in optimal management and will not have a good impact on the sustainability of the business. Therefore, a commitment from business actors is also needed to be willing and able to apply their understanding of financial management, both for short-term and long-term goals.

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