

## TRAINING ON THE USE OF THE CASHIER APPLICATION AND CREATION OF A COMPANY PROFILE WEBSITE TO INCREASE RM'S INCOME. INTAN SARI MEDAN

Inneke Qamariah<sup>1</sup>, Malinda Sari Sembiring<sup>2</sup>, Fauziah Kumalasari<sup>3</sup>, Dio Agung Herubawa<sup>4</sup>

<sup>1,2,3,4</sup>Faculty of Economics and Business, Universitas Sumatera Utara

Corresponding E-mail: [inneke.qamariah@usu.ac.id](mailto:inneke.qamariah@usu.ac.id)

### Abstract

There are many Padang restaurants in Medan city with a variety of advantages. Intense competition of course means that partners must be ready to carry out the best strategic management they can, both in the areas of food production, financial management, service, and realizing the importance of promotions for increasing income. RM location. Intan Sari is very strategic as a place of business. This can be seen from the area which is busy with people and along the road there are many eating places offering various types of food. This of course creates business competition between traders there. So a better marketing strategy is needed to support increased income. Based on the results of interviews and observations conducted, several obstacles were found that resulted in partners not being able to compete with similar businesses, such as financial management that was not yet transparent and accountable, marketing techniques that were still conventional, sales volumes that were not optimal and facilities and infrastructure/facilities that were inadequate. Through this program, the implementing team offers several solutions in the form of training and assistance in using the cashier application, providing digital-based marketing assistance and training by creating company profile websites and official partner social media accounts, providing equipment assistance to increase sales volume and providing facility assistance (desk sets and seats) to improve excellent service. So that in the end there will be an increase in income at R.M Intan Sari Medan.

Keywords: *Restaurant, Cashier Application, Company Profile Website, Income*

### 1. INTRODUCTION

This community service aims to support the welfare of Micro, Small and Medium Enterprises (MSMEs) and encourage an entrepreneurial spirit among the community. Entrepreneurship refers to a person's enthusiasm, attitudes, actions, and abilities in managing a business or activity with the aim of increasing efficiency, providing better services, and achieving greater profits. The success of a business is influenced by several factors, including financial management, marketing and excellent service. Capital, skills, human resources and labor are the requirements needed to become an entrepreneur. One important issue that is often faced is capital problems and good financial management requires transparent and accountable record keeping. When it comes to marketing, promotions and branding play an important role in increasing profits. Lack of promotion can make it difficult for MSMEs to compete with similar competitors. Apart from that, online sales and marketing have not been utilized optimally. In order to increase income, efforts are needed to help MSMEs carry out digital promotions through social media and providing a company profile website. This aims to ensure that more people know about MSMEs and have an impact on increasing income. Through this community service activity, it is hoped that MSMEs can improve their managerial skills, transparent financial management and effective marketing. This will make a positive contribution in developing MSMEs, strengthening the local economy, and improving the welfare of society as a whole.

RM Intan Sari is one of the MSMEs that has been established since 2010 and currently has 9 (nine) employees. This restaurant is located on Jl. Tempuling No.134 Medan and very strategically

close to several universities and busy centers. This restaurant has a Padang restaurant concept by providing a menu of typical Padang dishes, such as rendang, balado beef jerky, kalio, sour padeh fish, and so on.



Figure 1. Front view of RM. Intan Sari

## 2. PARTNER PROBLEMS

Based on the results of interviews and observations conducted, several obstacles were found which resulted in partners not being able to compete with similar businesses. This can be seen from the sales side and financial management. Therefore, training is needed to improve skills and have an impact on increasing partner income.

The following is a description of the problems faced by partners:

1. Financial management that is not yet transparent and accountable
2. Marketing techniques that are still conventional
3. Sales volume is not yet optimal
4. Inadequate facilities and infrastructure/facilities

Referring to the description above, community service activities are needed at RM Intan Sari Medan to increase sales and improve financial management so that it is transparent and accountable.

## 3. SOLUTIONS OFFERED

The problems faced by partners require real solutions. This community service activity will offer the following solutions:

1. Carrying out training and assistance in using the cashier application.
2. Provide digital-based marketing assistance and training by creating company profile websites and official partner social media accounts.
3. Providing equipment assistance to increase sales volume.
4. Providing assistance with facilities (sets of tables and chairs) to improve excellent service.

The proposed activity plan to achieve the above objectives is as follows:

1. Training in using cash registers: This is expected to help partners in carrying out financial records and managing finances more clearly and transparently.
2. Training to improve the quality of human resources in the use of technology: In this stage, partners are helped to become familiar with digital marketing forms and various social media accounts that can help partners get closer to customers. So that later it can have an impact on increasing partner income.
3. Providing facility assistance (sets of tables and chairs) to improve excellent service: The facilities and infrastructure or facilities needed to operate a restaurant business are very important in providing a good experience to customers and ensuring operational

efficiency. It is hoped that the provision of several sets of tables and chairs can accommodate more customers in the future.

Through the implementation of service on September 5 2023 and September 21 2023, the service team has succeeded in providing concrete solutions to overcome the problems faced by partners. The following is an explanation of the solutions that have been implemented: On September 5 2023, the activity carried out was training in the use of cash register machines. The service team successfully carried out training aimed at assisting partners in carrying out clearer and more transparent financial records and financial management. Through this training, RM owners and employees. Intan Sari Medan was given an in-depth understanding of cashier application features, sales data input techniques, stock management and financial reporting.



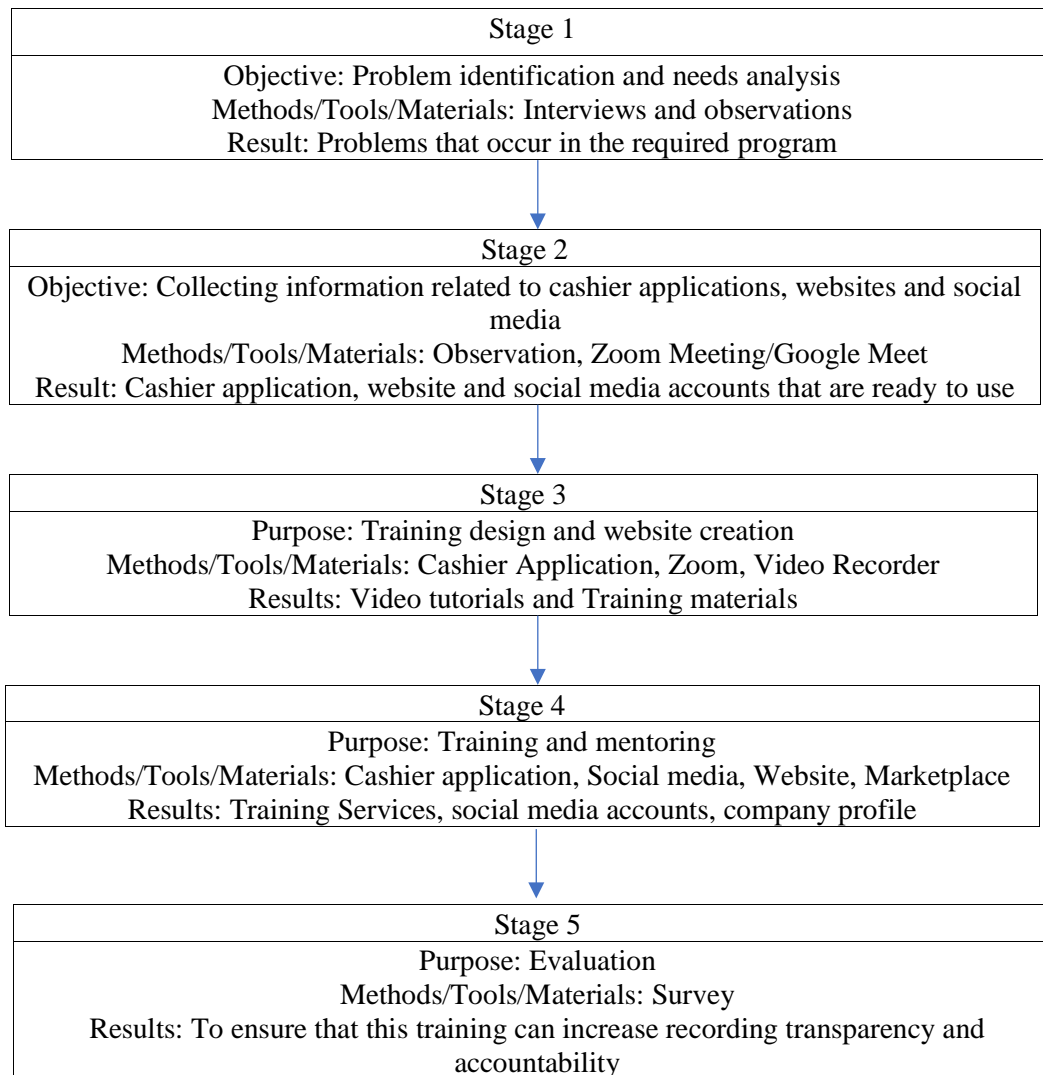
**Figure 2.** Cash Register Assistance and Training

Training to Improve the Quality of Human Resources in the Use of Technology also implemented. This stage involves mentoring and training to strengthen partners' abilities in utilizing digital marketing technology. Partners are introduced to various forms of digital marketing and relevant social media accounts. It is hoped that this understanding will help partners get closer to customers and increase revenue. On September 21 2023, the service team provided facility assistance (Set of Tables and Chairs). These facilities and infrastructure are very important in a restaurant business to provide a good experience to customers. With the addition of tables and chairs, it is hoped that RM. Intan Sari Medan can accommodate more customers, increasing service, and thus, revenue potential. Through these steps, the implementation of community service has provided concrete solutions aimed at increasing operational efficiency and RM income. Intan Sari Medan. It is hoped that this solution can help partners overcome previously identified

obstacles and become a solid foundation for increasing the competitiveness of MSME businesses in the culinary sector.

#### 4. PROCESS PERFORMED

Based on the problems and solutions offered, community service activity plans will be carried out through the following stages:



The first stage in implementing community service is identifying problems and analyzing partner needs. Through interviews and observations, we found that our partner, namely RM Intan Sari, has urgent needs regarding training and assistance in using the cashier application, as well as managing social media and websites. So far, they still use manual financial recording using cash books. The second stage involves collecting relevant information regarding cashier applications, websites, and social media management. We will conduct thorough research to understand the cashier application features that suit RM Intan Sari's needs. Apart from that, we will study the principles of attractive and effective website design, as well as marketing strategies via social media. The third stage is designing training and creating a website that suits partner needs. The community service team will design a training module in the form of a video tutorial that will be

delivered before and during the training session. This video tutorial will guide partner employees in using the cashier application and social media management in a practical and interactive way.

All of these stages are designed to ensure that training can run effectively and efficiently. Through a structured approach, our partners will gain an in-depth understanding of the use of cashier applications, website management, and marketing strategies via social media. This way, they can implement these changes directly in their operations, increasing efficiency and increasing RM Intan Sari's income.

**Table 1** Training Materials

Material	Sub-Material
Use Cashier Application	<ul style="list-style-type: none"> <li>• Steps to open the application</li> <li>• Steps for entering transactions</li> <li>• Steps to normalize errors</li> </ul>
Use Website	<ul style="list-style-type: none"> <li>• Steps to open the website</li> <li>• Steps to manage a website</li> </ul>
Use Social media	<ul style="list-style-type: none"> <li>- Steps to enter a social media account</li> <li>- Steps to manage social media accounts</li> </ul>

Practical training is an important part of this method, where RM owners and employees. Intan Sari Medan will receive direct training regarding the effective use of the cashier application. This training will include an understanding of application features, sales data input techniques, stock management, and financial reporting. Apart from that, the training will also include creating an attractive and informative company profile website, so that owners and employees can make optimal use of it. Furthermore, mentoring and field practice will be carried out to ensure successful implementation of the cashier application and company profile website. Lecturers and accompanying teams will provide direct guidance to owners and employees in overcoming technical obstacles, provide practical advice, and share examples of effective use. This assistance aims to ensure that the technology implemented can have a positive impact and increase operational efficiency and RM income. Intan Sari Medan.

In addition, business consultation sessions will be conducted to assist RM owners. Intan Sari Medan identifies opportunities to increase income. Through in-depth discussions, lecturers and the team will provide strategic advice in terms of marketing, improving product and service quality, as well as developing innovations that can encourage revenue growth. Evaluation and monitoring will be an important step in ensuring successful implementation, where monitoring of the use of the cashier application, evaluating the impact on operational efficiency, and increasing revenue will be carried out regularly. Lastly, public outreach will be carried out to spread the benefits of using a cashier application and having a company profile website for MSMEs. Through outreach sessions, lecturers and the team will share knowledge and experience with other MSME owners around RM. Intan Sari Medan. It is hoped that this will provide inspiration and encourage the adoption of similar technology among other MSMEs. By implementing this structured and measurable implementation method, it is hoped that RM. Intan Sari Medan and surrounding MSMEs can make good use of the cashier application, increase operational efficiency, increase income, and contribute to the growth of entrepreneurship in society.

## 5. RESULTS AND OUTCOMES ACHIEVED

In resolving the problems that exist with RM. Intan Sari Partners, we carry out mentoring and training activities with various materials to help partners develop their business. The training was

held on 5 and 21 September 2023, providing material on the use of cash registers with the aim of providing more transparent and accountable financial management, marketing techniques using online media, and the importance of providing adequate facilities and infrastructure as a form of service to customers. Some descriptions of partner problems include financial management that is not yet transparent and accountable. Financial management that is not transparent and accountable can be a serious problem for restaurant businesses. This can result in financial losses, internal conflicts, and can even lead to business failure. The following are several steps that can be taken to ensure more transparent and accountable financial management in the restaurant business:

- Separation of Personal and Business Finances: Make sure to separate personal and business finances by opening a dedicated business bank account. Avoid mixing personal funds with business funds.
- Record All Transactions: Carry out detailed records of all financial transactions related to the restaurant business. This includes income from sales, expenses for raw materials, employee salaries, and all other costs.
- Use Accounting Software: Consider using accounting software that can help to manage financial records more systematically. This will make it easier to track income and expenses, and make it possible to produce clear financial reports.
- Always have proof of transactions: Make sure there is always physical or digital proof for every financial transaction you make. This includes invoices, payment receipts, and other records. By having strong evidence you can avoid confusion or conflict in the future.
- Regular Bank Reconciliation
- Implement an Approval System
- Internal Auditing
- Openness with the Team: Explain to the team, especially to finance staff, the importance of transparency and accountability in financial management. Provide training if necessary and ensure they understand the importance of recording and reporting all transactions properly.
- Continuous Evaluation and Improvement: Continuously evaluate and improve the financial management process. If any problems or errors are detected, correct them immediately and take steps to prevent them from happening in the future.
- Consult with a Financial Expert: Transparent and accountable financial management is the key to long-term success for a restaurant business. This not only helps to avoid legal and financial problems, but also builds customer and employee trust.

In this service, partners are provided with material understanding of financial management and are provided with assistance for cash registers as a tool to control cash inflow and outflow so that financial management is more transparent and accountable. Assistance and training in using cash registers have also been provided to partners. Regarding conventional marketing techniques, online marketing is an effective way to promote restaurant businesses to a wider range of customers. Here are some online marketing techniques that can be applied:

- Creation of an Attractive Website
- Search Engine Optimization (SEO)
- Content Marketing
- Social media
- Influencer Marketing
- Paid Advertising on Social Media
- Email Marketing
- Google My Business
- Online Ordering and Delivery
- Google Ads
- Video Marketing

- Use of Messaging Apps
- Use of Technology
- Performance Analysis
- Data Driven Marketing

Monitoring and evaluating the effectiveness of marketing strategies needs to continue. Partners must be able to adapt to changes in their customers' needs and behavior. Online marketing is a powerful tool for increasing RM visibility. Intan Sari and attract new customers. In this case, the service team helped to create an official website (company profile website) for RM. Intan Sari that is responsive, easy to navigate, and contains important information such as menus, addresses, operating hours and telephone numbers. This is expected to help with promotion and later increase RM's income. Intan Sari. The problem of sales volume not being optimal encourages the service team to make efforts to encourage an increase in sales volume. This is done because it has various benefits and positive impacts on business, such as increasing income, progressing business scale, and long-term business sustainability. Several strategic steps that can be considered to increase restaurant sales volume include:

- Customer and Competitor Analysis: this is something partners need to do because partner locations are close to other eating places that offer various types of food.
- Attractive Menu: the menu served by partners is very diverse and interesting and needs to be continuously developed.
- Competitive Prices: the prices offered by partners are still relatively affordable for various groups of people.

Apart from that, the things that partners need to pay attention to are:

- Promotion and Marketing
- High Food Quality
- Superior Customer Service
- Provision for Online Ordering
- Provision for Special Events
- Marketing Through Online Reviews
- Certain Promotions
- Local Business Partnerships
- Use of Local Media
- Sales Data Analysis
- Use of Technology
- Continuous Evaluation

Increasing sales volume definitely requires time and consistency. If an entrepreneur has a good plan, is committed to quality, and focuses on the needs of his customers, he will be successful in increasing sales volume in his restaurant. The facilities and infrastructure or facilities required to operate a restaurant business are very important in providing a good experience to customers and ensuring operational efficiency. The following are some of the facilities and infrastructure that are generally needed for restaurants:

- Food Area: ensure a sufficient number of tables and chairs to accommodate the number of customers, a good layout and attractive decoration
- Kitchen: availability of cooking equipment, work table and preparation area, refrigerator and freezer, cutting tools and other kitchen equipment, good ventilation system to avoid smoke and odors.
- Storage Area: Dry storage, additional refrigerator and freezer

- Hygiene Facilities: Dish washing area, toilet and sink, efficient waste management system.
- Technology and Electronic Devices: cashier equipment, computers and restaurant management software, free WiFi for customers, security systems such as CCTV cameras.
- Rooms for Customer Service: waiting room, VIP room or private room.
- Parking area
- Order Receiving and Delivery Facilities
- Security Facilities
- Provision for Special Needs
- Facilities for Employees: rest room or cafeteria for employees, warehouse or employee storage for work equipment and clothing.

At RM. Intan Sari provides adequate facilities and infrastructure, but to attract more customers, of course there is still a lot that needs to be improved. Apart from physical facilities and infrastructure, it is also important to equip it with an efficient management system and well-trained staff to run restaurant operations smoothly. All these facilities must be properly maintained to remain in good condition to enhance the customer experience and ensure the safety and well-being of staff. On this occasion, the service team explained the role of adequate facilities and infrastructure in supporting increased income and at the same time provided assistance with several sets of tables and chairs so that they could accommodate more customers in the future.

## 6. CONCLUSION

The implementation of this community service has had a significant positive impact on partners, especially the Intan Sari Medan Restaurant (RM). Partners have experienced improvements in more transparent financial management, implementation of digital-based marketing strategies, increased sales volumes, and improvements in service facilities. This has contributed to increasing partner income. Through the training and mentoring that has been carried out, partners have developed better skills and understanding regarding technology, financial management and marketing. This has helped them manage their businesses more efficiently and compete in the digital era. The service team has worked with high commitment in implementing this activity. Good collaboration between the service team, partners and accompanying students has been the key to the successful implementation of the solutions that have been offered.

## 7. SUGGESTION

1. Continuous Monitoring and Evaluation: To ensure the sustainability and effectiveness of the solutions that have been implemented, continuous monitoring and evaluation of partner performance is required. The service team needs to schedule regular visits and monitoring to ensure that the improvements that have been achieved can be maintained.
2. Continued Development: Partners need to continue to develop their capacity in financial management, digital-based marketing and the use of technology. We recommend that partners continue to engage employees in advanced training and regularly update marketing strategies to remain competitive in a dynamic marketplace.
3. Extension Support and Experience Sharing: We encourage partners to be active in public outreach activities and share experiences with other MSMEs in the community. By sharing experiences, partners can provide inspiration and support the development of other MSME businesses.
4. Publishing and Disseminating Results: The results and learning from this service should be published in the form of reports, papers, or presentations to encourage wider



dissemination of knowledge in the academic and business communities. This can also support recognition and appreciation of the contribution of the service team.

By implementing the suggestions above, it is hoped that the success that has been achieved in implementing this service can continue and provide greater benefits for partners, the service team and the surrounding community.

## REFERENCES

- Anugrahpratama.com. (2016). Ini Pentingnya Company profile Bagi Perusahaan yang Perlu Dipahami. Diambil dari: <http://www.anugrahpratama.com/services/pentingnyacompany-profile-bagi-perusahaan/>.
- Jauhari, Jaidan. 2010. Upaya Pengembangan Usaha Kecil dan Menengah (UKM) dengan Memanfaatkan ECommerce. *Jurnal Sistem Informasi (JSI)*, 2, 150- 168.
- Maimunah, M., Sunarya, L., & Larasati, N. (2012). Media Company profile Sebagai Sarana Penunjang Informasi dan Promosi. *Creative Communication and Innovative Technology Journal*, 5(3), 281-301.
- Sriyana, J. (2010). Strategi Pengembangan Usaha Kecil dan Menengah (UKM): Studi Kasus di Kabupaten Bantul. *Simposium Nasional 2010: Menuju Purworejo Dinamis dan Kreatif*, h. 79-103.
- Sulistyawati, Ni Made Arie dan Ni Ketut Seminari. 2015. "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Restoran Indus Ubud Gianyar". *E-Jurnal Manajemen Unud*, Vol.4, No. 8.
- Suryana, Popo and Mohammad Rifal Haryadi. 2019. "Store Atmosphere and Promotion on Customer Satisfaction and Its Impact on Customer Loyalty". *Trikonomika* Vol.18, No.1
- Tresiya, Dhita, Djunaidi dan Heri Subagyo. 2018. "Pengaruh Kualitas Pelayanan Dan Kenyamanan Terhadap Kepuasan Konsumen Pada Perusahaan Jasa Ojek Online GoJek Di Kota Kediri". *JIMEK – Volume 1 Nomor 2*.
- Tjiptono, Fandy. 2007. *Strategi Pemasaran*. Edisi Pertama. Yogyakarta: Andi Offset.
- Tjiptono, Fandy and Gregorius Chandra. 2011. *Service, Quality & Satisfaction* Edisi 3. Yogyakarta: ANDI.