



Enhancing English and accounting skills through a VOCABING-based technology program for MSMEs in Kediri

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ARTICLE INFO	ABSTRACT
<p>Article history Received: 2023-10-02 Revised: 2024-02-06 Accepted: 2024-05-24 Published: 2024-06-05</p> <p>Keywords Accounting technology Economic empowerment Integrated training Vocabulary building</p>	<p>Digital economic transformation which is the impact of technological development changes the perspective of Indonesian on economic behavior. The use of technology in economics activity is increasing nowadays. It impacts on the development of the economic sectors. Macro, Small and Medium Enterprises (MSME) one of the business roles in Indonesia have to do some innovation for its existing in today's trading world. The strategy that can be implemented for facing that case is by adapting the technology use and enhancing the quality of human resources through increasing competence and skills. Considering that the performance of an organization is determined by the human resources it has. Community service program through Integrated Training; Vocabulary Building & Accounting (VOCABING)-Based Technology needs to be held for MSMEs in Kediri. These activities include training in English and the Use of Accounting Technology for improving MSMEs skill. It is based on vocabulary mastery which influence the ability to understand the complex information and instructions. The activity held two days series through four steps; planning, implementation, evaluations, and reporting. For proving the training's goals, it used tests and assessment. The results showed that there was an increase of 12.5% in the final English test score and participants completed the work instruction assessment correctly.</p>
<p>Kata Kunci Membangun kosakata Pelatihan terpadu Pemberdayaan ekonomi Teknologi akuntansi</p>	<p>Meningkatkan kemampuan bahasa Inggris dan akuntansi melalui program teknologi berbasis vocabing untuk UMKM di Kediri. Transformasi ekonomi digital yang merupakan dampak perkembangan teknologi mengubah cara pandang masyarakat Indonesia terhadap perilaku perekonomian. Aktivitas ekonomi berbasis teknologi semakin meningkat kapasitasnya dewasa ini, sehingga berdampak pada perkembangan sektor perekonomian. Usaha Makro, Kecil dan Menengah (UMKM) salah satu pemeran bisnis diharuskan melakukan inovasi supaya tetap bisa eksis di dunia perdagangan. Strategi yang dapat diterapkan adalah dengan melakukan adaptasi penggunaan teknologi dan meningkatkan kualitas sumber daya manusia melalui peningkatan kompetensi dan keterampilan. Mengingat kinerja suatu organisasi ditentukan oleh sumber daya manusia yang dimilikinya. Program pengabdian kepada masyarakat melalui Pelatihan Terpadu; Vocabulary Building & Accounting (VOCABING) Berbasis Teknologi perlu diadakan bagi UMKM di Kediri. Kegiatan tersebut meliputi pelatihan Bahasa Inggris dan Pemanfaatan Teknologi Akuntansi untuk meningkatkan keterampilan UMKM. Hal ini didasarkan pada kebutuhan penguasaan kosakata yang mempengaruhi kemampuan memahami informasi dan instruksi yang kompleks. Kegiatan pengabdian ini dilaksanakan dua hari berturut-turut melalui empat tahap berupa; perencanaan, pelaksanaan, evaluasi, dan pelaporan. Untuk mengukur keberhasilan pelatihan digunakan tes dan form penilaian instruksi. Hasil pelatihan menunjukkan terdapat peningkatan nilai tes akhir bahasa Inggris sebesar 12,5% dan peserta mampu menyelesaikan penilaian instruksi kerja dengan tepat</p> <p style="text-align: right;">Copyright © 2024, Prasongko et al This is an open access article under the CC-BY-SA license</p> <div style="text-align: right;">  </div>

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INTRODUCTION

Information technology is now evolving exceptionally fast. This is indicated by a paradigm change in human existence focusing on automation and collaboration in technology. Due to this development, known as digitalization, information and communication technology (ICT) is now widely used in every sector of society. The economics is one of the sectors

that is impacted by technological development. People are currently taking on technology as a tool for financial transactions, and this phenomenon, known as the digital transformation (Kraus et al., 2021; Premana et al., 2020; Schwertner, 2017). The economic revolution towards digitization in Indonesia has also provided a number of advantages for businesses that can survive and develop its self (Fitari & Hartati, 2022; Rahayu et al., 2023; Ravindra Putra et al., 2022). On the other hand, the study's findings show that the growth of Indonesia's digital economy is adequate to effect Indonesia's Gross Domestic Product (GDP); increase productivity, increase production, consumption and distribution; economic growth in various sectors (Aprilia et al., 2021; Azhar & Nawawi, 2022; Natsir, 2021; Nurul Badriyah et al., 2023; A. A. Putri & Nurhuda, 2023; Utami & Maulana Baihaqi, 2020).

A key milestone in enhancing the Indonesian economy is the expansion of Micro, Small, and Medium-Sized Enterprises (MSMEs). According to data provided by the Ministry of Cooperatives and Small and Medium Enterprises (KEMENKOP UKM) in 2022, 8.71 million MSMEs are expected to exist in Indonesia (A. M. H. Putri, 2023). According to data provided by the Ministry of Finance of the Republic of Indonesia, MSMEs contributed more than 90% of all business activity globally and accounted for more than half of all jobs. Due to the large number of MSMEs and its high employment capability, Indonesia has the potential for a strong national economic basis (Hidayat et al., 2022; Nainggolan, 2020; Vinatra et al., 2023).

As business companies in the era of the digital economy, MSMEs see this as an opportunity for the business they are involved in. Mastering technology is essential for those in the MSME sector since a company's ability to adapt to technological advances is one of its determining elements. In spite of how straightforward it is to create an online-based MSME company, as higher-quality human resources are needed, which calls for more competitiveness in this sector. The human resources an organization has influence the extent to which it functions. The quality of human resources has a significant impact on the achievement of organizational objectives and operations. Human resources determine organizational success (Apriliana & Nawangsari, 2021; Badawi et al., n.d.; Kakilo et al., 2022).

In Dawuhan Kidul Village, Papar District, Kediri Regency, Dian Coklat, one of the MSMEs in the food product processing industry, is yet to have adopted the chance of using information technology to manage her business. Due to inadequate skill with technology-based accounting software and a poor understanding of the English language in existing apps, financial management is now just simple bookkeeping. This company survived for more than 15 years because to basic administration and experience-based business management.

Based on these problems, a community service program was implemented in the form of Integrated Training; vocabulary building & accounting- (VOCABING)-based technology for UD Dian Cokelat employees as MSMEs. This activity implemented aims for developing technologically advanced MSMEs, it is expected that this activity will increase the quality of human resources by supporting them to master basic accounting English vocabulary for use in in terms of technology-based accounting applications.

METHOD

Community Service Activities with the Integrated Training concept were carried out for 40 members of UD. Dian Coklat employees. It is An MSME food product processing industry located in Dawuhan Kidul, Kediri, East Java. The participants that contribute in this activity are production, warehouse, and administrative employees. Integrated training activities an integrated training program aimed at enhancing English and accounting skills related to technology which are carried out sequentially. The instrument used in this activity is a vocabulary paper test which consists of a pre-test and post-test with the aim of measuring the success of the training carried out, apart from that, to measure the success of accounting skills for the treatment given, assessment work instruction using Ms Excel is used.

The method used in this activity are Planning, implementation, evaluation, and reporting are the four initial stages in the process and technique for carrying out the objectives of this Integrated Training; vocabulary building & accounting- (VOCABING)-based technology for UD Dian Cokelat employees. The following flow diagram at Figure 1 shows the steps of community service activity.

According to the flowchart above, the following procedure is used to implement community service activities:

Planning

The first step is doing a survey. The team discussed and coordinated the issues faced by MSME Dian Cokelat in order to identify the best type of service activities and teaching method that could assist with solving the issues. The timing of events and field introduction are also decided at this stage.

Implementation

Based on the results from the field investigations, a service activity model was developed for MSME Dian Coklat employees requiring integrated training to increase English proficiency and training in the use of technology-based accounting tools. VOCABING based technology is an integrated training program aimed at enhancing English and accounting skills related to technology. Service activities were carried out over the course of two days series.

The first day began with a vocabulary pre-test to assess the level of vocabulary mastery owned by MSME Dian Coklat employees. After that, training sessions aimed to improve vocabulary mastery using presentation and drilling techniques were conducted. Following that, the project continued on to defining fundamental accounting skills mastering by the

employees, then providing training materials for using technology-based accounting programs, especially for warehouse and administrative staff.

On the second day, series of training sessions were conducted in the form of word games with the intention of enhancing the employees' English vocabulary. Microsoft Excel training was also offered on the same day as an accounting-related technology training exercise. Due of its comprehensive capabilities and compliance with office requirements, the team selected Microsoft Excel as a learning tool. Owner Dian Coklat also used Ms Excell to record cash flow, products flow, sales plan recaps, and purchase and sales notes is the basis for this usage. Training is intense and focused on using basic skills to provide operational assistance. An assessment survey and a post-activity vocabulary test were handed out to conclude the session. The goal of the test and survey findings is to find out how much employee vocabulary has improved and how respondents feel about the implementation of service activities.

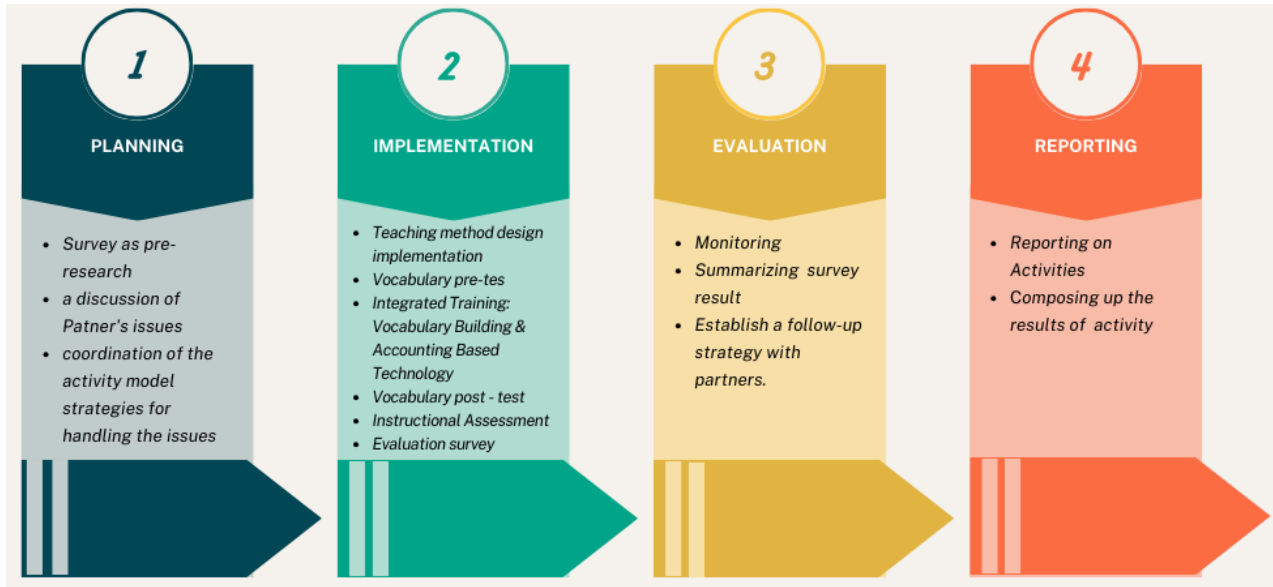


Figure 1. An illustration steps of the community service project

Evaluation

The aims of community service activities are intended to be evaluated in order to determine their success. Monitoring partner feedback on the impact of vocabulary development and Accounting-Based Technology activities is one of the activities. The summary of survey findings serves as an indicator of how successfully community service are accomplishing its objectives.

Reporting

The findings indicating benefits are presented to the community and used as a guide for similar activities by compiling all information about service activities into a written document including a summary and comprehensive outcome of the activity.

RESULTS AND DISCUSSION

A multiple-choice exam was distributed to MSME Dian Coklat employees to measure their English vocabulary. 40 training participants took the vocabulary exam, and the findings revealed 4 value classes which defined the groups of Dian Coklat MSME employees as it relates to their English language proficiency. There are four groupings: excellent, good, fair, and poor. Grades are determined by how many multiple-choice questions regarding common, daily vocabulary and the subject of economics are answered correctly. As shown in the table 1 below, each categorization indicates the number of test results in each group.

Table 1. pre-test results

No	Classification	Range Score	Frequency	Percentage
1	Excellent	86 - 100	5	13%
2	Good	71 - 85	12	30%
3	Fair	56 - 70	15	38%
4	Poor	≤ 55	8	20%
Total			40	100%

Based on Table 1, it is known that 38% of all employees have fair or above-average level of vocabulary mastery. There are 15 employees in total, which indicates that there is a need for improving in the form of language mastering abilities. After carrying out Vocabulary Building activities with presentation models, drilling and games, the test results were obtained as in the table 2.

Table 2. post-test results

No	Classification	Range Score	Frequency	Percentage
1	Excellent	86 - 100	10	25%
2	Good	71 - 85	17	43%
3	Fair	56 - 70	9	23%
4	Poor	≤ 55	4	10%
Total			40	100%

Table 2 shows that the excellent category, with 43% of the total classifications, most accurately describes the employees' mastery of the English language. It may be concluded based on the pre-test findings in table 1 that the value of employees' language mastering skills has increased. so that workers' English abilities might be improved through vocabulary building exercises done during community service. This is based on test results that the employees test scores have improvements in every value group categorization, as shown in the figures below.

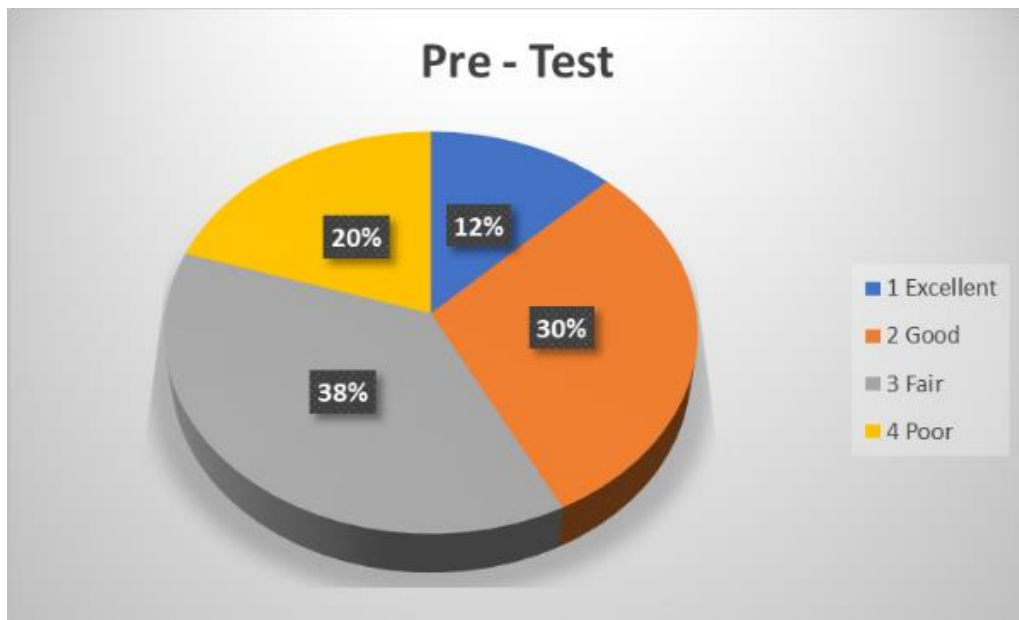


Figure 2. Pre-test results

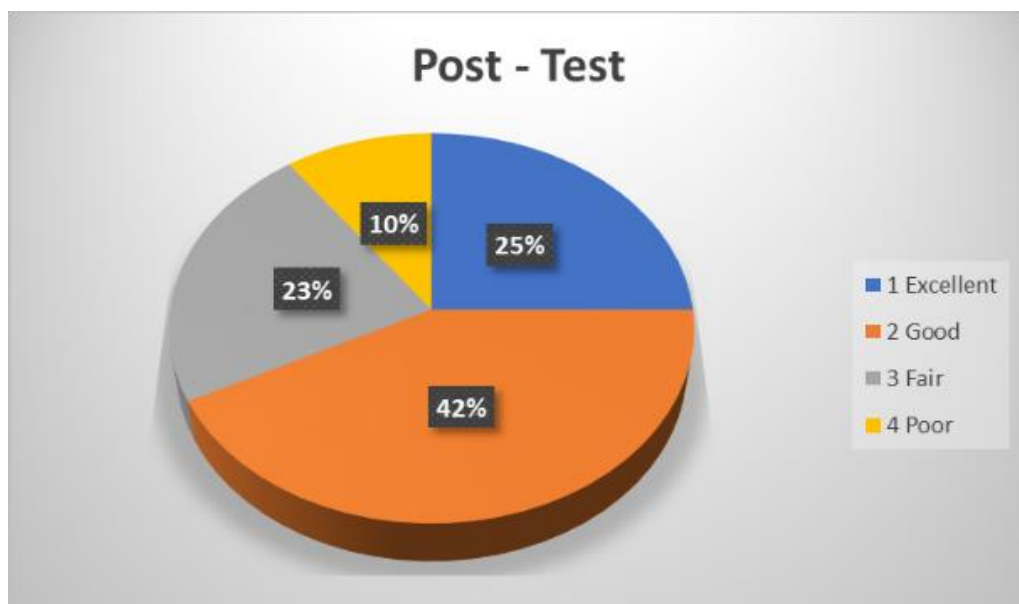


Figure 3. Post-test results

The findings revealed a change in post-test scores for the classification group of excellent 12%, good 13%, fair 15%, and 10% in that order. From figures 2 and 3 it can be concluded that the increase in the average value for each classification is 12.5 %. It shows that by the training can increasing the employees' personal vocabularies. An English language improvement training model using a similar method has also been successfully implemented (Amri et al., 2020; Andy & Muzammil, 2018; Azir, 2021). This result also inline by the research held that by Increasing a person's vocabulary is essential for improving comprehension since it enhances competence and self-assurance as well as communication efficiency (Kurniawati & Karsana, 2020).

The ability to understand vocabulary in vocabulary building activities before will influence technology-based accounting activities. It is carried out by training the employees at the office administration and warehouse staff how to operate Microsoft Excel. The outcomes of the planning step indicate that the staff does not have the skills needed to use the Microsoft Excel software. This provides a basis for implementing thorough instruction for using Microsoft Excel for office administration tasks. Training exercises were well conducted. The effectiveness of the activity is evaluated via assessing the practical outcomes of the participants in completing assessment questions in the form of work instructions in the format of skills in creating purchase and sales notes, product flow records, and breakdowns of sales schedules. Participants in the training activity seemed to be paying close attention to the material that was presented and engaging in lively discussions. In the final stage of the activity the participants have to full fill the evaluation survey. According to the findings of the evaluation survey conducted at the conclusion of the program, this service activity was highly beneficial, entertaining, and needed in everyday activities, particularly in the workplace. Additionally, they expect that in the future, similar actions will be taken. This result is in line by the study's findings held by (Farina & Opti, 2023; Fujianti, Wulandjani, & Susilawati, 2019; Fujianti, Wulandjani, Susilawati, et al., 2019; Husna, Lidya Rikayana, et al., 2020; Wahyuningsih, 2019), it shows that training positively and significantly affects employees' productivity, which means that implementing of training will increase their productivity (Farina & Opti, 2023; Husna, Rikayana, et al., 2020).

CONCLUSION

The community program was successfully conducted. The integrated training of Vocabulary building and accounting-based technology are able to increase English language skills and accounting technology skill for Dian Coklat MSME employees based on the outcomes of community service activities. Based on vocabulary test, it finds that each value categorization has seen an average rise of 12.5%. The training result prove that employees can correctly complete work instruction assessments using Microsoft Excel, it is also indicators of accomplished activity objectives. According to the findings of the service team's review of the upcoming community service projects, the time for activity allocation should be increased and more digital accounting resources should be made available for further reference as needed. Furthermore, the collaboration does not stop at this step. A follow up of this program is being prepared. As briefly mentioned in the observation step, need analysis has ben accepted . Both the community service team and owner of UD Dian Coklat Kediri agreed to continue the collaboration to solve another problem related.

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