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DUALITY IN SMALL AND MEDIUM ENTERPRISE ACCOUNTING PRACTICES

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Abstract

This research is aimed to comprehend the accounting practice and its benefit in triggering one of the most credible SMEs in Malang City to succeed, SME Garuda Jaya. The analytical tool used in this research is transcendental phenomenology. Based on data analysis, two kinds of accounting practices are: (1) accounting practice of mind and memory; and (2) accounting notation to the arrangement of basic financial statements in the form of balance sheets and Profit/ Loss (L / R). both practical accounting establishes duality practices, a practice that combines two distinct and different things into integral and appropriate things to do an accounting practice. Therefore, first, duality practices seek to make synergistic social and economic value. Second, the practice of duality establishes the integration of "masculine" and "feminist" characters to achieve business success, which not only places the orientation into the material aspects of earning income but also on environmental and social responsibility.

Keywords: Accounting; SME; Phenomenology; Duality; Business Success

Introduction

The current reality observation shows that the existence of small and medium enterprises (SMEs) has a more dominant role than the large business (UB) in the Indonesian economy. This comparison can be seen from the number of business units, contribution to employment, and contribution to GDP (BPS and Ministry & SME, 2010-2012). The percentage of SME business unit in 2010-2012 reaches 99.99% every year, while the large business unit (UB) is only 0.1%. SMEs are able to give the largest contribution in providing job opportunities, which is $\pm 97\%$ per year from total workforce, while UB only give contribution of $\pm 3\%$ every year. Furthermore, SMEs also contribute significantly to Gross Domestic Product (GDP) of either GDP over current price or constant price, which shows more than 57% every year, while UB only contributes about 42% every year. Furthermore, SMEs also contribute significantly to Gross Domestic Product (GDP) of either GDP over current price or constant price, which shows more than 57% every year, while UB only contributes about 42% every year. Moreover, the dominant role of the existence of SMEs to the Indonesian economy can be seen when Indonesia is hit by economic crisis, where SMEs are able to show its existence by staying afloat and become a national economic support compared to corporate sector and SOE which is slow (Munizu, 2010, Harahap, 2014).

Likewise with the existence of SMEs in Malang city which is growing, up to 2014 the number of SME was 749 units spread across five districts of Blimbing, Kedungkandang, Klojen, Lowokwaru, and Sukun (Office of Cooperatives and SMEs Malang city government, 2015). The development in Malang City contributes greatly to the absorption of manpower or income of local communities, and can be used as one of the source of Original Regional Income (PAD) (Pertiwi, Gani & Said, 2012). However, the development of SMEs in Malang is still followed by several obstacles, including marketing, quality, packing, capital, and financial management that is still weak and less professional (Pertiwi et al., 2012; Indrawati, 2012; and Armando, 2013, Department of Cooperatives and SME Malang City Government, 2015).

Some factors that led to the weakness of accounting in SMEs are the lack of SMEs mastering of adequate financial system and the lack of understanding of SMEs about the importance of preparing financial statements of a business (Andriani et al, 2014; Sofiah et al., 2014; Narsa et al., 2012), because the more important thing for SMEs is how to generate a lot of profits without the hassle of applying accounting (Andriani et al., 2014). By using the writings of Randall and Horsman (1998), Mbogo (2011) explains that the lack of accounting information contributes to the failure of SMEs.

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Literature Review

Accounting has a concept that continues to grow and be able to redefine themselves respectively. Atmadja (2013) reveals that accounting practices cannot be separated from the culture or customs in which such accounting is practiced. Accounting practices in SMEs themselves are always associated with the management of business finances, figures, calculations, and reports (Shariati, 2012). Accounting information plays an important role for both internal and external parties of SMEs. For internal parties, accounting is used to analyze internal business management, inventory cost calculations, as a basis for negotiating selling prices with potential clients, production decisions, working or serving services, describing budgets for different types of activities, expenses, subunits, cost control, and also provide useful information for the decision-making process (Marius et al., 2012). Furthermore, Hanum (2013) states that accounting information is also required for other parties who have a relationship with SMEs, such as Government and Creditor (bank).

In addition, the application of IFRSs provides evidence that there is an overload of accounting standards that are used as guidance in the preparation of financial statements (Armando, 2013., Sofiah et al., 2014., Wahyudi, 2009). In relation to these issues, the IASB (International Accounting Standards Board) has issued a discussion paper for the development of accounting standards tailored to the needs of SMEs (Hanum, 2013, and Sofiah et al, 2014). In Indonesia, the IAI has adjusted to the needs of SMEs by creating a special accounting standard ie SAK ETAP which has been effective as of 1 January 2011. Although SAK ETAP has been presented for the purpose of facilitating SMEs, in practice most of small entrepreneurs still do not apply and utilize accounting information in business management (Hanum, 2013). Based on the above explanations, the researchers were encouraged to find out more about accounting practices applied to one of the leading SMEs in Malang city in the fulfillment of internal needs. A deeper knowledge of accounting practices in SMEs that are able to demonstrate the success of their business is certainly a very interesting gap to study considering that SMEs are basically just a small scale company with limited resources, unlike large-scale companies with sufficient supportive resources.

Methodology

This research is a qualitative research using interpretive paradigm. The interpretive paradigm aims to analyze the social reality of what it is and understand how the reality is formed from the point of view of the perpetrator directly involved with the social process (Chariri, 2009, and Ludigdo, 2007). If it refers to Yin (1995) idea, then case study is the appropriate research strategy used. In the context of this study, the observed phenomenon is the accounting practice of one of the leading SMEs in Malang. While the selected point of view is from the standpoint of business actors. A deep understanding of a phenomenon is certainly sourced from experienced actors directly in accounting practices in daily life.

The research approach used is phenomenology. Phenomenology literally means "phenomenon" or "what has manifested itself" (Hasbiansyah, 2008). Researchers use transcendental phenomenology as the preferred approach, in which to understand this phenomenon the researcher tries to put aside all his knowledge and experience of accounting. This process is called epoche (or confinement). In this epoche process, researchers enter into the conceptual world of research informants so that researchers understand what and how an accounting phenomenon occurs in SMEs Garuda Jaya.

Stages of data analysis in this study using the stages suggested by Creswell (2015) that has developed the pattern of Moustakas (1994). Irianto, Novianti, & Wulandari (2014) explain that there are three steps that need to be done in phenomenology method, namely phenomenological reduction, eidetic reduction, and transcendental reduction. In phenomenological reduction, the researcher attempts to find and classify the meaning of statements felt by informants by doing horizontalization ie checking the data and highlighting various "important statements", sentences, or quotes that provide an understanding of how participants experience accounting phenomena (Creswell, 2015). Furthermore, eidetic reduction aims to find the eidos or hidden essence or meaning of the observed phenomenon (Irianto et al 2014, in which the researchers combine textual descriptions (informant experiences) and structural descriptions (research contexts that can be produced). this study is a transedental reduction, in which the aim is to discover the true or pure and intact nature or meaning (Irianto et al., 2014).

Informant Research. The study was only conducted on one of the leading SMEs in Malang, namely Garuda Jaya SMEs. There are several considerations of the researcher selected Garuda Jaya SMEs as research sites, among others: (1) Garuda Jaya SMEs are small and medium enterprises in accordance with BPS criteria and Law no. 20 in 2008, which has a workforce of 86 people consisting of 6 staff or owners assistant and 80 workers / craftsmen, wealth of ± 700,000,000, and sales reached ± 500,000,000; (2) Garuda Jaya UKM is one of 10 leading SMEs in Malang (Cooperation Office, 2015); (3) Garuda Jaya UKM has a national market share in various cities in Indonesia and abroad (Coopertion Office, 2015); (4) Researchers

see the uniqueness of SME Garuda Jaya, where the product is produced by utilizing the raw materials that are not valuable into a product that has a relatively wide market share; and (5) Garuda Jaya SME allows researchers to obtain easy data access.

With reference to Yin's reflection (2011), then the data collection in this research is interview, observation, collecting and examining (materials). The researchers used semi-structured interviews. The informants of this study are shown in table 1. Furthermore, the observations made are direct observation, in which the researcher observes by visiting Garuda Jaya SME. While Collecting refers to the compilation and accumulation of objects (documents, artifacts, and archival records) related to the research topic (Yin, 2011).

Result and Discussion

From Waste to Business Field. Garuda Jaya SME is one of the creative economy SMEs and listed as one of the leading SMEs in Malang (Cooperative Office, 2015). This idea of SMEs started from the need for employment for the cooperative's members which dominated by women, as explained by Mrs. Nanik:

"... we have a cooperative where many women members need a job. Finally, the cooperative managers' work together to find a way out so that these women can have income... .."

Based on the structural description, then on March 14, 2009 Garuda Jaya SME was established chaired by Ms. Nanik Sriwahyuningsih, MAP herself. The organizational structure was still very simple, namely the owner, 6 staff and 80 workers / craftsmen. The existence of Garuda Jaya SMEs is considered to have a purpose to improve the economy of society and create jobs. It is in line with the structural description, stated by Mrs. Nanik:

"Our vision is to succeed many people, to create new workforce, to open jobs field"

Mrs. Lili conveyed also the structural description about the important role of SME Garuda Jaya presence:

"... Empowering the community especially for the housewife, they can help increasing income, help the husband earn a living but not leave the household chores ..."

Additionally, the direction of Garuda Jaya SME business practices is interpreted as a collaboration between manufacturing activities and service activities. Manufacturing activity is indicated by two production processes, namely (1) the process of converting basic materials into ready-made and ready-to-sell raw materials; and (2) converting recycled materials into handicraft items. Handicraft products produced by SMEs have their own uniqueness, which is based on waste or garbage. Utilization of waste in the use of production raw materials brings important goals, namely conservation and saving the environment, as structural description suggested by Mrs. Lili:

"... We are taking the advantage of waste, helping the Government too, reducing waste ..."

The second uniqueness of the product is produced by hand without a machine or handmade. There are many handicraft products produced there such as various creations of cornhusk, clay, old newspapers, acrylic, flannel, patchwork, banana bark, white popinac pod (*Leucaena leucocephala*), wood powder, bamboo, gift box, wool yarn, used sandals, gunny sacks, and white popinac leaf.

Furthermore, service activities are shown as training teachers / mentors. Meanwhile, the collaboration of both is seen during the training, where there will also be a transaction of one package of equipment and ready-to-use materials, as the textual description presented by Mrs. Nanik:

"In each training, there are products to be sold, so one bag all raw materials from me, other than as a resource they come in empty hands, we've prepared the tools and materials "

Nationally, SME Garuda Jaya has marketed to almost all parts of Indonesia. More broadly, SME Garuda Jaya has entered the international market, among others: Spain, Thailand, and Singapore. Innovating for product developments can deliver more value to every product, and producing ethnic, graceful, and exclusive looks products is important in order to market these products, as structural description delivered by Mrs. Tina:

“ This is how art doing, not many people need; but we create artificial flowers, in the hope that many people need it, gift box can be used as present, must be sold out ... things like these are fun, people are interested because its beautiful shape”

Aspects of Going Concern

Innovation and Networking of Cooperation. Researchers see that innovation strategies are the core of SME culture, where these SMEs have the potential to generate innovation on a continuous basis, as stated by Mrs. Lili:

"... The creative industry is endless, the natural resources can run out, the mines can run out, the forest can run out, but creative industry is unlimited because it comes from people ..."

The above statement is a structural phenomenon that describes the existence of innovation from one's creativity is a culture in running a business. Because the main resource in running a business is human, the creativity in innovating the product becomes unlimited. Based on the above explanation, it can be seen that innovative ability is a competitive advantage possessed by SMEs. Furthermore, the cooperation network also has an important role for the sustainability of SMEs Enterprises. The most dominant network of cooperation with Garuda Jaya SMEs is the Government's institutional starting from Malang City Government, East Java Provincial Government, or Central Government through the Ministry of Cooperatives and SMEs, as stated by Mrs. Nanik:

"... .Almost every month ... every month there are 3 to 4 times .. who held the training .. usually the regional services .. we have been signed the MOU contract with the Government ... Department of Industry and Commerce, Department of Cooperatives.."

The cooperation network with the Government also plays an important role in the marketing activities of SME Garuda Jaya. Governmental institutions play a role in introducing Garuda Jaya SME products both in national and international markets. In addition, the cooperation network is also carried out with LPPPM (Institute for Research and Community Service) in terms of management delivery and supply of good quality handicraft.

Accounting in Mind and Memory

Accounting in mind and memory is applied in the determination of the selling price of the product, in which the effort of calculating the numbers is only carried out in the mind and memory of the informant without holding records. Accounting practices held in mind or memory are also recognized by Shariati (2012) and Arena, Herawati, & Setiawan (2015). The price of a handicraft product of Garuda Jaya SME will be influenced by several things, among others: aesthetic value, art touch, type of materials used, accessories used, difficulty level, manufacture time, and market taste (Sriwahyuningsih, 2014). In general, the selling price of the product is formulated as the sum of the cost of production with the desired profit by the owner.

Production cost is calculated by order or job order costing, as said by Mrs. Nanik:

"... As needed, we open the exhibition in Singapore, we have been there for a year, we just display the sample, we record the customers' orders, we accept it, we do not bring our products with us. We do not sell products there ..."

The above statement is a structural description describing that the applied production system is order-based, in which an order is a separate identifiable output to fulfill a particular customer's order or to refill an item of inventory (Carter et al., 2004). There are two elements for forming raw material costs for SME handicraft products, namely raw materials and labor wages, where raw materials used by workers will affect the size of the wage of workers. This is in line with Mrs. Nanik's statement:

"Talking about the craftsmen ... some of them bring materials from here while others bring their own raw materials, so they just directly send the flowers .. for the price, there is a difference because there are products that use all the raw materials from here and there are raw materials from the craftsmen themselves ... sometimes, some of them pay 10 thousand for 1 item, I can not bear to fix the price, although some say I will not make a profit of selling 10 thousand. I just say, let the 10 thousand directly deposited. Usually, I

do not take the price difference. But there are also some who buy products that take all raw materials here, the selling price is 10 thousand. So, the craftsmen gets 5 thousand and I get 5 thousand also for each item, some people do that.. in fact, I am quite happy if the craftsmen get orders and earn income."

Mrs. Dewi also affirmed:

"so the system is.. if there's someone carries any goods, we immediately calculate and pay .." The first statement structurally reveals that the wage of the worker / craftsman is calculated using a profit-sharing system based on where the raw materials are used. If the raw material is obtained from the owner, it can be seen simply that the wage of the worker / craftsmen is calculated at 50% of the selling price, and the other 50% is the cost of raw materials and the profit earned by the owner. Furthermore, if the raw material comes from the worker / craftsman, then 100% of the selling price is the wage of the worker / craftsman, while the profit earned by the owner is the pleasure. This is because the product of artwork of each person is not the same and has the privilege and uniqueness of each so that the aesthetic value and artistic touch of the workers given on the product are also appreciated by the owner. Furthermore, the second statement textually describes the time of payment of direct labor wages, ie the wages of workers / craftsmen are paid when the handicraft goods have been completed and deposited to SME Garuda Jaya.

Accounting Notes: Inventory Records, Cash Records, and Purchase Records. The routine of accounting activities is still rarely done and although it is applied there, yet in a very simple way, as Mrs. Nanik said:

"... We are still in the process of going there, have started studying, we will soon move to a better system..."

The above statement is a textural description which reveals that the accounting activity is currently being undertaken in stages and is still in the process of transition. The operation of this accounting activity is only performed on finished goods inventory, cash receipts / disbursements, and purchases. The inventory recording can be seen when the craftsman deposits the handicraft product, as Mrs. Nanik said:

"Suppose there are people carrying goods, we must record them, but not computerized yet, maybe in the near future or if it is really booming we will do it ..."

Mrs. Dewi also stated:

"... there is no worker here so we train people, done at home, so we accommodate the circulation of goods, from there we collect goods, deposited here, recorded"

The first statement of Mrs. Nanik revealed structurally that the accounting activities of inventory accounting are still done in a simple way. Furthermore, the second statement describes the textural descriptions of informants in carrying out the recording of finished goods inventory. Technically, the statement illustrates the importance of the existence of finished goods inventory records in order to note the circulation of goods that are crafted by craftsmen to a SME showroom. The second record produced is the cash receipts / disbursements record. Cash receipts records are made when Garuda Jaya SME receives revenue on its sales. Records are based on evidence of sales transactions that have been collected, as texturally conveyed by Mrs. Nanik:

".. We use it, we just do not always apply it, like a few days ago, we were contracted by certain UPT, only given the list of one box, in January we teach there some packages, February also some packages ... In each training, I sell products, for example selling one bag with price 300 thousand, if 500 participants, if the participants 50, 15 million, because all the raw materials from me, other than as resource persons, honor speakers, they come with nothing, we have prepared the tools and materials ... "

Subsequently, cash expenditures are recorded on the basis of material purchase notes, employee salary receipts, and other expenditure records. Recording begins with the purchase of raw materials needed for training, as Mrs. Nanik said:

".. let's say ... "Mam, we have to give training in kawi tomorrow." "What do I have to teach?" "Acrylic, and some of the raw materials are not available yet" (while pointing to the record of the need for training materials that have not been purchased), it means that I have to shop then .. "

Technically, the above statement describes that at the time of making the purchase of materials for training purposes it will be recording material needs and training equipment. This shows the research findings in the form of purchase records.

Balance Sheet and L / R (Profit / Loss) Report as the Final Product of Accounting Recording.

In practice, SME Garuda Jaya only compiled financial statements in a very simple form, as Mrs. Nanik said:

"... there is a report, but not maximal yet, there is a balance sheet, we have a balance sheet this year ..."

The above statement is a textural description that illustrates that the preparation of financial statements is still done perfunctory. This phrase matches the findings of Armando's research (2013), which reveals that the SME financial recordings are of low intensity, where it is more likely not to properly register transactions, and few businesses record it completely until a financial report is made. The body or content of the Garuda Jaya UKM balance sheet account consists solely of assets and capital, where the liability section does not appear on the balance sheet. This is in contrast to the general balance sheet report, in which the balance sheet report should consist of assets, liabilities, and capital. Meanwhile, the content of Garuda Jaya's L / R SME report itself consists of revenue, expenses and profit or loss.

The 'simplicity' of this accounting practice shows the information presented is very simple and does not seem complete. This phenomenon indicates that the owner's knowledge of accounting is still very limited, resulting in accounting practices that still far from the standard SAK ETAP. This shows that the existence of SAK ETAP is still considered not in accordance with the needs of SMEs Garuda Jaya business.

Note as Control of Business Activities. The importance of the existence of accounting as a control is expressed by Mrs. Nanik:

"Those six people ... I'm just controlling, everything is under control, all six staff that play directly in all activities ..."

The above statement structurally shapes the importance of the existence of records as control. This control is required when the owner delegates some tasks to employees in running their business activities. Accordingly, either the inventory records of the finished goods, the purchase records, or the entry / exit of the cash shall serve as the control of the owner of the business activities carried on by her staff. First, with the inventory of finished goods, the owner can check the conformity between the number and type of finished goods actually received with the records made by employees, given the SME handicraft products Garuda Jaya very diverse and often the addition of new innovative products. Second, the function of the finished goods inventory record as control of marketing activities, as well as the textural description presented by Mrs. Nanik:

"We hold the exhibition in Singapore, we have been conducted for a year there, but we just display the sample .."

"Tomorrow is the 1st exhibition, fortunately I have a lot of products, so I invited Department of Industry and Commerce, Department of Cooperatives, Department of Social ..."

Some exhibitions held simultaneously make the owner can not be directly involved in the overall marketing activities. Therefore, the owner delegates tasks to employees or craftsmen related to marketing activities at the exhibitions.

Furthermore, the purchase record serves as control when the owner delegates one of his employees to undertake the purchasing of materials and training equipment, as well as the structural description that Mrs. Nanik suggested:

"... Six people, for example ... "Mam, we have to teach tomorrow in Kawi." "What do we have to teach?" "Acrylic, but we are running out of some raw material." (while pointing to the record of training materials needs) Then we go shopping, I just control it, all the way, all six staff that play directly on all activities .. "

Fundamental to the statement, then the purchase record serves to check the accuracy, thoroughness, and the correctness of employees in the purchase of materials and equipment. The cash register also serves to control whether outgoing cash is recorded in accordance with the material purchase notes and purchase records.

Finally, the cash receipts record will serve as control over sales activities when the owner cannot accept the sales revenue directly, as Mrs. Nanik said:

"... Sometimes I teach, so I cannot participate too, suppose there are 2 jobs in Malang but I have a job in Jombang, I choose Malang, they teach in Jombang, almost every month, there are 3 or 4"

The above explanation reveals the owner's textural phenomenon which explains that there are sometimes two training requests at the same time, which result in the owner being able to be directly involved in one of the trainings. Based on this explanation, the cash receipts record will serve as the controller of the sales activities, where the cash receipts record will serve to check the suitability between the cash actually received and the proof of the transaction, to find out who is responsible for the receipt of the money on the sale, and check whether the training has been implemented in accordance with the plans and cooperation agreements.

Accounting as a Source of Financial Information

The application of accounting practices in memory and mind can provide financial information in the form of selling price, raw material costs and wages of workers / craftsmen. Although business actors are only able to compile reports very simple, but the numbers displayed provide useful financial information for business decision making. With the existence of balance sheet report we will be able to know the position of cash owned, the amount of inventory of goods that still exist, as well as the owner's capital. Likewise with the preparation of reports L / R provides financial information that is profit, income, and expenses that have been issued. With the L / R report at least Garuda Jaya SMEs know the level of performance for one year running.

Production Decision

Unlimited Production. The uniqueness of the owner in making decisions related to his production activities is not based on accounting information owned. Production activities on Garuda Jaya SMEs are very flexible, in which the owner gives freedom to every worker to produce products of any kind and quantity according to their capabilities and expertise, as stated by Mrs. Lili:

"Mrs. Nanik never sets a target, we are pleased to create anything we want, she sets no target ... If in coincidence I make something nice.. she said, "Oh, this is good .. make it more ..."

The above statements contain textual descriptions which illustrate that the owners of SMEs do not target workers. This is reinforced by the remarks of Mrs. Nanik:
"... Any product accommodated ..."

Mrs. Nanik's statement above is a structural description which affirms that there is no measure of the amount of production by workers. This decision is motivated by the owner's thinking, where more and more products are produced and more new product innovations are created will facilitate SMEs in carrying out marketing activities and SMEs are expected to compete in an increasingly competitive market.

Sales Activities: Workers' Capabilities and Production Time as Considerations Receiving or Declining Orders. The vast area of SME marketing, both domestic and overseas, has resulted in a growing market demand for handicraft products. However, in practice Garuda Jaya SME itself has not been able to meet all market demand, as Mrs. Nanik said:

"... we do not have time to sell our products ... if we send abroad, to make our business bigger, we have to produce plenty of products. We cannot do it without help of others.."

Structurally, Mrs. Nanik statement above confirms that to meet the demand of international market, she needed more workers / craftsmen because the product produced by SME itself is handmade product which made manually. Meanwhile, SMEs have not been able to accept all market demand so that the decision to produce or accept buyer's order is based on the worker's ability to work. This was reaffirmed

by Mrs. nanik through a textural description that was conveyed:

"Initially there was an order, then I have to find and collect the craftsmen first.. after that I asked them whether they could do it or not .. because it was asked all in handmade ..."

The above explanation shows that the information generated from accounting practice has not been fully utilized for decision making.

In addition, unpredictable product completion times are also a consideration of the decision of accepting or rejecting the order, as the structural description stated by Mrs. nanik:

"... If we finished doing, we send it, if the customer is willing, it's okay, but if targeted 3 months all must be finished, it is handmade right, I do not dare ..."

This situation is different from the condition of business in general, where the company will basically provide sales targets. In addition, in general, companies that produce goods on order also provide a period of completion of customer order products, not so with SME Garuda Jaya. Building the Value of Sincerity in the Determination of Worker's Wages. Sincere value is seen when accounting practices are only processed in the mind and owner's memory, as reflected in one of the owners' statements:

"... *saya ndak mentolo* (I do not have the heart) to fix the price with the buyer, if there is an order with price 10 thousand, then someone asks "What do you get, Mrs. Nanik? ", I say, "It's okay. Just put the 10 thousand directly there, usually I do not get profit, I do not take the price difference as a profit ... the most important thing for me is that the craftsmen get orders "

The above statement reflects a sincere value. The statement '*ndak mentolo*' in Java language above is interpreted as feeling unbalanced, not to the heart. Feelings of 'do not have the heart' or 'not to the heart' reflect the presence of a sense of 'mercy' of the owner of the worker / craftsman. This 'merciful' feeling of ownership is the basis for determining the wages of workers. For a sincere person, a good deed should not be associated with reward or compensation, or even expect the reward from the human or the person who is favored by us, but merely to seek the pleasure of Allah SWT, as reflected in the above statement:

"...I do not get profit, I do not take the price difference as a profit ... the most important thing for me is that the craftsmen get orders"

The value of sincerity also shows that the owners of SMEs are not only seeking business profits solely in the form of material profits, but also seeking nonmaterial benefits

Trust and Integrity: Value of Accountability to Owners. Accounting records illustrate a mutual relationship between employees and owners. Accounting records can reveal the degree of accountability of employees to SME owners. Furthermore, the existence of this accounting record shows the value of trust (trust) given to the employee owners. In the context of this research, believing means to assume or believe that someone is honest, in which the owner believes that his employees will carry out the tasks he or she is given without being followed by cheating. In the next stage, the value underlying the accounting records is the value of honesty (integrity). According to a large Indonesian dictionary honestly means (1) straight heart, not lying; (2) not cheating. Whereas in an Islamic perspective, honesty is the expression of the utterance of the heart with something that is reported simultaneously.

Building Value of Justice in the Achievement of Corporate Profit. The value of justice shown by Mrs. Nanik as the owner of SMEs who does not necessarily seek profits for personal and business interests, but also pay attention to the interests of workers. As mentioned earlier, the decision to accept or refuse is based on the ability of the workers / craftsmen, since the handicraft products require precision and diligence in the production process so that production time is difficult to predict. Of course, the decision of accepting or rejecting a prospective buyer's order will affect the size of the income, which in turn will also affect the profits.

The second value of justice can be seen when the owner determines the wage amount of the worker

/ craftsman. The value of justice is manifested by the simple mindset of SME owners by using a profit-sharing system in determining the wages of workers, in which the owner gives workers the right that should be accepted, since producing a craft product requires high creative and precision, and takes longer production process that is still manually using the hand. Of course, the determination of these workers' wages affects the size of income, which in turn also affects the profits.

Duality: Synergizing Social and Economic Value. Accounting phenomena in SMEs are expressed as a form of the duality of accounting practices, which consists of accounting practices in mind / memory and accounting in the form of records. These two forms of accounting practice do not go hand-in-hand in the practice of accounting, but rather complement each other in accounting practice. There is nothing dominant between the two forms of accounting practice, but the two forms of accounting practice are aligned to one another, complementing and complement each other in shaping accounting practices on Garuda Jaya SMEs. At a later stage, the duality of accounting practices also reveals the unification of economic and social values contained in accounting practice.

The existence of economic value is understood when the function of this form of accounting practice is used by the owner to control the business activities run by employees. The economic value is also reflected by the preparation of balance sheet and L / R reports. Furthermore, accounting views that can shape the behavior of society in social life can be seen in the accounting findings in mind and memory. This accounting practice shapes attitudes and behaviors of the owner in his or her social life with the surrounding community, especially to the people who work as craftsmen.

Duality: Integration of "Masculine" and "Feminine" Characters in Business Success. Fundamental to the previous exposure then revealed a form of integration between the characters "masculine" and "feminine" in the success of business. In the context of this research, the notion of "masculine" and "feminine" is not limited to just gender, but the characters that make up business actors in running their business. The "masculine" character of a business, that is, a material-oriented business, contains only economic value.

The material orientation of the business makes profit as the bottom line option in the income statement. Through his research, Irianto (2006) also explained that the "choice" to make profit as the primary goal of business activity and present it as the bottom line in the income statement has sparked a growing range of basic social issues such as "management" practices, jeopardizing "lenient" business practices to make a profit as much as possible. But not so with SME Garuda Jaya, researchers uncover the findings of this business entity SMEs not only oriented to the material aspect, but also covers the social aspects and accountability.

This is called the "feminine" character found on Garuda Jaya SMEs. Triyuwono (2003) mentions the elements of "feminine" human like sense, intuition, spiritual, mutual help, mutual respect, mutual trust, honest and others. The "feminine" character of trust and honesty is seen in the application of accounting practices in the form of notes. In the context of this research, the "feminine" character of SME Garuda Jaya can also be seen in the form of awareness, in which as a form of social and environmental responsibility. Environmental awareness is applied in running its business, which is forming waste / garbage into handicraft products that have economic value.

Social awareness can be seen in the initial motivation of the establishment of Garuda Jaya SMEs, which begins with the work needs of Garuda Jaya cooperative women members so the owner took the initiative to form a business. Furthermore, as the business journey of Garuda Jaya SMEs form of social responsibility is manifested in the form of its concern to provide free training to the community and the form of cooperation with prisons class II A Malang.

Conclusions, suggestions and limitations

The form of accounting practice in SMEs has been revealed in this study. Garuda Jaya SME, which as one of the leading SMEs in the city of Malang still has a very simple form of accounting practice and is still far from the rules of SAK ETAP. There are two forms of accounting practice in SMEs, namely accounting that is only practiced in mind / memory and made some accounting records to the preparation of balance sheet and L / R financial statements. The benefits of these two forms of accounting are limited to the control of some business activities. In this case, SMEs still do not have the ability to present complete and appropriate financial information. In addition, the resulting financial information has not been fully used as a basis for decision making, especially in production activities and sales activities. Although the accounting practice is still very simple and does not seem to be fully useful for business activities, but there are noble values contained in it, among others: (1) Sincere value in determining the wages of workers /

craftsmen; (2) The value of integrity and trust as a form of responsibility of staff and workers to the owner of SMEs; and (3) The value of justice applied by the owner in achieving the operating profit. Some of these findings suggest that accounting practices have not benefited the success of the business. Conversely, the success of SMEs in conducting their business is supported by innovation and cooperation network from the Government, whether central or local government. These forms of accounting practice had transcendently create the practice of accounting duality. First, the duality in synergizing economic and social value. Second, the duality in integrating between "masculine" and "feminism" character, in which profitability is not only oriented toward the material aspect, but also oriented to aspects of environmental and social responsibility.

Theoretically, the findings from the purely exploratory experience of SME actors can contribute to the development of accounting science, particularly in the application of accounting that suits the needs of SMEs. Practically, these findings can provide good input for SMEs or the Government. For SMEs, should carry out recording regularly, orderly, and tidy although the recording is still done from the rules SAK ETAP. For the Government, in addition of giving attention to the innovation and marketing of SME products, local governments should also pay more attention to frequently providing training on accounting practices tailored to the needs and circumstances of SMEs. In addition, local governments should collaborate with other practitioners to provide awareness education to business actors to know and understand the importance of implementing accounting practices in running a business. Finally, further research can do research by using two approaches, that is quantitative and qualitative approach. In addition, further research should explore information on all parties involved in business activities so that researchers can obtain informants with different patterns of thinking in interpreting an accounting practice, and ultimately the data obtained more complete and more in-depth.

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