INITIAL PERFORMANCE OF OPEN SOURCE ODOO FOR UMKM AT KECAMATAN SEPATAN KABUPATEN TANGERANG

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Abstract: The PKM activity was carried out in Sepatan District, Tangerang Regency, Banten Province. There are micro, small and medium enterprises (UKM) and engaged in food and beverages, where many restaurants operate and are mushrooming in the district. The restaurants implement sales and purchase transactions manually and marketing and looking for buyers should go out into the street so consumers will increase. A problem of the food and beverage restaurant is cash flow management and marketing. An open source Odoo has been aimed at small and large companies having ambitions and desires to improve their performance management. The first stage done was to prepare the Odoo ERP online application for the Kasir Resto post. The formed application was directly submitted to around 20 trainees directly mentored by the Odoo expert. The resto cash flow problems can now be resolved and its marketing strategy in the future can be well planned.

INTRODUCTION

The Sepatan sub-district has a community consisting of natives and immigrants with diverse professions and middle to lower economic strata. They live in residential and rural locations. However, the community's economy is relatively low, living in villages where most of their livelihoods are entrepreneurs, laborers and farmers. In general, Tangerang Regency consists of 29 sub-districts, 28 urban villages, and 246 villages with a population of 2,838,621 people in 2022 and an area of 959.6 km^2 with a density of 2,589 people/km^2. In the last three years, since South Tangerang City separated from Tangerang Regency, the number of sub-districts, sub-districts and villages in Tangerang Regency has remained at 29 sub-districts, 28 sub-districts, and 246 villages. Sepatan District is one of 29 sub-districts in Tangerang Regency and this sub-district has 1 ward (kelurahan) and 7 villages. Sepatan sub-district is an area that has a lot of MSME (micro small medium enterprises, UMKM) activities in its community, especially in the culinary sector in the form of restaurants, fast food and restaurants for both small and medium circles. which they use as a tool for ordering and payment transactions.

Along with technological developments, business activities carried out by MSME actors need to carry out various developments with the aim of providing excellent service to customers or consumers, especially in terms of marketing and implementing sales transactions. For this reason, research was carried out according to the needs of MSMEs in terms of improving services, requiring an application design that is very helpful for MSME actors in the Sepatan sub-district in particular and in general for the Tangerang Raya (Great Tangerang) area. The design of applications that function as information media for MSMEs is considered very important to provide good, fast service and the needed information requested by customers or owners are carried out in one application system so that it will be mutually beneficial between customers and MSME owners so called the owner of the restaurant. One of the marketing media that can be a place for digital buying and selling transactions that directly connect consumers with producers is that in today's free market era, automation, integration and rapid response play an important role. It is closely related to technology and information systems. One of the information system technologies that can integrate and automate all line business entities in real time is ERP (enterprise resource planning).

METHODS
Troubleshooting Framework

In the implementation of PKM/CSR activities, an analysis of the information system is carried out by MSMEs that have not utilized one of the information technologies. In this case, the introduction of the Odoo 13 application which is very helpful for MSME business actors, especially people who have businesses in the form of restaurants and culinary. This application greatly affects financial administration management activities which so far have only been done manually, with the Odoo Application, it will be able to improve performance in the field of system management, this management can help and simplify all matters related to management, especially financial management. The Odoo application does not limit the types, categories and scalability of companies that will use it because Odoo can be applied to any field, sector or scale.

Realization of Troubleshooting

Generally, the Odoo application is intended for large and small companies that have a desire to improve performance in the field of management. This management system can help and simplify all things related to management. Odoo does not limit the types, categories and scalability of companies that will use it because Odoo can be applied to almost every kind of business. In relation to the methodology for finding solutions to the previous problems, the steps to be taken are related to the selection of related modules, at least the following modules will be chosen so that each workshop participant can quickly remember and at the same time run modules that are closely related to the problems faced by SME restaurant owners. The modules can be a) Sales management and the sales model allows us to manage and clarify sales orders in a structural and hierarchical system; b) Purchase management which allows one to search for sellers from their bid prices and convert them into purchase orders; c) Manufacturing which has a double-entry stock to facilitate traceability, control the costs and margins of projects, products and partners, and is easy to run and d) Accounting

which provides integrated modules with financial accounting, analytic accounting, third party management, taxes management, budgets and assets. Odoo has more than 50 additional modules in accounting such as electronic bank transfer, asset management, automatic invoicing, analytical control, statement management and so on.

Implementation Method and Target

The workshop focused on the topic "Introduction to Odoo Open Source for the Sepatan District, Tangerang Regency" which has been carried out and the theme of community service activities has the aim of utilizing and improving the skills and knowledge of participants in building and developing open source Odoo in marketing information systems. Implementation of activities in the form of delivering material with lecture, discussion and practicum methods. The workshop was held on Wednesday, June 30, 2022 with restaurant owners (UMKM actors) at the Sepatan sub-district office, Tangerang Regency, Banten Province, starting at 08.00 WIB until finished. The workshop was attended by at least 20 UMKM actors from the Sepatan and they were very active to follow the workshop. The Odoo instructor practiced by ordering every MSME actors to make an ID for Odoo Cashflow Post. The implementers of this Community Service (PKM) activity have been also followed by 16 students of the Magister of Informatics Engineering Regular C UNPAM in the 2022 academic year group 1 as many as 4 people.

Activity Method

The steps that have been taken are related to the selection of related modules, at least the following modules will be chosen so that each workshop participant can quickly remember as well as carry out modules that are closely related to the problems faced by SME restaurant owners. The workshop focused on the topic "Distribution of Marketing Strategies Using Open Source Odoo for MSMEs in Sepatang District, Tangerang Regency" and which became the theme of Community Service Activities with the aim of utilizing and improving the skills and knowledge of participants in building and developing Odoo Open Source in marketing information systems. Implementation of Activities in the form of Submission of Materials with Lecture, Discussion and Practicum Methods.

Generally, Figure 1 shows the overall strategy to develop such an information system using Odoo. Step 1 is how to plan the business meaning that it should be known exactly what the business will be provided and carried out. Step 2 is to set up the information system using Odoo. Sales, purchase, finance statement etc. can be developed depending on our request and Odoo has at least 15 choices of information system. Step 3 is to establish the marketing sales from time to time. The last Step is to evaluate how the Odoo system used works and it is very possible as well if one user can improve and further develop the Odoo applied. That is all the Odoo continuous cycle that users can take into account and utilize.
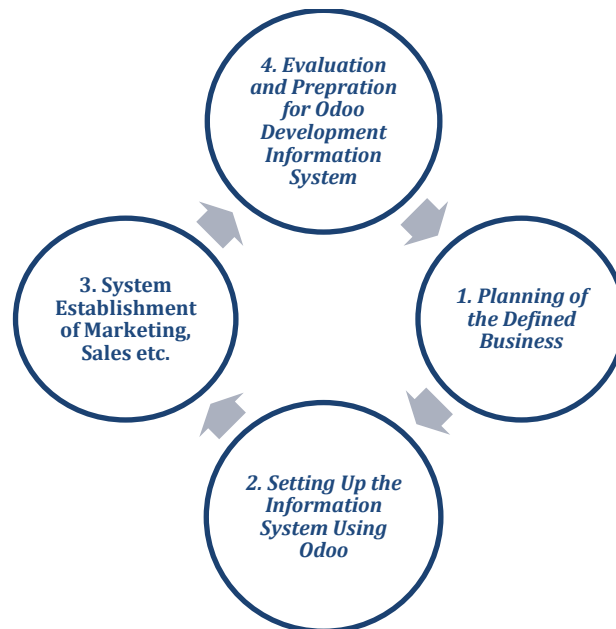
Figure 1. Continuous Cycle of Odoo Application and Development.

RESULT AND DISCUSSION

The activities which has been carried out by holding workshops with entrepreneurs or entrepreneurs who were involved and MSME/UMKM groups in Sepatan District. They had very good results, by introducing the Odoo application for free and providing free guidance to MSME members giving a very good impact in developing their business. By using the Odoo application, it is hoped that entrepreneurs/UMKM actors from Sepatan can be more confident in developing their business and compete with this application technology to be the main capital for MSME entrepreneurs in managing their business. This is because with the Odoo program it has functions that can be adapted to the needs of entrepreneurs which have been mentioned previously.

The Training or the workshops carried out in comprehensive collaboration between entrepreneurs who are members of MSMEs and students who have carry out community service activities (PKM) on the basis of information that has been obtained during the process of conducting observations both directly and indirectly based on the data obtained and the interviews conducted with the District and MSME actors. Armed with this information, the important steps should be taken to help and solve the problems that occur when SMEs develop their business in Sepatan and its surroundings.

Each participant who registered with the PKM committee is required to have an independent business that is either incorporated in MSMEs or not. If that has been fulfilled then the participants were asked to have an email account that would the be used to register an account on the Odoo Application. By registering on the Odoo application, participants have the right to have access to the application, namely by installing the software using either a computer or laptop.

Before carrying out the Registration Process, the resource person explained on the Odoo application related to MSME business development. The Odoo instructor explained the advantages and convenience of using this application, and from the appearance side, it makes it easier for the user to understand the intent of the commands displayed or in other

words the application is very User Friendly. The Odoo system described by the instructor was immediately put into practice by the participants and the students helped the participants from starting to register an account on the Odoo application, activating an account, then installing person to person between participants and students. The students provided assistance from starting to create an account to installing and selecting the Odoo Application package that is in accordance with the form of the participant's own business, in the hope that the application installed by the participant is in accordance with the circumstances and needs of the MSMEs. The Odoo application has several easy-to-understand options so that it makes it easier for MSME actors to decide on an application that suits their business management needs, from sales applications, inventory, accounts receivable and up to the integrated financial report application. This is what makes the participants interested in using this application and it can be seen from the enthusiasm of the participants requesting this application in the question and answer session.

Finally, with this Odoo application and with the guidance of mentoring students, it is hoped that this application can be used optimally for the wider community in general and the community who are members of MSMEs, especially in developing their business.

CONCLUSION

This This community service activity has a positive impact, both for the MSMEs Sepatan community, the Pamulang University campus and for the students, with this activity, a harmonious and mutually supportive relationship is established in business development for MSMEs and the application of the knowledge gained by students can be directly benefited by the community. especially in the Sepatan sub-district. Furthermore, this will add to good relations between campuses and the community, especially those in the Sepatan sub-district.

In the future, it is recommended that UNPAM PKM activities be carried out routinely in the Sepatan District in terms of Odoo information system to support their marketing business. Moreover, the local government of the Sepatan District has opened the door for various trainings for the advancement of the world of education and the business world in its area. Odoo application in developing community-based businesses (MSMEs) can be used to further help and find out the needs of the community in developing their business.

Community service is also required for the academic community of Higher Education (University) as part of the "Tri Dharma of Education in Higher Education". In addition to academic competence and social commitment, this activity requires common steps, understanding, cooperation, and coordination among the parties involved. For this reason, UNPAM Computer Masters lecturers and students strive to make their best contributions and efforts in carrying out community service activities. Regarding this community service activity report, it can explain to closely related parties what has been done and implemented in Lecturer and Student PKM activities.

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