

# Implementation of Financial Literacy Based On Financial Technology On The Sustainability of Small and Medium Enterprises (SME) In Mangrove Forest Tourism Village, Pantai Cermin

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**Abstract-***This community service activity aims to socialize the use of financial technology (fintech) as a financial medium for MSMEs in the Pantai Cermin Mangrove Forest Tourism Village. This socialization is inseparable from an understanding of financial literacy. Fintech is a form of digital finance that can be accessed anywhere and anytime using gadgets as a medium. This socialization is carried out to increase the understanding and ability of the community and tourism managers in utilizing digital payment technology, so as to increase the efficiency and convenience of transactions at tourist attractions. The methods used in this activity include counseling, training, and direct simulation of the use of Fintech. Examples of Fintech include QRIS, DANA, OVO and so on. Socialization participants consisted of tourism managers, traders around the tourist area, and visitors. The results of this activity showed an increase in participants' understanding of Fintech and their ability to use it as a means of payment. In addition, this activity also succeeded in encouraging the adoption of Fintech in Pantai Cermin Mangrove Forest Tourism, which is expected to support increased tourist visits and operational efficiency of tourist attractions. This activity is expected to be an example for other tourist destinations in adopting digital payment technology, so as to encourage digital transformation in the tourism sector. Evaluation and monitoring of the use of Fintech will continue to be carried out to ensure the sustainability and optimization of the benefits of this socialization activity.*

**Keywords-***Fintech, Financial Literacy, MSMEs, Mirror Beach Mangrove Forest Tourism*

## I. INTRODUCTION

Community service is an activity that aims to provide benefits to the community through the use of knowledge, skills, and resources owned by individuals or

groups. One important aspect of community service is increasing community literacy and skills in dealing with technological developments and changes in the way of transactions. Fintech or often called Financial technology is one of the technological innovations that increasingly dominates the world of financial transactions. One commonly used example is QRIS (Quick Response Code Indonesian Standard) as a practical and efficient non-cash payment tool.

Pantai Cermin mangrove forest is one of the natural attractions that has significant economic potential for the local area. This tourism offers natural beauty and various attractions that can attract tourists. One of the efforts to improve management and services in this tourism is to introduce the use of Fintech for the sustainability of MSMEs in the Tourism Village.

This socialization will help people to understand the benefits and how to use Fintech, so that they can more easily transact in these tours. In addition, mentoring and training will help overcome technical barriers that may arise when people start using Fintech.

With this socialization, it is expected to increase the level of community participation in the use of Fintech, so as to increase efficiency and convenience in transactions in Pantai Cermin Mangrove Forest tourism. In addition, the use of Fintech will also help in the management of administration and revenue in this tourism, which in turn will have a positive impact on regional economic development.



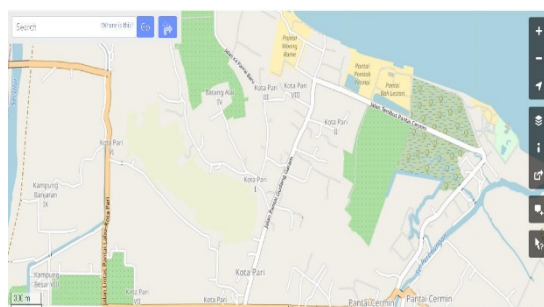


Figure 1.1. Map of Kota Pari Village

## II. LITERATURE REVIEW

A medium-sized enterprise is a profit-making trading business that is established by an individual or a business that is not a subsidiary or part of another business, held either directly or indirectly with a large enterprise or a small enterprise with a lot of net proceeds or sales profit.

Micro, small and medium enterprises (MSMEs) is a general term in economics that refers to a productive business owned by individuals or business entities that have met the criteria as micro enterprises. As stipulated in legislation No. 20 of 2008.

Based on a number of literature, there are various definitions of *financial literacy*. In research (Waluyo & Maria, 2019) *Financial literacy* can be summarized as a person's ability to manage a fund to achieve economic security in the future, based on short-term and long-term decisions, so that better financial management can be realized.

In general and in a broad sense, *financial literacy* is the ability of individuals to make decisions in terms of their personal financial arrangements. Financial literacy or financial knowledge is an important aspect in everyday life to direct each individual in using financial instruments and products and being able to make the right decisions.

*Financial technology (Fintech)* is a combination of technology and financial features or it can also mean innovation in the financial sector with a touch of modern technology (Pribadiono, 2016).

Financial technology has replaced the usual business scheme so modern (Rahardjo, 2019). *Fintech* is a financial service service through online in information technology (IT) which is utilized to advance the financial field to make changes and capabilities in serving financial services and then replacing traditional *financial* systems with new technology-based stages (Riyanto, 2019).

## III. METHOD

In community service with the title "Socialization of Understanding of Financial Literacy and Utilization of Financial technology for the sustainability of MSMEs in the

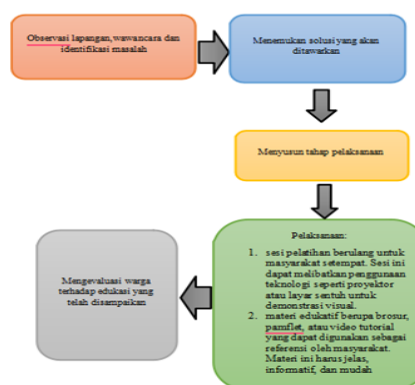
Bakau Forest Tourism Village, Pantai Cermin District," several approach methods can be used to achieve socialization and community education goals.

Some of the approaches taken include:

1. Educational Approach
2. Participatory Approach
3. Technology Approach
4. Social Media Approach:
5. Evaluative Approach

These approaches can be used together or selected based on the characteristics and needs of the local community. It is important to take a holistic and sustainable approach to ensure that the socialization of how to use fintech in Pantai Cermin mangrove forest tourism successfully achieves its goal, which is to increase digital literacy and community participation in the use of this technology.

The following is a workflow of community service activities as a method of service that will be carried out:



Gambar. 1 Prosedur Kerja

The evaluation of the implementation of this community service program aims to assess the success and effectiveness of socialization activities on the use of Fintech for the sustainability of MSMEs in Pantai Cermin Mangrove Forest Tourism. The evaluation is carried out based on several key indicators which include understanding and adoption of fintech by tourism managers, MSME players, and visitors, as well as the successful implementation of supporting infrastructure.

The evaluation was conducted through survey methods, field observations, and in-depth interviews with tourism managers, local traders, and visitors. The data collected was analyzed to get a comprehensive picture of the program's achievements and areas that require improvement.

## IV. RESULT AND DISCUSSION

Kota Pari Village is one of the villages that borders directly with the Malacca Strait, making Kota Pari Village one of the marine tourism destinations. In addition to serving a beautiful beach atmosphere, it also serves sea food from the sea. In addition to beach tourism objects, Kota Pari

Village also presents ecotourism in the form of honey guava plantations and pandan coconut nurseries which have a distinctive taste and fragrance typical of pandan.

Kota Pari Village has several marine tourism objects such as Pondok Permai Beach, Woong Rame Beach, Mutiara 88 Beach, Kuala Dewi Indah Beach, Woong Pulo Beach, Perjuangan Beach and Dua Rasa Beach, where each beach offers a different natural atmosphere.

The products produced by the people of Kota Pari Village are :1. Brown sugar made from coconut tree water. 2. Terasi Made from Kecepai Shrimp which has a distinctive aroma. Where these products are still managed traditionally that have been passed down from generation to generation.

The origin of the name Kota Pari Village according to the history of the predecessors is that on one of the beaches which is now the salt warehouse beach, there are many stingrays. When there were many stingrays, the beach was like a bustling city.

So at that time it was called Kota Pari Village until now, but the name Kota Pari Village still needs to be explored about the origins of the formation of this Village.

Kota Pari village is one of the villages in Pantai Cermin sub-district, Serdang Bedagai Regency, in Kota Pari village there are so many village potentials that can be utilized by the community to support the economy of the pari village community, there are 30 rural business opportunities that can be utilized by villagers, especially in Kota Pari village.

This community service program aims to socialize the use of Fintech, one of which is QRIS (Quick Response Code Indonesian Standard) as a means of payment for MSME players in the Pantai Cermin Mangrove Forest Tourism Village. Through this activity, it is hoped that there will be an increase in understanding and adoption of digital payment technology by tourism managers, MSME players, and visitors.

This activity was carried out in several stages including planning, socialization, training, implementation, monitoring, and evaluation.

From the results of the above service, it is concluded that socialization and training activities have proven effective in increasing understanding and adoption of Fintech. This is in line with the program objectives to introduce and utilize digital payment technology in tourist areas. The use of Fintech succeeded in increasing transaction efficiency in Pantai Cermin Mangrove Forest Tourism.

Visitors can make payments quickly and easily, reducing queues and enhancing the experience.

From some of the obstacles faced, the service team provides recommendations for improvement such as, Providing continuous mentoring for tourism managers and

local merchants to ensure they can use Fintech confidently and efficiently.

Repair and upgrade internet network infrastructure in tourist areas to ensure network availability and stability. Continue education and campaigns on the benefits and use of Fintech to reduce resistance and increase adoption.



## V.CONCLUSION

Community service activities have succeeded in achieving several main objectives, namely increasing understanding, adoption, and use of Fintech in the tourist area. Some conclusions that can be drawn from the implementation of this activity are as follows:

**Increased Understanding and Awareness:** Socialization and training activities have successfully improved the understanding of tourism managers, MSME players, and visitors about QRIS. Surveys show a significant increase in understanding of this technology

**Fintech Adoption in Transactions:** The use of Fintech, one of which is QRIS as a means of payment at Pantai Cermin Mangrove Forest Tourism has increased significantly. Around 75% of entrance ticket transactions and 60% of local merchant transactions now use QRIS.

**Efficiency and Convenience of Transactions:** The implementation of Fintech in the form of QRIS has increased the efficiency and convenience of transactions in tourist areas. Visitors can make payments quickly and easily, and improve the visiting experience.

**Constraints and Challenges:** Although the program is progressing well, some technical challenges such as internet network disruptions and resistance to change from some merchants and visitors still need to be overcome.

To ensure the sustainability and improvement of the results of this community service activity, some suggestions that can be given are as follows:

### 1. Continuous Mentoring

A sustainable mentoring program is needed for tourism managers and MSME players who still need assistance in using Fintech. This assistance can be in the form of technical support, advanced training, and regular consultation.

### 2. Infrastructure Improvement

Repairing and upgrading internet network infrastructure in tourist areas should be a priority to ensure network stability and reliability. Internet service providers should work closely with tourism managers to resolve existing technical issues.

### 3. Continuous Educational Socialization

Education and campaigns on the benefits and use of Fintech need to be ongoing to overcome resistance and increase adoption. These campaigns can involve social media, brochures, and direct outreach to visitors.

### 4. Periodic Monitoring and Evaluation

Conduct regular monitoring and evaluation of the use of Fintech to ensure that the implementation is going well and any problems that arise can be addressed immediately. This evaluation can also help in identifying areas that require improvement and further development.

### 5. Collaboration with Stakeholders

Increase collaboration with stakeholders such as local governments, banks and internet service providers to support fintech adoption.

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