

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Corporate Social Responsibility (CSR) as form benefit and contribution activity operation company for public around can done through various activity. one form CSR activities that can done by company is with give support And coaching for business micro, small, and medium sized enterprises (MSMEs) located And managed the surrounding community region operation company

PT. Pertamina Hulu Rokan (PHR) is Wrong One child company PT. Pertamina( Persero ) which is the territory operational located in Mandau District, Regency Bengkalis. inside PHR framework push independence society a sustainable environment, emphasizing the focus of its CSR activities on field field education training, health, empowerment, economy society, environment live, and help post disaster.

One focus of PHR CSR, namely empowerment economy society around, carried out with give various support And coaching for para MSMEs actors, especially those that are built by PHR. One of the successes in entrepreneurship is that the lack of competence in the managerial process is still a major obstacle for Indonesian Micro, Small and Medium Enterprises (MSMEs). In fact, support through financing, mentoring, and business coaching as well as the ability to network are key to the sustainability of MSME development.

MSMEs on generally is productive business to run by individual or something body business And fulfil as business micro. Sacara Definition too, maybe There is many are confused differences between MSMEs and startups, however in a manner definition Invite Invite in Indonesia, at basically the legal foundation of Startup is part of categorized Indonesian MSMEs based on lot amount income earned.

Marketing is an important activity of companies that produce products for sale, with the aim of making a profit. With these profits, it is hoped that the company concerned will not only be able to maintain the continuity of its

business, but can also grow bigger. So further that marketing is an organizational function and a series of processes for creating, communicating and providing value to customers and for managing customer relationships in a profitable way. A system of business activities designed to plan, determine prices, promote and distribute products that can satisfy the desires of MSMEs goals.

The ability and knowledge of small business in management science is lacking, particularly in the financial sector. Although most of these entrepreneurs have formal education, but not all have a background in financial management. Thus, in managing their business they often experience obstacles. It is seen from financial management and accounting carried out is still limited to a small scale. Therefore it is necessary to have a program for the community such as education/training in financial management in MSMEs, especially regarding the standards financial management expected by the MSMEs actors gain knowledge about proper financial management. One of the problems that are of concern to MSMEs actors are related problems with financial management behavior, namely the problem of financial knowledge possessed.

Business actors have not mastered good and correct financial reporting. Business MSMEs generally only record turnover in the form of income and cash disbursements other MSMEs business actors have absolutely no records. Hence the sailors MSMEs should take steps to prepare the initial financial records, journalizing and the preparation of financial reports that are carried out are expected to increase knowledge of the importance of financial management applied by the actors. MSMEs do not have insight or knowledge about how to manage financial management. This is proven from the absence of book or financial report related to business financial management. The statement above shows the low understanding of finance by MSMEs actors. Therefore, strategy efforts are needed to improve the performance and sustainability of MSMEs.

Based on Invite Law No. 20 of 2008 concerning Micro, Small Enterprises And Medium Business is productive owned by individuals and / or body business compliant individuals Micro Business criteria as arranged in Invite Invite this : Small Business is business economy standing productive myself, that done by

individuals or body business that is not is child with MSME actors, village assistants and the community in Bangko sub-district and Rokan Hulu district, several potentials were found that could be developed, namely:

1. In the Mandau District: As a follow-up program, MSMEs in the Mandau District require guidance and assistance towards becoming independent MSMEs with technology experts towards digitizing product sales and supplies to increase production capacity and quality of export-quality products to penetrate the global market.
2. In Rohil District: there are 11 (eleven) villages, namely: BangkoBakti, PematangBotam, ManggalaSakti, Bangko Jaya, and Sedindingan. These 11 villages are located in 3 (three) Districts namely: Tanah Putih District, BangkoPusako, and RimboMelintang, which has MSMEs, has the potential to become regional superior products but has never been touched by assistance or coaching. A number of stages discussion has held Leader and P3M Polytechnic Country Bengkalis with PHR. Through discussions the is known Wrong One frequent problem faced by PHR- assisted MSME actors are limitations knowledge, understanding, and ability about Management business, which includes planning, organizing, staffing, directing/ leading, and control organization on aspect, distribution, and marketing. **Financial Reporting and Digital Marketing Assistance On MSMEs by PT PHR Rokan Hilir.**

## **1.2 Identification of the Project**

Based on the background explanation above, the identification of project problems that will be addressed by the author is as follows: "Assistance for Financial Reporting and Digital Marketing in MSMEs by PT PHR Rokan Hilir Regency.

### **1.3 Purpose of Project**

#### 1.3.1 General Purpose:

Provide assistance to PT PHR-assisted MSME businesses in Rokan Hilir Regency.

#### 1.3.2 Special Purpose:

The specific objectives of MSMEs (Micro, Small, and Medium Enterprises) may vary depending on the characteristics of each business. However, in general, the specific objectives of MSMEs may include the following:

1. Making improvements to the financial reports of MSMEs assisted by PT.PHR, Rokan Hilir Regency.
2. Marketing Digital marketing is a marketing strategy that uses digital technology and online platforms to promote products, services or brands to consumers or target audiences.

### **1.4 Significance of the Project**

This project is expected to be useful for interested parties or related parties where the benefits of this project are:

1. Give experience to student For do past tasks simulated like world work .
2. Give provision of soft skills and especially competence directed to achievement high integrity, skilled in use technology information, increase ability communication, work The same team And hone development self .

Increasing the efficiency and productivity of projects often aims to increase efficiency and productivity within the organization. By identifying and implementing the necessary changes through projects, organizations can improve work processes, reduce operational costs, optimize the use of resources, and increase team productivity.

### **1.5 Place Project of Implementation**

Planning And scheduling is part drafting integral cost . Timetable That show presentation work work , job For resolved , and order work That alone . Cost status reports And time must made in a manner integrated And under supervision same manager.

### **1.6 Writing System**

The systematic writing for the project “Financial Reporting and Digital Marketing Assistance On MSMEs by PT PHR Rokan Hilir District is as follows:

#### **CHAPTER I: INTRODUCTION**

This chapter containing about background back identification formulation problem , space scope study limitation problem I mean as well as objective research method study And methodology development system and systematics writing

#### **CHAPTER II: LITERATURE REVIEW**

This chapter containing about theory form definition And understanding about related material with problem on study like theory basic explanation draft base system, concept base information, as well review discussed studies theories results research .

#### **CHAPTER III: METHOD AND ACCOMPLISHMENT PROCESS**

This chapter containing about explanation about object the author's research use, analyze running system, and analysis need .

#### **CHAPTER IV: RESEARCH RESULTS AND DISCUSSION**

This chapter discuss about planning system that will proposed like analysis planning system, system diagram design proposal such as use case, use case specification ,

class diagrams, activity diagrams, etc. On part This Also will explained planning between advance And implementing application that has been made.

**CHAPTER V: CONCLUSION AND SUGGESTION**

This chapter discuss about conclusion and suggestions that include and suggestions that include whole writing task end.