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## INFORMATION TECHNOLOGY-BASED BUSINESS MANAGEMENT TRAINING FOR MSMEs IN THE 5.0 ERA

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### **Abstract**

The development of the Society 5.0 era requires Micro, Small, and Medium Enterprises (MSMEs) to be able to adapt to the use of information technology in business management. However, many MSMEs still face obstacles in implementing technology-based business management, particularly in aspects of planning, financial recording, marketing, and decision-making. This Community Service activity aims to improve the understanding and skills of MSMEs in implementing information technology-based business management through training and mentoring programs. The implementation method includes preparation, training, direct practice, and evaluation. The results of the activity show an increase in participants' knowledge about digital business management, their ability to use simple management applications, and changes in business management patterns that are more systematic and data-driven. This activity is expected to encourage MSMEs to be more adaptive, efficient, and competitive in the Society 5.0 era.

**Keywords:** MSMEs, Business Management, Information Technology, Society 5.0, Community Service

## **1. Introduction**

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in the national economy as labor absorbers and economic drivers. However, MSMEs still face various challenges, particularly in terms of business management, which remains conventional and has not yet been integrated with information technology.

Society 5.0 is a concept of a human-centered society supported by intelligent technologies such as digitalization, big data, and artificial intelligence. In this era, businesses are required to utilize technology not only as a tool but also as an integral part of their business management system. Unfortunately, most MSMEs still suffer from limited digital literacy, a limited understanding of modern management, and limited ability to use business-supporting applications.

Based on these conditions, community service activities in the form of information technology-based business management training are needed to enable MSMEs to improve their efficiency, effectiveness, and competitiveness. This program is designed as a contribution from academics to support the transformation of MSMEs into the digital era and Society 5.0.

## **2. Literature Review**

### **2.1 MSME Business Management**

Business management is the process of planning, organizing, directing, and controlling resources to achieve organizational goals effectively and efficiently. In MSMEs, business management encompasses financial, marketing, operational, and human resource management (Sutrisno, 2020).

### **2.2 Information Technology in Business Management**

Information technology plays a crucial role in supporting modern management systems. Utilizing digital applications such as financial record-keeping, cashier systems, digital marketing, and customer management can help MSMEs improve data accuracy and accelerate decision-making (Laudon & Laudon, 2021).

### 2.3 MSMEs and the Challenges of the Society 5.0 Era

The Society 5.0 era emphasizes the integration of technology and human life. For MSMEs, the main challenge in this era is adapting to digital technology and developing data-driven managerial competencies. MSMEs that are able to utilize information technology will have a greater chance of survival and growth (Fukuyama, 2018).

### 2.4 Training as an Effort to Empower MSMEs

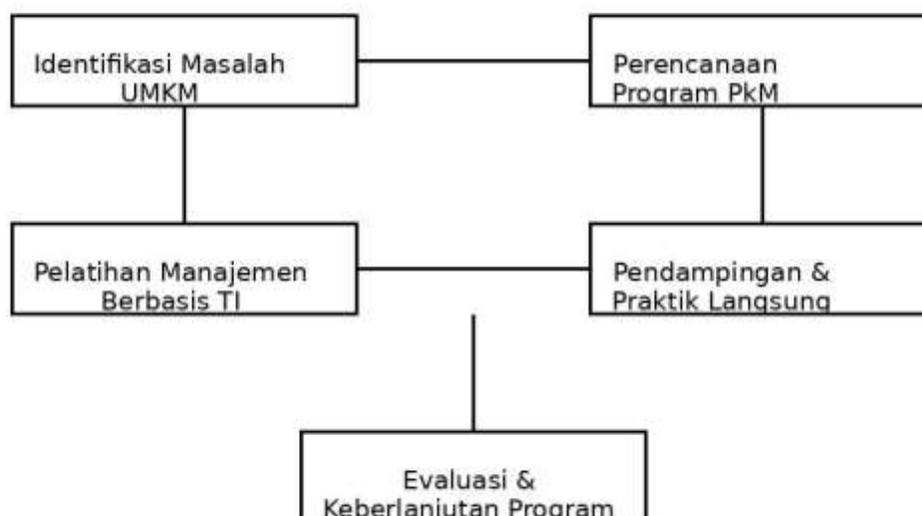
Training is an effective strategy for increasing the capacity of MSMEs. Through practice-based training and mentoring, MSMEs can understand business management concepts and apply them directly to their daily business activities (Rivai, 2019).

## 3. Implementation Method

The method for implementing this Community Service activity uses a participatory training and mentoring approach, with the following stages:

**Figure 1. Map of the Implementation of Information Technology-Based Business Management Training for MSMEs in the 5.0 Era**

### Peta Pelaksanaan PkM UMKM Era 5.0



### 3.1 Preparation Stage

Preparatory activities include:

- Identifying the needs of MSMEs
- Preparation of information technology-based business management training materials
- Coordination with MSME partners and scheduling activities

### 3.2 Implementation Stage

Implementation of activities is carried out through:

- **Delivery of material** regarding the concept of business management and the role of information technology
- **Simple application usage training**, such as financial recording applications and digital marketing
- **Hands-on practice** using a smartphone or laptop device

### 3.3 Evaluation Stage

Evaluation is carried out through:

- Observation during the activity
- Discussion and Q&A
- Assessment of participant understanding before and after training

## 4. Results and Discussion (Development)

The implementation of Community Service activities in the form of Information Technology-Based Business Management Training for MSMEs in the Society 5.0 Era has had a significant impact on improving managerial capacity, digital literacy, and changing participants' business management patterns. This activity is designed not only as a knowledge transfer, but also as an effort to empower MSMEs to adapt to technological developments and the demands of the Society 5.0 Era, which emphasizes the integration of humans and technology.

The results of the activities were analyzed qualitatively based on participant participation levels, knowledge and skills attainment, and behavioral changes in business management following the training and mentoring. This analysis was

obtained through direct observation during the activities, interactive discussions, and evaluation of participant understanding at the end of the training.

#### **4.1 Participant Profile and Participation**

Participants in the activity consisted of micro and small-scale MSMEs operating in various sectors, including trade, culinary arts, and services. Overall, their educational backgrounds varied, ranging from high school graduates to university graduates. However, most participants lacked a sufficient understanding of modern business management and the optimal use of information technology.

Before the training, most participants were still managing their businesses conventionally. Financial transaction records were kept manually, and some MSMEs didn't even keep records at all. Furthermore, marketing activities were limited to traditional methods and word-of-mouth promotion, without fully utilizing digital media.

Participant participation throughout the training was high. This was evident in consistent attendance, active participation in discussion sessions, and enthusiasm for hands-on practice using information technology applications. Participants actively asked questions related to the challenges they face in daily business management. This high level of participation demonstrates that the training material aligns with the real-world needs and challenges faced by MSMEs.

#### **4.2 Improving Understanding of Business Management**

After attending the training, participants demonstrated a significantly improved understanding of basic business management concepts. They began to understand that business sustainability is determined not only by production or sales capacity, but also by the ability to manage the business systematically and in a planned manner.

Increasing participant understanding includes several main aspects, including:

##### **1. Basic Concepts of Business Management**

Participants will understand management functions, including planning, organizing, implementing, and controlling a business. This understanding will help MSMEs recognize the importance of clear business planning and regular performance evaluations.

## 2. Separation of Personal and Business Finances

One of the main problems faced by MSMEs is the mixing of personal and business finances. Through this training, participants begin to understand the importance of this separation to understand the true financial condition of their business and facilitate decision-making.

## 3. Data-Driven Business Planning

Participants were introduced to the concept of simple business planning based on targets and data. With financial records and sales data, MSMEs can plan more realistically and measurably.

This training provides an understanding that good business management is the main foundation in creating a sustainable business and being able to survive amidst the competition of the Society 5.0 Era.

### 4.3 Implementation of Information Technology in Business Management

In the practical session, participants were introduced to various information technology applications that are easy to access and use, both on smartphones and computers. The applications were selected based on their ease of use and relevance to the needs of MSMEs.

The results of implementing information technology in business management show that:

- Participants are able to record daily transactions digitally, so that financial data becomes neater and easier to monitor.
- MSMEs are starting to understand simple analysis of business cash flow, such as knowing income, expenses, and business profits.
- Participants can utilize social media as a means of marketing and communicating with customers more effectively.
- Some participants have started trying to market their products through marketplace platforms as an effort to expand their market reach.

The use of information technology encourages MSMEs to be more adaptive and efficient in running their businesses. Furthermore, the use of technology also helps MSMEs save time and effort in managing business administration.

#### 4.4 Impact on MSME Performance and Mindset

These training and mentoring activities not only improved technical skills but also changed the mindset of MSMEs. Participants began to realize that technology isn't something complicated and intimidating, but rather a tool that can help improve business performance.

This shift in mindset is reflected in participants' growing awareness of the importance of data in business decision-making. MSMEs are beginning to understand that data-driven decisions are more accurate than those based solely on intuition.

In general, the impacts felt by participants include:

- **Increased self-confidence** MSME actors in managing their businesses and trying new innovations.
- **More structured and documented business management**, especially in financial and marketing aspects.
- **Readiness of MSMEs to face challenges and competition in the 5.0 Era**, both from a technological and management perspective.

With this change in mindset and increased capacity, it is hoped that MSMEs will be able to develop their businesses sustainably and contribute to the economic growth of the community.

#### 4.5 Relationship of Activity Results with the Concept of Society 5.0

The results of this Community Service activity align with the Society 5.0 concept, which places humans at the center of technology utilization. MSMEs are not only taught how to use technology but also guided to utilize it wisely and according to business needs.

The integration of managerial and information technology skills gained through this training provides crucial capital for MSMEs to increase their competitiveness. Therefore, this activity not only provides a short-term solution but also builds a foundation for MSME sustainability in the Society 5.0 era.

## **5. Conclusion and Documentation**

### **5.1 Conclusion**

Community service activities in the form of information technology-based business management training have successfully improved the understanding and skills of MSMEs. They have become more adaptable to the use of technology in business management, thereby increasing their competitiveness in the Society 5.0 era.

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