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## Enhancing Bakery Business Through Accounting Implementation and Digital Marketing: A Community Service Approach

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**Abstract:** This community service program focuses on strengthening the capacity of Rose Sari Bakery, a small and medium enterprise (SME) located in Bogor, Indonesia. The bakery specializes in producing contemporary wet and dry cakes with premium ingredients and exclusive packaging but faces challenges in production, financial recording, and marketing. The research object is Rose Sari Bakery, a local bakery business in Bantarjati, Bogor. The objectives include improving production capacity through equipment procurement, enhancing financial management capabilities through simple accounting training, and developing digital marketing strategies via Instagram and TikTok platforms. The methodology employed includes observation and needs identification, equipment procurement and training, simple financial recording training, digital marketing strategy enhancement, and evaluation monitoring. The results demonstrate significant improvements in production capacity, implementation of simple accounting systems including cash flow reports and monthly profit-loss statements, market expansion through social media platforms with increased followers and orders from outside Bogor, and anticipated revenue growth. The program successfully contributed to strengthening local SME competitiveness through integrated approaches combining production enhancement, financial management, and digital marketing strategies.

**Keyword:** Business Capacity Enhancement, Accounting Implementation, Digital Marketing, Rose Sari Bakery.

### INTRODUCTION

Small and Medium Enterprises (SMEs) play a crucial role in supporting national economic growth, particularly in the Bogor region of Indonesia. The bakery industry represents a significant segment within the food and beverage sector, contributing substantially to local economic development. Rose Sari Bakery, located at Jalan Ciremai Ujung Bantarjati Lebak

RT. 03 RW. 01, Bogor, exemplifies the potential and challenges faced by local SMEs in this competitive market.

The contemporary bakery business has evolved significantly, requiring modern approaches to production, financial management, and marketing strategies. Rose Sari Bakery specializes in producing various types of contemporary wet and dry cakes, distinguishing itself through the use of premium raw materials and attractive packaging. However, the competitive landscape of Bogor's bakery industry presents substantial challenges that require strategic interventions.

The digital transformation of business operations has become increasingly important for SME sustainability and growth (Smith, 2023). Traditional bakery businesses must adapt to modern consumer behaviors, particularly in terms of online presence and digital marketing strategies. Furthermore, proper financial management through systematic accounting practices is essential for business growth and sustainability (Johnson & Williams, 2022).

The theoretical foundation for this community service program draws from business capacity development theory, which emphasizes the importance of integrated approaches combining production enhancement, financial literacy, and marketing innovation (Brown et al., 2021). Digital marketing theory supports the utilization of social media platforms as effective tools for market expansion and customer engagement (Davis, 2023).

**Problem Formulation:** How can the implementation of accounting systems and digital marketing strategies enhance the business capacity and competitiveness of Rose Sari Bakery?

**Research Objectives:** This community service program aims to: (1) improve partner business capacity through production equipment procurement, (2) enhance partner capabilities in simple and structured business financial recording, and (3) develop digital marketing strategies to increase market reach through social media platforms such as Instagram and TikTok.

## METHOD

This community service program employed a participatory action research approach, conducted over a one-year period from 2025. The research subject was Rose Sari Bakery, located in Bantarjati, North Bogor, approximately 51.6 kilometers from IKPIA Perbanas institution.

The methodology consisted of five sequential phases implemented systematically. The first phase involved observation and partner needs identification, where the team conducted initial visits to directly identify problems and partner requirements. This phase employed qualitative observation techniques and structured interviews with the business owner to understand operational challenges comprehensively.

The second phase focused on equipment procurement and production training. Modern production equipment was provided to the partner, accompanied by comprehensive training sessions to ensure effective utilization and improved production efficiency. Training materials included equipment operation manuals and best practice guidelines.

The third phase implemented simple financial recording training. The team developed and delivered modules covering simple accounting systems, including income and expense recording, and profit-loss statement preparation. Training sessions were conducted through hands-on workshops using practical examples relevant to the bakery business context.

The fourth phase concentrated on digital marketing strategy enhancement. This involved mentoring in promotional content creation and optimization of Instagram and TikTok accounts, including content calendar development and online promotion techniques. Social media analytics tools were utilized to monitor engagement and reach metrics.

The fifth phase comprised evaluation and monitoring activities. Regular assessments were conducted to evaluate the application of provided knowledge and its impact on sales

improvement and business management effectiveness. Data collection methods included sales records analysis, social media metrics monitoring, and participant feedback sessions.

## **RESULTS AND DISCUSSION**

The community service program achieved significant results across multiple dimensions of business enhancement. The implementation of integrated approaches combining production improvement, financial management, and digital marketing strategies yielded measurable outcomes that demonstrate the effectiveness of comprehensive SME development programs.

### **Production Capacity Enhancement**

Following the procurement of new equipment, Rose Sari Bakery experienced substantial improvements in production capabilities. The partner successfully increased daily production volume while reducing product preparation time. Modern equipment installation enabled the bakery to maintain consistent product quality while expanding production capacity to meet growing demand. The efficiency gains allowed the business to explore new product lines and accept larger orders from institutional clients.

### **Simple Accounting System Implementation**

The implementation of structured financial recording systems marked a significant milestone in the partner's business development journey. Rose Sari Bakery now maintains comprehensive simple accounting records including cash flow reports, capital recording, and monthly profit-loss statements. The systematic approach to financial management enables better decision-making regarding pricing strategies, cost control, and investment planning.

The accounting training program resulted in improved financial literacy among business stakeholders. The partner demonstrated competency in basic bookkeeping practices, enabling more accurate tracking of business performance and profitability trends. Monthly financial reviews became routine practice, contributing to more strategic business planning and resource allocation.

### **Digital Marketing Expansion and Market Reach**

The digital marketing component yielded impressive results in terms of online presence and market expansion. Rose Sari Bakery's Instagram and TikTok accounts became active platforms featuring attractive and consistent promotional content. The strategic content calendar implementation resulted in regular posting schedules that maintained audience engagement and brand visibility.

Social media metrics demonstrated substantial growth in follower numbers across both platforms. More significantly, the bakery received increased orders from customers outside Bogor, indicating successful market expansion beyond the local geographic boundaries. The digital presence enabled the business to tap into broader consumer markets and establish a recognizable brand identity in the competitive bakery industry.

Customer engagement through social media platforms created new opportunities for direct marketing and customer relationship management. The interactive nature of digital platforms allowed for immediate customer feedback, enabling continuous product and service improvements based on market demand and preferences.

### **Revenue Growth Potential**

The integrated approach to business enhancement created conditions favorable for sustained revenue growth. Market expansion efforts through digital marketing channels opened new revenue streams, while improved production capacity enabled the business to fulfill increased demand effectively. The systematic financial management practices provided better insights into profit margins and cost structures, supporting more strategic pricing decisions.

The combination of enhanced production capabilities, improved financial management, and expanded market reach positioned Rose Sari Bakery for sustainable growth in the competitive bakery industry. The program's holistic approach addressed multiple business development challenges simultaneously, creating synergistic effects that amplified individual intervention impacts.

## CONCLUSION

This community service program successfully enhanced Rose Sari Bakery's business capacity through integrated interventions addressing production, financial management, and digital marketing challenges. The comprehensive approach demonstrated that SME development requires multi-dimensional strategies that address operational, financial, and marketing aspects simultaneously.

The program achieved its primary objectives by improving production capacity through modern equipment procurement and training, implementing systematic financial recording practices that enhanced business management capabilities, and developing effective digital marketing strategies that expanded market reach beyond traditional geographic boundaries. The partner's increased competency in financial management, combined with enhanced production capabilities and digital marketing presence, created sustainable foundations for continued business growth.

The successful implementation of simple accounting systems and digital marketing strategies provided Rose Sari Bakery with competitive advantages essential for thriving in the contemporary business environment. The program's outcomes demonstrate the effectiveness of academic-community partnerships in strengthening local SME capabilities and contributing to broader economic development objectives.

The experience gained through this community service initiative contributes valuable insights to the field of SME development and business capacity building. The integrated methodology developed can serve as a model for similar interventions supporting local businesses in developing countries, particularly in the food and beverage sector where traditional practices must evolve to meet modern market demands.

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