

ABSTRACT

DESIGN AND DEVELOPMENT OF A WEB-BASED DIGITAL FINANCIAL APPLICATION FOR MSMEs IN THE XYZ COMMUNITY

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This research aims to design and develop a web-based digital financial application specifically created for Micro, Small, and Medium Enterprises (MSMEs) in the XYZ Community. The application seeks to enhance efficiency, accuracy, and transparency in financial management, which was previously conducted without utilizing modern technology and faced various challenges, such as lack of accuracy and limited access to information. By implementing this application, financial management becomes faster, more accurate, and more efficient. The system also facilitates MSMEs in recording income and expenses, managing transaction categories, and enabling the community to obtain neatly organized financial reports to support analysis and decision-making processes. Testing results indicate that the application can meet user needs and provide a better experience in financial management. Furthermore, this research offers several suggestions for further development, including improving security features, integrating with digital payment systems, providing user training and socialization, system maintenance, and periodic evaluation and feedback. It is hoped that this application will continue to evolve and deliver maximum benefits for MSMEs in facing the digital era.

Kata Kunci: Financial Application, Digital, Web-Based, Financial Management, Efficiency, Accuracy, Transparency, MSMEs, XYZ Community.