

**EFEKTIVITAS PENGGUNAAN APLIKASI LAMIKRO PADA
PENGELOLAAN KEUANGAN USAHA MIKRO KECIL DAN
MENENGAH (UMKM) DI KECAMATAN BULELENG**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui efektivitas penggunaan aplikasi Lamikro pada pengelolaan keuangan UMKM di Kecamatan Buleleng serta minat pelaku UMKM terhadap penggunaan aplikasi Lamikro. Metode penelitian ini menggunakan *mix methods*. Populasi penelitian ini adalah UMKM di Kecamatan Buleleng dan sudah memiliki IUMK sebanyak 153 UMKM. Teknik penentuan sampel menggunakan teknik *purposive sampling*. Metode pengumpulan data melalui kuisisioner, observasi, dan wawancara. Efektivitas penggunaan aplikasi Lamikro akan diukur berdasarkan indikator keamanan data, kecepatan (waktu), ketelitian, variatif laporan ,relevansi, keakuratan, kualitas informasi, independensi data, standarisasi data, dan integrasi data dengan menggunakan analisis statistik deskriptif ukuran frekuensi. Sedangkan minatpelaku UMKM terhadap penggunaan aplikasi ini didapat dari hasil wawancara dengan beberapapelaku UMKM. Hasil penelitian menunjukkan bahwa penggunaan aplikasi Lamikro pada pengelolaan keuangan UMKM di Kecamatan Buleleng dinyatakan telah efektif dalam menghasilkan laporan keuangan sesuai dengan kebutuhan pelaku UMKM serta pelaku UMKM di Kecamatan Buleleng sebagian besar memiliki minat dalam menggunakan aplikasi Lamikro.

Kata Kunci: Aplikasi Lamikro, Efektivitas, UMKM

EFFECTIVENESS OF LAMIKRO APPLICATION IN MICRO SMALL AND MEDIUM BUSINESS FINANCE MANAGEMENT (MSMES) IN BULELENG DISTRICT

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ABSTRACT

This study aimed to measure the use of Lamikro application in the financial management of MSME (Micro Small and Medium Enterprises) in Buleleng District and the interest of MSME players in using Lamikro application. This study used mixed methods. The population of this study was 153 MSME players in Buleleng District who already have IUMK (micro and small enterprise license). The technique of determining the sample was the purposive sampling technique. Methods of data collection were done through questionnaires, observation, and interviews. The effectiveness of using Lamikro application was based on indicators of data security, speed (time), accuracy, variety of reports, relevance, accuracy, information quality, data independence, data standardization, and data integration using descriptive statistical analysis of frequency measures. Meanwhile, the interest of MSME players in using this application was obtained through interviews with several MSME players. The results showed that the use of Lamikro application in MSME financial management in Buleleng District has been effective in producing financial reports according to the needs of MSME players and most of them had an interest in using Lamikro application.

Keywords: Lamikro Application, Effectiveness, MSME

