

Application of Management Information Systems in F&B MSMEs

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Abstract: *Management information system is an economic device company that support the business wheel. This system is the support that eases companies to receive information flow where the information flows come from both internal and external companies can be absorbed and presented in a place that is easy to understand, quick, and on target including the current financial information, human resources (HR), marketing and sales strategies that will be built by the company to the issues that will influence business wheel in the company. The aim of this research is to determine the influence of human resource management, electronic systems, and the distribution system in moderation system information for the competitive advantage of UKM in Indonesia.*

Keywords: *Human Resources Management, Organization Information System Electronic Systems, Distribution System, Competitive Advantage.*

Introduction

MSMEs are one of the driving forces of the national economy with its contribution and role in absorbing more labor if compared to other business elements in Indonesia, proves that MSMEs are able to reduce the number of unemployment and poverty. MSMEs are truly an important pillar as a strong pillar in country's economic development. This is also felt by the countries other ASEAN. Likewise in countries that have been categorized developed countries, such as the United States, Japan, Germany, France, Canada; these countries also recognize that MSMEs are the motor economic drivers that are critical to economic growth and processes technological growth in these countries.

Regions must be able to map their business potential by the area. The mapping in question is based on mapping natural resources, human resources, institutions contained in area, characteristics of the area, etc. Of course these things can affect the policies that will be selected and implemented by local government, which aims to provide welfare to Public. The government certainly has a very important role in formulation of strategies or policies that govern SMEs and efforts in provide welfare to society.

The government pays great attention to developments MSMEs in order to survive in the global crisis. Various initiatives always managed by the government through the Ministry of Cooperatives and Enterprises Small and Medium Enterprises so that more and more individuals want to pursue the world of entrepreneurship in the form of establishment of SMEs. The government's attention to MSMEs very big is the right strategic step needed by the nation Indonesia. The seriousness of the government's concern for MSMEs with programs

to grow and develop MSMEs in Indonesia. Though the support of the Indonesian government is very large to make MSMEs successful and developing does not mean without constraints. According to Tambunan (2002) the factors that can influence business success are the quality of human resources, namely including the behavior of business actors and business capital. According to Tambunan (2002), the quality of human resources includes the behavior of actors business can affect the success of the business. Cashmere (2017) business can is said to be successful if the business actors have good personality characteristics honest, creative and innovative to build a trust towards consumers, the more motivation and good behavior a person has business actors, the greater the possibility that an MSME can develop. To develop an MSME so that the business is successful, Business actors must be able to think creatively and innovatively for more develop their business. According to Tambunan (2002), capital strength can influence business success. Business capital is absolutely necessary to carry out activities effort. Therefore, a number of funds are needed as a basis for financial measurement for the effort made. Sources of business capital can be obtained from capital itself, government assistance, financial institutions both banks and non-bank institutions. Capital is a business factor that must be available before carrying out activities. The size of the capital will affect the development of the business in income achievement (Riyanto, 2001).

Method

The research method used is descriptive and associative. HRM has a significant positive effect on competitive advantage with organizational information system moderation, electronic systems have no significant effect on competitive advantage with organizational information system moderation, and distribution systems have a significant effect on competitive advantage with organizational information system moderation.

Results and Discussion

The poor economic conditions due to the impact of the global economic crisis still overshadowed the overall economic conditions in Indonesia. Even in December 2013 there was a very sharp decline in the value of the rupiah and was the worst since 2008, where the value of the rupiah was in the range of Rp. 12,000.00 against the United States Dollar. The continuous decline in the value of the rupiah currency certainly has a tremendous impact on businesses in Indonesia, because of the large dependence of our nation's imports on the production of foreign goods and production materials from abroad. This will affect the price of domestic goods, which will increase by up to 20%. The soaring prices of goods are certainly not balanced with the increase in people's income which causes people's purchasing power to decrease and of course has a broad impact on the economy as a whole. One of the government's efforts to increase people's income is through small and medium enterprise (SME) programs.

Micro, Small and Medium Enterprises or can be called MSMEs are the business lines that dominate the most and become the driving force in the economy of our country. In a pandemic condition like this, MSME activities are very limited in carrying out their business operations. Coupled with the various prohibitions or regulations that have emerged to overcome the pandemic and of course this

tests every MSME's ability to survive in Indonesia. One of the ways for MSMEs to survive during a pandemic like this is with good coordination in all parts of the company; this is aimed at making the right business decisions. Without the application of a management information system, MSMEs are less efficient and less optimal in carrying out their business operations.

In Indonesia, MSMEs usually don't think too much about and worry about things related to their organizational structure. However, the focus is mostly on the buying and selling process so that many things do not get attention, including the implementation of management information systems. Meanwhile, the management information system covers a number of important matters including the company, operations, products and services as well as strengthening the business in the competition in the market. The definition of a management information system is a set of combined procedures that collect and produce reliable, relevant, and well-organized data that supports the decision-making process of an organization. In short, it is a group of processes by which data is obtained, analyzed, and presented for decision making. Through this definition, it can be said that the management information system is very important to understand and use. However, it must be in accordance with the needs and capacities of each MSME. This is done in order to survive and thrive in conducting MSME business operations in very dynamic conditions. Based on past experience shows that the sector controlled by conglomerate companies that are not supported by good performance, caused them to become bankrupt due to the crisis, which subsequently on a large scale made the State of Indonesia slumped because their small number turned out to control most of the national economy. . Meanwhile, small and medium enterprises (SMEs), which are very numerous but have a small role in the national economy, have been able to survive in a crisis situation.

The problems that are often faced by small businesses are related to the problem of management ability or unprofessional management. These management problems include issues of capital structure, personnel and marketing. In addition to these problems, there are also technical problems that are often encountered, namely: the lack of a good financial administration and management system, the problem of how to prepare proposals and make feasibility studies to obtain loans from both banks and venture capital, because of problems in preparing business plans due to competition. in seizing the market increasingly tight, problems with access to technology, especially when the market is controlled by certain companies/business groups and consumer tastes change quickly, problems in obtaining raw materials and high raw material prices because some SMEs have to import their raw materials for production, innovation problems in quality improvement goods and efficiency. Management information System Raymond McLeod, Jr. and George P. Schell (2011:12), defines a Management Information System-MIS (management information system-MIS) as a computer-based system that makes information available to users who have similar needs. SIM users usually consist of formal organizational entities, companies or sub-units of their subsidiaries. The information provided by MIS describes the company or one of its main systems in terms of what has happened in the past, what is happening, and what is likely to happen in the future. The SIM will generate this information through the use of two types of software. Report writing software that produces periodic reports and special reports. Periodic reports are coded in a program language and prepared according to a specific schedule. Special reports, also known as ad hoc reports, are prepared in response to unanticipated information needs. Today's database management systems have features that can quickly generate reports in response to requests for specific data or information.

Based on the premises stated above, the following research hypotheses are described in accordance with the variable linkage paradigm, as follows:

1. Human Resource Management moderated by Organizational Information Systems has a significant effect on competitive advantage.
2. Electronic Systems moderated by Organizational Information Systems against Competitive Advantage
3. Distribution System moderated by Organizational Information System has an effect on Excellence

Conclusion

With a management information system, small and medium-sized businesses will find it easier to provide information to do several things. For example, business process planning, business process control, evaluation and process improvement of a business on an ongoing basis.

Here are 3 examples of the effect of implementing a management information system on MSMEs:

- 1). Ownership of Human Resource Management with organizational information system moderation has a significant positive effect on competitive advantage. This shows that Human Resource Management with management information systems is able to increase the competitive advantage of SMEs.
- 2). Electronic systems in the management of SMEs have a positive and insignificant effect on the Competitive Advantage of SMEs. A good transaction processing system maximizes the welfare of SMEs through enhancing Excellence competitive. The results of the assessment of the influence of Electronic Systems with the moderation of organizational information systems on competitive advantage in this study can also be used as an evaluation tool by local governments to support SMEs with adequate technology.
- 3). The distribution system has been proven to have a significant positive effect on Competitive Advantage by moderating the organization's information system. This shows that a good distribution system will have a positive effect on the competitive advantage of SMEs.

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