

Integrating Digital Accounting Systems And Social Media To Enhance Marketing At PT. Juwara Satoe

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Abstract

Purpose: This study examines the implementation of digital-based Accounting Information Systems (AIS) to support product marketing at PT. Juwara Satoe, addressing the need for technological adaptation in small food enterprises.

Method: Employing field work practice, data were collected through direct participation in operational activities, observation of digital system utilization, and documentation of social media marketing strategies on Instagram and TikTok.

Practical Applications: Findings demonstrate that digital AIS enhances transaction recording, inventory management, and financial reporting accuracy, while social media integration expands market reach and consumer engagement.

Conclusion: The integration of digital AIS and social media marketing significantly improves operational efficiency and product promotion effectiveness, providing a replicable model for small food enterprises seeking digital transformation in competitive markets.



Introduction

The rapid proliferation of information and communication technologies in the contemporary digital era has fundamentally transformed operational paradigms across various business sectors, particularly within small and medium enterprises (SMEs). As consumer behaviors and market dynamics increasingly shift toward digital platforms, organizations are compelled to integrate technological solutions to maintain competitive viability. This scrutiny centers on the operational landscape of traditional food manufacturing enterprises, which frequently encounter challenges in harmonizing conventional accounting practices with modern digital marketing strategies. The examined populace comprises emerging culinary SMEs that rely heavily on localized production yet aspire to expand their market footprint through technological adaptation.

Despite the widespread availability of digital tools, many traditional enterprises continue to struggle with fragmented data management, inefficient financial tracking, and limited promotional reach. The core problem under investigation revolves around the inadequate integration of digital-based Accounting Information Systems (AIS) with contemporary marketing frameworks. Without a cohesive digital infrastructure, companies often face operational bottlenecks, including manual data entry errors, delayed financial reporting, and constrained consumer engagement. Consequently, the primary area of research focuses on how the strategic implementation of digital AIS can streamline internal processes while simultaneously amplifying product visibility and market penetration.

The selection of PT. Juwara Satoe as the focal engagement subject is grounded in its representative profile as a conventional bakery enterprise navigating the transition toward digital operationalization. Specializing in the production of traditional Yogyakarta bakpia, the company exemplifies the broader challenges faced by heritage food producers seeking to modernize without compromising product authenticity. This case was deliberately chosen due to its active yet nascent utilization of digital platforms, offering a practical and observable environment to evaluate the real-world applicability of integrated accounting and marketing technologies.

Situated within the broader discourse of digital business transformation, this engagement bridges macro-level technological advancements with micro-level organizational adaptation. While global literature extensively documents the benefits of enterprise resource planning and e-commerce integration, there remains a notable gap in examining how localized SMEs implement hybrid digital systems tailored to resource-constrained environments. This study narrows the focus to a targeted examination of how digital AIS functionalities, such as automated transaction recording, inventory control, and sales reporting, can be synergized with social media marketing to optimize both internal efficiency and external market outreach.

The fundamental objective of this community engagement is to foster sustainable digital empowerment among traditional SMEs, thereby catalyzing measurable improvements in operational transparency and market competitiveness. By facilitating hands-on implementation of digital accounting tools and structured social media campaigns, the initiative aims to enhance digital literacy, reduce financial mismanagement, and expand economic opportunities for local producers. Ultimately, the projected societal impact encompasses the democratization of digital business practices, enabling heritage enterprises to thrive in an increasingly technology-driven marketplace while preserving cultural and culinary heritage.

Existing scholarly literature consistently underscores the critical role of information systems in enhancing organizational decision-making and operational accuracy. Haria Saputri et al. (2023) emphasize that digital AIS significantly improves the reliability of financial reporting by automating data collection and processing. Similarly, Hidayah and Saptantinah (2025) demonstrate that integrated accounting systems minimize manual errors and strengthen internal controls, which are essential for managerial oversight. In parallel, Afriani et al. (2025) and Indrapura and Fadli (2023) highlight the efficacy of social media platforms in extending market reach and fostering consumer engagement. However, few studies

empirically examine the concurrent application of digital AIS and social media marketing within traditional food SMEs, a gap this engagement seeks to address.

The outcomes derived from this engagement are meticulously aligned with its foundational objectives, drawing upon both qualitative observations and quantitative operational metrics collected during field practice. By documenting transaction processing times, inventory accuracy rates, and social media engagement metrics, the study establishes an evidence-based foundation for assessing the practical viability of digital integration. These findings are expected to corroborate the theoretical assertions regarding efficiency gains and marketing amplification, thereby reinforcing the strategic value of adopting cohesive digital frameworks in resource-constrained business environments.

Method

The methods portion of this applied research study details the data collection, analysis, and interpretation processes employed to evaluate the implementation of a digital-based Accounting Information System (AIS) at PT. Juwara Satoe. Data collection was conducted through a structured field work practice design targeting operational personnel, accounting staff, and marketing coordinators as the primary informants. The sample design utilized purposive selection to engage individuals directly involved in daily transaction recording, inventory management, and digital marketing execution. Primary data were gathered using participatory observation, structured documentation review, and direct system interaction, supported by research instruments comprising an operational workflow checklist, digital transaction logs, and social media analytics trackers. The procedural design followed an eight-stage implementation framework, progressing from system familiarization to digital marketing deployment and final documentation synthesis. To ensure procedural efficacy and alignment with research objectives, potential risks such as internet connectivity instability, data synchronization delays, and limited digital literacy among staff were systematically identified. Mitigation strategies included implementing offline data backup protocols, conducting targeted competency briefings, and establishing redundant communication channels to maintain uninterrupted data flow.

The data analysis procedure employed a descriptive qualitative approach complemented by quantitative performance indicators to assess operational and marketing outcomes. Prior to analysis, rigorous data cleansing and preparation steps were executed, including the removal of duplicate transaction entries, reconciliation of inventory records with system outputs, and filtration of non-relevant social media interactions. Analytical verification was achieved through methodological triangulation, cross-referencing observational field notes with official company documentation and automated system reports to ensure data reliability. Thematic coding was applied to categorize qualitative inputs into core dimensions: transaction accuracy, inventory control efficiency, financial reporting timeliness, and consumer engagement expansion. Quantitative metrics, such as processing time reduction, error rate decline, and social media reach growth, were calculated to substantiate qualitative observations. Interpretation focused on establishing causal linkages between digital AIS adoption and measurable improvements in marketing effectiveness. All analytical steps, verification protocols, and data transformation procedures are explicitly documented to guarantee methodological transparency and enable precise replication by subsequent researchers.

Result

The implementation of the digital transformation initiative was conducted at PT. Juwara Satoe, a traditional food manufacturing enterprise specializing in Yogyakarta-style bakpia production. The field work practice engaged a multidisciplinary team of student researchers who collaborated directly with operational staff, accounting personnel, and marketing coordinators. The project was systematically deployed across the company's primary

operational facilities, focusing on the integration of digital accounting protocols and contemporary marketing frameworks. Participants included front-line employees responsible for daily transaction processing, inventory monitoring, and digital communication, all of whom received direct guidance during the transition period.

The execution phase commenced with a comprehensive orientation to the existing operational workflows, followed by the structured deployment of a digital-based Accounting Information System. Researchers actively participated in daily business routines, observing and assisting in the migration from manual record-keeping to automated digital platforms. This phase emphasized hands-on training in system navigation, data entry standardization, and real-time transaction logging. Each activity was carefully documented to establish a baseline for performance evaluation and to ensure seamless alignment with the company's operational objectives.

Central to the intervention was the systematic integration of digital modules designed to streamline financial data management and transaction recording. The system enabled automatic capture of sales entries, inventory adjustments, and expense tracking, thereby replacing fragmented paper-based ledgers. By centralizing financial data within a unified digital interface, the intervention facilitated immediate data retrieval and enhanced cross-departmental visibility. This structural shift established a more transparent and accountable financial environment within the organization.

The tangible outputs generated from the accounting system implementation included standardized digital transaction logs, synchronized inventory databases, and automated financial reporting templates. These artifacts replaced previously inconsistent manual records and provided management with reliable, up-to-date operational metrics. The system successfully processed daily sales data with minimal latency, generating consolidated summaries that supported timely managerial decision-making. Consequently, the organization achieved a measurable improvement in documentation consistency and data integrity.

Parallel to the accounting system deployment, the project introduced a structured social media marketing strategy utilizing Instagram and TikTok as primary promotional channels. The initiative involved auditing existing digital profiles, optimizing content scheduling, and aligning promotional messaging with brand identity. Researchers collaborated with the marketing team to develop visually engaging product showcases, educational content, and interactive promotional campaigns. This digital outreach component was specifically tailored to attract broader consumer demographics beyond traditional retail boundaries.

The execution of the marketing intervention required active participation in content creation, platform management, and audience engagement. Researchers assisted in producing high-quality visual media, drafting promotional captions, and implementing targeted posting schedules aligned with peak user activity periods. A dedicated TikTok account was subsequently established to serve as an additional digital funnel, diversifying the company's promotional ecosystem. Each campaign was systematically tracked to monitor audience reception and content performance metrics.

The direct outputs from the marketing initiative encompassed a fully operational digital content repository, an expanded social media follower base, and a newly integrated TikTok promotional channel. The consistent publication of product imagery, pricing updates, and interactive campaigns resulted in a sustained digital presence that reached consumers across multiple geographic regions. These deliverables transformed the company's previously ad-hoc promotional efforts into a structured, data-informed marketing operation capable of scaling with future demand.

The integration of digital accounting and marketing systems yielded substantial improvements in operational efficiency and workflow optimization. Transaction processing times were significantly reduced, as automated data capture eliminated redundant manual entries and minimized transcription errors. Inventory reconciliation became more precise, enabling real-time stock monitoring and reducing instances of overproduction or stockouts.

These operational enhancements directly contributed to a more agile and responsive production cycle.

Beyond internal efficiencies, the intervention catalyzed measurable improvements in market reach and consumer engagement. The strategic utilization of social media platforms expanded brand visibility, resulting in increased direct inquiries, higher engagement rates, and elevated purchase intent among digital audiences. Interactive features such as comment sections, direct messaging, and promotional contests fostered stronger consumer-company relationships. This heightened digital interaction translated into broader market penetration and strengthened brand loyalty.

The validity of these outcomes was substantiated through systematic documentation of system-generated reports, platform analytics, and comparative workflow assessments. Data cleansing procedures ensured that all transactional records and social media metrics were accurately aligned for analysis. Engagement indicators, including follower growth, content interaction rates, and promotional conversion tracking, were cross-referenced with sales data to establish performance correlations. This empirical evidence consistently demonstrated a positive trajectory following digital system adoption.

An interpretive analysis of the collected data reveals that the synergistic application of digital accounting infrastructure and social media marketing fundamentally restructured the enterprise's operational paradigm. The transition from isolated, manual processes to an integrated digital ecosystem facilitated more informed strategic planning and proactive market positioning. Employees demonstrated increased digital literacy and adaptive behaviors, indicating a successful cultural shift toward technology-driven practices. These transformations underscore the viability of digital integration as a catalyst for sustainable small and medium enterprise competitiveness.

Despite the documented successes, the implementation phase encountered operational constraints, including intermittent internet connectivity, initial staff competency gaps, and occasional data synchronization delays. These challenges were systematically addressed through targeted digital literacy workshops, offline backup protocols, and iterative system refinements. The sustained management of social media channels further mitigated competitive pressures by maintaining consistent consumer engagement. Ultimately, the intervention successfully established a resilient digital infrastructure that continues to enhance both operational precision and market expansion.

Discussion

The implementation of a digital-based Accounting Information System integrated with social media marketing at PT. Juwara Satoe successfully achieved its foundational objectives by streamlining financial data management and amplifying product visibility. The obtained results demonstrate that automated transaction recording, inventory synchronization, and digital reporting significantly reduced manual processing errors, thereby enhancing operational transparency and managerial oversight. This outcome aligns with the findings of Haria Saputri et al. (2023), who emphasize that digital AIS fundamentally improves the reliability and timeliness of financial information. Furthermore, the strategic deployment of Instagram and TikTok as promotional channels directly expanded market reach and fostered real-time consumer engagement, corroborating the assertions of Indrapura and Fadli (2023) regarding the efficacy of digital marketing in modernizing traditional business outreach. The active participation of company staff throughout the field work practice was instrumental in facilitating seamless system adoption, underscoring how collaborative knowledge transfer and hands-on training are critical determinants of successful technological integration in small-scale enterprises.

Beyond immediate operational improvements, the intervention catalyzed meaningful economic and structural consequences that are likely to yield long-term sustainability for the enterprise. The transition from fragmented manual ledgers to a centralized digital ecosystem

has established a more resilient financial infrastructure, enabling data-driven decision-making and proactive inventory management. Economically, the expanded digital footprint has translated into broader consumer demographics and increased sales velocity, while socially, it has fostered a more interactive and responsive brand-consumer relationship. The durability of this initiative is reinforced by its low-cost, scalable framework, which relies on widely accessible social media platforms and lightweight accounting software. Consequently, the model exhibits high replicability potential for other traditional food manufacturers and micro-enterprises navigating digital transformation, as demonstrated by Putri et al. (2022), who note that systematic digital adoption optimizes internal workflows and positions heritage businesses to compete effectively in technology-driven marketplaces.

Despite the documented successes, the implementation phase encountered several operational constraints that required adaptive management strategies. Primary challenges included limited digital literacy among operational staff, intermittent internet connectivity disrupting real-time data synchronization, and the ongoing financial burden of system maintenance. Additionally, the intensifying competition within digital marketing platforms necessitated continuous content innovation to sustain audience engagement. These obstacles were systematically mitigated through targeted competency workshops, the establishment of offline data backup protocols, and the implementation of structured content calendars aligned with platform analytics. The experience yielded critical lessons regarding the necessity of phased technological rollouts and the importance of continuous staff support during digital transitions. Hidayah and Saptantinah (2025) similarly highlight that sustained internal controls and user training are prerequisite to maintaining system accuracy, reinforcing the need for proactive capacity building alongside software deployment.

Moving forward, future community service initiatives targeting digital enterprise transformation should prioritize longitudinal mentorship programs that extend beyond initial implementation to ensure sustained competency development and system optimization. It is recommended that subsequent engagements incorporate advanced analytics training, enabling local enterprises to leverage consumer behavior data for targeted marketing campaigns and dynamic pricing strategies. Furthermore, establishing collaborative networks among traditional SMEs could facilitate knowledge sharing, reduce technology adoption costs, and foster collective resilience against digital market fluctuations. The specific contributions of this engagement demonstrate that targeted, practice-oriented interventions can effectively bridge the digital divide for resource-constrained businesses, while active community involvement remains the cornerstone of sustainable digital empowerment, providing a replicable framework for future applied research and community service programs aimed at enhancing operational competitiveness.

Conclusion

Based on the findings from the community service activities conducted, it can be concluded that the implementation of a digital-based Accounting Information System at PT. Juwara Satoe plays a pivotal role in supporting product marketing and enhancing operational effectiveness. The adoption of digital systems has streamlined the management of sales transactions, improved the accuracy of financial data recording, optimized inventory control, and facilitated the timely preparation of sales reports. Furthermore, the company has strategically utilized Instagram and TikTok as digital marketing platforms to expand product visibility. During the field work practice, the authors actively contributed to promotional and marketing initiatives through their personal social media channels and developed a dedicated TikTok account as an additional digital marketing medium for Bakpia Juwara Satoe. These initiatives significantly broadened the dissemination of product information and stimulated increased consumer interest in the company's offerings. In conclusion, the integration of a digital-based Accounting Information System has demonstrably enhanced operational efficiency, strengthened product marketing outcomes, and fostered more effective company-

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consumer engagement.

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