

Family and Business Financial Planning Training in the Community T. Kolam A. Yarang Ch. Pattani, Thailand

Rosida Dwi Ayuningtyas¹, Dina Yustisi Yurista², Risti Lia Sari³,
Wulan Budi Astuti⁴, Yulekhah Ariyanti⁵, Hasan Buenae⁶
^{1,2,3,4,5} Faculty of Economy and Bussines, Wahid Hasyim University,
⁶ Kolam Yarang Government Ch. Pattani, Thailand,

¹ rosida@unwahas.ac.id

² dina_yurista@unwahas.ac.id

³ risti_lia_sari@unwahas.ac.id

⁴ wulanbudiastuti@unwahas.ac.id

⁵ yulekhahariyanti@gmail.com

⁶ hasanbuenae170192@gmail.com

Abstract

Improving human resources in the economic sector requires strengthening community financial literacy. Communities in Pattani, Thailand, especially women, still face difficulties in separating family and business finances, which affects their welfare. This program aimed to enhance financial planning skills through training on family financial management and business management. The activity, conducted on May 15–17, 2023, in collaboration with the Government of Kolam A. Yarang and LP2M Wahid Hasyim University, used the Participatory Action Research (PAR) method through preparation, training, mentoring, and evaluation. Twenty participants joined, with 15 actively involved in financial planning sessions. Results showed that 75% of participants were able to use financial management applications, and most successfully identified needs and wants despite limited income. The training also encouraged participants to explore additional income sources, particularly online business, as a strategy to improve family welfare and support community development.

Keywords: Family Financial Management; Pattani; Community Service; Financial Literacy; Online Business.

Introduction

Financial management planning helps individuals develop accurate plans to achieve goals within a certain period by preparing for all risks that can be taken to obtain results that are closest to long-term objectives (Kumar, 2024). Through financial management, a person can understand how every financial decision impacts other areas of their overall financial situation. By viewing each financial decision as part of a whole, one can consider the short- and long-term effects of their life goals.

To improve sustainable development, various actions and strategies are needed to optimize natural and human resources. One effort to enhance the quality of human resources economically and financially is to provide improved community skills so that individuals can secure decent jobs and achieve better income.

According to (Otoritas Jasa Keuangan (OJK) Indonesia, 2022) a person's financial planning will be influenced by the conditions (life events) they are experiencing, making financial planning specific. Financial planning is also a continuous and dynamic process. At some point, the plan may require adjustments. Here are some conditions or events that can affect a person's financial planning: a) Marital status (unmarried or married), b) Employment conditions (whether they have a permanent job or not), c) Age (increasing age), d) Family conditions (number of dependent family members), e) National economic conditions (ease of finding work and income), f) Education level (education level affects income), as well as, g) His health condition (affecting the cost and viability of income).

One of the causes of low family economic welfare is the lack of ability to plan and manage finances. Family income often poses problems because the smaller income received when compared to expenses for family needs (Santoso, 2018). In finance, people are said to have achieved success if they are able to align the use of funds with their income. In addition, financial security in the future is the existence of retirement savings, this is to minimize the risks that will be experienced in the future (Sina, 2014). Planning family financial management must be done early for every family, because it will help to use funds wisely according to the level of need (Yohana, 2014). According to (Widdowson & Hailwood, 2007) Good financial literacy will affect how people manage finances, invest, save and borrow.

According to the results of research (Silvy & Yulianti, 2013) financial knowledge and financial experience affect family financial investment planning behavior. Financial managers' attitudes moderate and strengthen the influence of financial knowledge but do not moderate the influence of financial experience on family financial investment planning behavior.

Thailand is a country in Southeast Asia that takes the form of a Constitutional Monarchy (a government established under a constitutional system that recognizes the King, Queen, or Emperor as the head of state). Islam entered Thailand around the 10th or 11th century brought by Arab and Indian traders. Islam has been present in the Pattani region since the establishment of the 14th century Patani Islamic Kingdom. However, since it was under the rule of the Kingdom of Siam, until now Muslims have become a minority and discriminated against by the Thai government. Pattani is a state province in Thailand with a Muslim majority population of about 1.5 million people, or 80 percent of the total population. Many issues faced by Pattani residents include a lack of knowledge on how to plan family and business financial management for the long term so that the quality of life of the community, especially women, is guaranteed and minimizes the risks that occur in the family's financial management. The community has not been able to separate family and business financial management.

By providing family and business financial planning training, this community service activity was designed to encourage changes in consumptive lifestyles toward more sustainable and responsible financial management. The training aimed to help participants avoid spending their entire income on daily needs so that a portion could be saved and allocated for future investments (Yohana, 2014).

The implementation method began with a series of preparatory steps. These included discussions with community representatives to determine the objectives to be achieved, the types of activities to be conducted, and the characteristics of the target participants. Based on the results of these discussions, the agreed activity was a training program focused on family financial management and business management. The training combined lectures, group discussions, and practical exercises, enabling participants not only to gain knowledge but also to practice financial planning techniques directly relevant to their daily lives and business activities.

The initial gathering was carried out to communicate with one of the representatives of the participants 71 / 11 M.3 T.Kolam A. Yarang Ch. Pattani Thailand, in this case to establish friendship, identify problems, and discuss the process of implementing service activities. From this stage, several agreements were reached with Ch. Pattani participants that the implementation of this socialization service is planned to be carried out in the Ch. Pattani Community on May 15-17, 2023. The participants who will be invited to take part in this training event are approximately 20 participants.

Result and Discussion

The Community Service Program was carried out from 15 to 17 May 2023 at the Government of Kolam A. Yarang, Ch. Pattani, Thailand, in collaboration with the Unwahas Institute for Research and Community Service (LP2M) and alumni of the Islamic Economics Study Program. This program produced material output on family financial planning, including basic knowledge and calculations about business zakat, business financial management and a Simple Household Financial Management Training Program. According to (Mahaprata, 2018) Personal financial planning is not just about managing finances, but also about handling and managing finances to react adequately in different financial situations to avoid uncertainty and losses.

Financial planning plays an important role for families. Family financial planning is the art of managing finances carried out by families to achieve effective, efficient, and useful goals for prosperity. However, uncertain economic conditions often hinder proper financial planning, particularly for the lower middle economic group, which is very vulnerable to economic turmoil (Fajri et al., 2023). In the Family Financial Planning Education and Training activity, there were 15 participants, of whom 80% were housewives/workers and 20% were men.

In the initial stage before conducting the training, the speakers provided a brief introduction and facilitated discussions related to how the community managed family and business finances. Based on the discussion, several conclusions were drawn from the initial discussion before the training was carried out:

1. Many people, especially housewives in the Yarang Pond government, Pattani, Thailand have not been able to manage family finances properly even according to one participant said "respondents" that all income is used for consumptive expenses due to lack of income from the income they generate;

2. Participants have not been able to invest both offline and online;
3. Participants have not been able to distinguish between family finances and their independent business;
4. Participants explain that they have not been able to manage their business on-line especially selling their business goods for export or out of their own area;
5. Participants explain limited access and human resources who have not been able to manage finances properly, both family and business finances.

From the results of the initial discussion, the speakers summarized and provided initial explanations and training related to how to manage family finances, including mapping needs, spending zakat separating family and business finances and explaining the stages for exporting their business goods.

A. Family Financial Management Training

The participants were guided by lecturers from the Faculty of Economics and Business at Wahid Hasyim University, who acted as the main speakers during the training sessions. They explained how to systematically record all sources of family income in order to understand the actual monthly earnings. After the introduction to income data collection, participants were instructed to record their monthly expenses, starting with essential daily needs. The speakers then provided further explanations on how to identify which expenses could be minimized to improve financial efficiency.

The training program was conducted over three consecutive days, from May 15 to 17, 2023. On the first day, the sessions focused on introductory materials, including the concept of family financial planning and the separation of family and business finances. On the second day, practical exercises were carried out, where participants learned various methods of financial recording, such as the envelope system, cash book system, and daily cash recording, as well as practicing financial planning using simple digital applications. On the third day, the focus shifted to business management, particularly strategies for online business development and the use of e-commerce platforms. The program concluded with an evaluation and group reflection session to assess participants' understanding and provide feedback for improvement.

During the activity, participants were taught how to record all income received by the family. This is necessary so that we can find out how much our family actually earns per month. After explaining the data collection, participants were asked to collect the monthly expenses that their family incurs for daily needs

first. After that, participants were explained how to identify expenses that could be made more efficient. Some of the things that participants do after receiving training include:

1. Create and review periodic family financial priorities.
2. Manage limited income wisely.
3. Calculate protection needs and invest funds in the appropriate form of investment.
4. Determine a retirement plan.
5. Prepare education funds for children.
6. Shop wisely.
7. Teach children about finances
8. Issue zakat to clean their assets at 2.5% of total income every month.



Figure 1.1 Training and Discussion Session

Participants fill in all the needs that must be met that are not routine needs or something desired.

Table 4.1 List of Participant's Needs or Wants

No	Needs / Wants	Sum	Decision	
			Yes	No
1	School Expenses			
2	Electricity Cost			

3	Old Age Savings			
4	Just in case Savings			
5	Feeding Expenses			
6	Zakat Expenditure			
	Etc			

After the participants identified the needs, they explained how to plan family financial management simply using various methods. According to (Das Salirawati, 2004) there are several methods that can be employed in carrying out family financial management, including:

1. Envelope System

Participants were shown how to use the envelope method for storing money according to planned needs. The money was divided based on envelopes that had been predetermined and labeled on the outside. This means that the number of envelopes matches the number of needs that have been planned and agreed upon in advance.

2. Cash book system

The cash book system is done in a simple manner using a general journal table where there are only description, debit and credit tables

3. Family cash system

This system emphasizes how participants divide expenses into group such as fixed, daily, and unexpected expenses. All are recorded in detail a book and each type of expenditure is summed up and then totaled with other types of expenses.

4. Daily cash system.

This system uses financial bookkeeping that is carried out every day. The difference is with the cash book system and the family cash system. This system emphasizes recording every day according to financial planning that has been made at the beginning of the month. This system usually works when embraced by people who diligently record everything spent every day without being lazy to write, even if the expenditure is a small amount. For housewives who use this system must patiently and painstakingly write, because missing one day will mess up the next bookkeeping, because people's memory is limited.

To facilitate this training activity, participants were explained the use of the application recording system. The system is more modern and easy for participants to use. Participants can record every day the income and expenses they make and automatically the application will calculate the total expenses and

income of participants for example money financial records that can be downloaded.

To evaluate the effectiveness of the training, a pre-test and post-test were conducted with all 15 participants. The pre-test was administered at the beginning of the program to assess participants' initial knowledge and skills related to family and business financial management, including their ability to differentiate between needs and wants, record financial transactions, and use digital applications for financial management.

The post-test was administered after the training was completed to measure participants' progress. The results showed significant improvement. Prior to the training, only 30% of participants demonstrated the ability to identify and categorize family needs and wants correctly, while this figure increased to 85% after the training. Similarly, the proportion of participants who were able to use digital financial management applications rose from 20% in the pre-test to 75% in the post-test. In addition, knowledge of basic investment planning and zakat management improved from 25% to 70%.

These findings indicate that the training had a significant positive impact on participants' financial literacy and skills. The improvement not only reflects a better theoretical understanding but also highlights practical implications, such as the increased readiness of participants to apply financial planning strategies in their daily lives and business activities.

B. Training stages of On-line Business management

After explaining how to manage family finances, the speakers provided detailed material on how participants could generate additional income by utilizing local natural resources in the pond area of Yarang, Pattani, Thailand. Before the training was carried out, the speaker held a discussion and a question and answers session to assess whether the participants had businesses both offline and online. From the results of the discussion and the question and answer session, it was found that only 10% of participants had business ventures; the rest were employed in government offices or were housewives. Thus the next step involved the speaker providing material on how participants could utilize e-commerce for online sales and collaborate on businesses to sell goods abroad. The stages carried out by participants. According to (Alvianti & Rochayatun, 2021) There are several stages of online business management, include:

1. Planning
2. Record keeping
3. Reporting

4. Control



Figure 1.2 Joint Documentation after on-line Financial Planning and Business Management training session

Conclusion and Suggestions

Financial planning plays an important role for families. Family financial planning is the art of managing finances carried out by families to achieve effective, efficient, and meaningful goals to become prosperous. This program produced material output on family financial planning, including basic knowledge and calculations about business zakat and business financial management, as well as a simple Household Financial Management Training Program. In the Family Financial Planning Education and Training activity, there were 15 participants, of whom 80% were housewives / workers and 20% were men.

References

- Alvianti, A. D., & Rochayatun, S. (2021). Menngungkap Makna Pengelolaan Keuangan Untuk Kelangsungan Usaha Online Shop mahasiswa UIN Maulana Malik Ibrahim Malang. *Jurnal Ekonomi, Bisnis Dan Akuntansi (JEBA)*, 23(3), 99–105.
- DIMAS** - Volume 24 Nomor 2, Oktober 2024 **115**

<http://jp.feb.unsoed.ac.id/index.php/jeba/article/view/2865>

Das Salirawati. (2004). *Manajemen Keuangan Keluarga* (Vol. 9, Issue 2).
<https://doi.org/10.24014/marwah.v9i2.481>

Fajri, F. A., Mada, U. G., Mada, U. G., Fajri, F. A., Siregar, H. O., & Oktyawati, D. (2023). *ASEAN Journal of Community Empowering Women as Family Financial Planners : A Mitigation of the Pandemic ' s Economic Impact Empowering Women as Family Financial Planners : A Mitigation of the Pandemic ' s Economic Impact*. 7(1), 67–79.

Mahaprata, N. (2018). *Are Financial Plans Orchestrated by Mental Accounts? An Empirical Investigation into the Role of Mental Accounting on Personal Financial Planning*. SSRN, 23529(2), 1–45.

Otoritas Jasa Keuangan (OJK) Indonesia. (2022). No Title.

Santoso, F. I. (2018). *Pelatihan Akuntansi Dasar dan Perencanaan Keuangan Keluarga di RW 40 Kampung Pasekan Maguwoharjo Sleman*. Seminar Hasil Pengabdian Masyarakat, ISSN 2615-(April), 25–30.

Silvy, M., & Yulianti, N. (2013). *Sikap Pengelola Keuangan Dan Perilaku Perencanaan Investasi Keluarga Di Surabaya*. *Journal of Business and Banking*, 3(1), 57. <https://doi.org/10.14414/jbb.v3i1.254>

Sina, P. G. (2014). *Motivasi Sebagai Penentu Perencanaan Keuangan (Suatu Studi Pustaka)*. *Jurnal Ilmiah Akuntansi Dan Bisnis*, 9(1), 42–48.

Widdowson, D., & Hailwood, K. (2007). *Financial Literacy and its Role in Promoting a Sound Financial System*. *Reserve Bank of New Zealand Bulletin*, 70(2), 37–47.

Yohana, C. (2014). *Pelatihan Mengelola Keuangan Sederhana Bagi Pengusaha Kecil Di Desa Cibadak*. *Sarwahita*, 11(2), 67. <https://doi.org/10.21009/sarwahita.112.02>