
EXPOSURE OF LOSSES TOWARDS MSME INCOME IN JEPARA REGENCY

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ABSTRAK

Usaha mikro memiliki peran penting dalam penguatan ekonomi masyarakat, namun sering menghadapi risiko kerugian yang dapat mengganggu terhentinya operasional. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi exposure kerugian terhadap pendapatan pada usaha mikro di Es Teh di Jepara. Metode yang digunakan adalah pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi sederhana. Hasil penelitian menunjukkan bahwa keberhasilan usaha ini dalam menghindari kerugian selama dua tahun beroperasi disebabkan oleh beberapa strategi utama, seperti strategi pemilihan lokasi, penetapan harga yang sesuai dengan daya beli masyarakat, efisiensi biaya operasional, serta konsistensi kualitas produk dan pelayanan.

ABSTRACT

Micro-enterprises play a crucial role in strengthening the community's economy, yet they often face the risk of loss that can disrupt operational continuity. This study aims to identify factors influencing loss exposure to revenue at the Es Teh micro-enterprise in Jepara. A descriptive qualitative approach was used, with data collection techniques including interviews, observation, and simple documentation. The results indicate that the business's success in avoiding losses during its two years of operation is due to several key strategies, such as strategic location

selection, pricing appropriate to the community's purchasing power, operational cost efficiency, and consistent product and service quality.

Introduction

Micro-enterprises are a key aspect of the community economy because they play a role in increasing family income, creating jobs, and providing goods and services tailored to local needs (Law of the Republic of Indonesia Number 20 of 2008). However, micro-enterprises also face various risks that can impact the sustainability of their operations, such as the risk of loss due to declining sales, rising raw material prices, and changing environmental and market conditions (Kasmir, 2019). Exposure to these risks needs to be understood and properly managed for the business to survive and thrive in the long term (Hanafi, 2016).

This research will examine the Es Teh Je (Es Teh Je) business in Jepara Regency, a soft drink business that has been operating for approximately two years. This business is interesting to study because, despite being micro-scale and independently managed by its owner, it has never experienced a loss. This situation indicates the existence of effective business management strategies and risk management practices to minimize potential losses, which requires further study (Suryana, 2017).

Several previous studies have shown that small and micro businesses often lack adequate financial planning and a robust risk management system, making them more vulnerable to demand fluctuations and changing market conditions (Riyanto, 2018). In fact, many micro businesses experience failure or losses in their early years of operation due to weak financial management and business decision-making (Scarborough & Cornwall, 2019). However, preliminary findings on the Es Teh Je business indicate a different situation, indicating the presence of specific success factors that are contextual and based on the local practices of the business owner.

This research is important to provide new insights into how micro businesses can practically face and manage the risk of loss, despite limited resources. By understanding the factors influencing loss exposure to revenue in the Es Teh Je business, it is hoped that the results of this study can serve as a reference and guide for other micro businesses in increasing the resilience and sustainability of their businesses (Hery, 2020).

The purpose of this study is to identify and explain the various factors influencing loss exposure to revenue in the Es Teh Je business in Jepara. In addition, this research is expected to provide practical benefits for similar business owners and interested parties in developing the community economy through strengthening risk management in micro-enterprises (Tambunan, 2019).

Based on the foregoing discussion, this study emphasizes the importance of an accounting-based approach in analyzing the exposure of losses toward MSME income in Jepara Regency. The accounting focus is sharpened on how simple financial recording practices, the preparation of income statements, cost control, and cash flow management contribute to minimizing potential losses and maintaining income stability. Although most MSMEs still apply relatively simple accounting systems, the quality of the financial information produced plays a strategic role in identifying loss exposure, evaluating business performance, and supporting economic decision-making. Therefore, this study entitled "*Exposure of Losses towards MSME Income in Jepara Regency*" is expected to provide empirical evidence on the role of MSME accounting as a tool for loss risk mitigation and as a foundation for formulating sustainable micro-enterprise development strategies at the regional level.

Literature Review

Exposure of Losses in MSME Financial Reporting

In MSME financial reporting, the exposure to losses is a critical component of the income statement, reflecting the financial status of an organization when total expenses surpass income during an accounting period. The disclosure of losses within micro, small, and medium enterprises (MSMEs) is crucial as it indicates the objective economic performance of the organization and serves as a foundation for evaluating business sustainability. Under the Financial Accounting Standards for Micro, Small, and Medium Enterprises (SAK EMKM), MSMEs must submit income statements that systematically delineate revenues and expenditures. This is executed to ensure that earnings or losses can be distinctly recognized (Adila *et al.*, 2020; Aulia *et al.*, 2025; Davina & Manurung, 2023; Faktor *et al.*, 2020).

Nevertheless, numerous studies indicate that financial reporting methods for small and medium-sized enterprises in Indonesia predominantly focus on cash inflows and outflows, lacking adequate differentiation between income and expenses. Consequently, details regarding losses are sometimes inadequately revealed (Anggraeni *et al.*, 2021; Aulia *et al.*, 2025; Bhakti *et al.*, 2022). This condition results in the financial information of small and medium firms (SMEs) being of worse quality and challenging to utilize for economic decision-making.

Standards for MSME Accounting (SAK EMKM)

By streamlining accounting standards without sacrificing core accounting principles, MSME Accounting Standards and Quality of Loss Exposure (SAK EMKM) were developed to enhance the quality and comparability of MSME financial statements. The use of SAK EMKM enhances the quality of MSME income statement reporting, including a more thorough explanation of losses, according to a number of empirical investigations (Anggraeni *et al.*, 2021; Manehat & Sanda, 2022).

MSMEs who regularly use SAK EMKM are able to provide more relevant financial reports, particularly when it comes to separating operating income, operating expenses, and final results, such

as profit or loss, according to a study by [Campanella et al. \(2020\)](#). This demonstrates how crucial accounting standards are as a tool for enhancing the transparency of data on MSME profits and losses.

Exposure of Losses and Revenues of MSMEs

Income statements concurrently illustrate the relationship between income and expenses; thus, the manifestation of losses is immediately correlated with the income of micro, small, and medium enterprises (MSMEs). Research by [Krishnan et al. \(2020\)](#) demonstrates that MSMEs can assess their income structure and pinpoint sources of losses resulting from unregulated expenditures or operational inefficiencies. Furthermore, [Höglund & Sundvik \(2016\)](#) assert that MSME financial statements prepared in accordance with SAK EMKM might offer a more precise representation of income fluctuations and potential business losses. Future planning for cost management and revenue enhancement plans relies on this data.

The transparent disclosure of losses affects internal MSME management and access to external financing. Prior research indicates that perceptions of credit risk and the viability of small business financing are affected by the quality of financial reporting, particularly the disclosure of losses ([Campanella et al., 2020](#)). Because income statements concurrently display the correlation between revenue and expenditures, The manifestation of losses is closely correlated with the revenue of micro, small, and medium companies (MSMEs). A study by [Sahiti et al. \(2017\)](#) indicates that MSMEs can assess their income structure and pinpoint sources of losses resulting from unmanaged expenditures or operational inefficiencies. Furthermore, [AMIRYA \(2022\)](#) assert that MSME financial statements prepared in accordance with SAK EMKM might offer a more precise representation of income fluctuations and potential business losses. Future planning for cost management and revenue enhancement plans relies on this data.

The transparent disclosure of losses affects internal management of MSMEs and their access to external finance. Prior research has demonstrated that perceptions of credit risk and the viability of small business financing are affected by the quality of financial reporting, particularly with the disclosure of losses ([Krishnan et al., 2020](#)). MSMEs in Indonesia are generally more trusted by financial institutions due to their ability to offer comprehensive revenue statements. Information on income and losses can be utilized to evaluate a business's capacity to create cash flow and mitigate risks ([Prihastuti & Sukri, 2024](#)). Consequently, transparent accountability for losses can enhance the long-term viability of micro, small, and medium-sized enterprises (MSMEs).

Numerous studies address the implementation of SAK EMKM and the quality of MSME financial reporting; nevertheless, there is a paucity of research that quantitatively investigates the impact of loss exposure on MSME income. Numerous descriptive or case study-based investigations have failed to analyze the causal relationship between the degree of loss exposure and the income performance of MSMEs. Consequently, additional research is required, especially with a quantitative empirical methodology.

Research indicates that loss exposure is a crucial element of MSME financial reporting, as it is directly linked to revenue and the assessment of business performance. The application of SAK EMKM, accounting expertise, and high-quality financial reports has been demonstrated to enhance the transparency of loss exposure. Nonetheless, small and medium-sized firms (SMEs) in Indonesia continue to encounter significant challenges regarding accounting expertise and fundamental record-keeping practices. Consequently, it is anticipated that enhancements in transparent financial reporting will bolster the revenue and sustainability of small and medium-sized firms (SMEs).

Metodhs

This research uses a descriptive qualitative approach, a research method that aims to describe and understand phenomena in depth based on real-world conditions (Sugiyono, 2022). This approach was chosen because the research focuses on understanding the processes, strategies, and experiences of business owners in managing risk of loss, rather than on hypothesis testing or statistical measurements (Moleong, 2021).

Data collection was conducted through in-depth interviews with the Es Teh Je business owner as the primary respondent, to obtain comprehensive information regarding business management, decision-making, and efforts to minimize risk of loss (Creswell & Poth, 2018). Additionally, supporting data was obtained through direct observation at the business location to observe operational activities in action, as well as documentation in the form of simple financial records and business archives held by the owner (Sugiyono, 2022).

Data analysis was conducted qualitatively, with the stages of data reduction, data presentation, and conclusion drawing. Data reduction is carried out by selecting and focusing on data that is relevant to the research objectives, data presentation is carried out in the form of descriptive narratives, and conclusions are drawn based on patterns and findings that emerge from field data continuously (Miles, Huberman, & Saldana, 2014).

Result and Discussion

Based on interviews with the business owner, it was discovered that Es Teh Je has been operating for one year in Jepara, without experiencing any losses. The owner stated that since its inception, the business has been independently managed using a simple yet effective strategy. One key to success is selecting a strategic location, specifically in a busy area, close to a center of activity, making it easily accessible to customers. This precise location increases daily sales opportunities.

The selection of a strategic business location, namely in a busy area close to a center of community activities, has a direct impact on increasing sales volume, which is reflected in the business's revenue records. The high frequency of daily transactions facilitates the preparation of simple financial statements, especially the income statement, as revenue flows can be recorded regularly and measured accurately.

In addition to location, pricing strategy also plays a crucial role in maintaining the business's competitiveness. The owner sets a selling price tailored to the local purchasing power, ensuring the product remains affordable yet profitable. This strategy aligns with the concept of market-based pricing, where adjusting prices to the characteristics of the target market can increase purchasing interest and consumer loyalty (Kotler & Keller, 2016). Research by Riyanto (2018) also found that competitive pricing is a crucial factor in preventing losses in micro-enterprises.

Cost control is a key aspect of MSME financial reporting because it directly affects the level of profit reported. The business owner minimizes operational costs by purchasing raw materials in efficient quantities to prevent waste while maintaining product quality. Furthermore, since the business is operated without hired employees, labor costs are eliminated, resulting in a simpler cost structure that is easier to record and present in financial statements. This practice demonstrates the owner's understanding of the importance of cost efficiency in producing reliable financial reports.

From the product and service perspective, efforts to maintain consistent taste quality and service standards contribute to customer loyalty and sustainable revenue. Stable revenue supports the preparation of periodic financial reports and improves the reliability of financial information as a basis

for business decision-making. Therefore, product quality not only affects customer satisfaction but also enhances the quality of MSME financial reporting.

The results of this study support risk management theory, which states that small businesses can reduce their exposure to loss through simple planning, cost control, appropriate pricing strategies, and quality service. However, the results also indicate that even if the business is not currently experiencing losses, risks remain, such as extreme weather affecting customer numbers or the emergence of new, more aggressive competitors. Therefore, business owners are advised to regularly evaluate and develop contingency plans to address potential future risks.

The results of this study indicate that the success of micro-enterprises like Es Teh Je is determined not only by the amount of capital available, but also by the owner's ability to manage the business in a disciplined and adaptive manner. These findings align with previous theory and research, which suggests that selecting the right location, appropriate pricing strategies, cost efficiency, and product and service quality are crucial factors in maintaining the sustainability of micro-enterprises. With the right strategies, micro-enterprises can survive and thrive even in a highly competitive environment.

Conclusion

It can be concluded that this business's success in avoiding losses during its two years of operation is the result of implementing the right strategy and disciplined management. This business demonstrates that strategic location selection, pricing appropriate to the public's purchasing power, controlling operational costs, and consistently maintaining product and service quality are the main factors influencing loss exposure to revenue. These findings answer the main research question: how micro-entrepreneurs can manage and minimize the risk of loss with limited resources. Es Teh Je serves as a concrete example that good risk management does not always require large capital, but rather requires a deep understanding of the market, operational efficiency, and the ability to adapt to the dynamics of the business environment.

As a follow-up to the findings of this study, several recommendations can be offered. Es Teh Je business owners are advised to regularly evaluate their operational activities and develop contingency plans to anticipate potential risks, such as extreme weather changes or the emergence of new competitors. Furthermore, other micro-entrepreneurs can use Es Teh Je's practices as a reference for implementing simple yet effective risk management strategies. For agencies or institutions engaged in empowering MSMEs, these findings can be used as considerations in developing business mentoring programs that focus more on improving the managerial capacity and resilience of micro-enterprises. This research is expected to broaden insights into community-based economic development by emphasizing the importance of risk management as the key to the sustainability of micro-enterprises amidst limited resources.

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