

## ABSTRAK

Judul : Financial Report Assistant (FIRA)  
Nama mahasiswa : Basir Bonawi, Simon PH Hutapea, Wiwin Gusnia, Ira Sita Ningrum  
Program Studi : Magister Manajemen

Financial Report Assistant (FIRA) hadir untuk membantu pelaku pengusaha kecil dapat mengontrol keuangan perusahaan secara *real-time*, serta memberikan edukasi keuangan, perpajakan dan bisnis melalui teknologi, tampilan UI/UX, dan variasi produk. PT. Financial Report menjalin kesepakatan hubungan kerjasama dengan *expertise* bagi konsumen yang membutuhkan *insight* bisnis dan membangun FIRA *Community* sebagai sarana diskusi atau relasi. Produk yang ditawarkan dalam bisnis ini adalah SAAS yaitu *Software as Service* penyedia layanan aplikasi akuntansi. Proses dari perekrutan karyawan FIRA menerapkan *Applicant Tracking System* dan terus dilakukan pelatihan agar sejalan dengan kemajuan ilmu pengetahuan dan teknologi Hasil perhitungan rencana keuangan menunjukkan bahwa sampai dengan tahun ketiga perusahaan memiliki nilai rasio profitabilitas yang *minus* sehingga dikatakan perusahaan mengalami kerugian, namun di tahun keempat perusahaan sudah diposisi *profit* (untung). Usaha telah dilakukan perusahaan untuk mendukung kemajuan operasional bisnis dengan melakukan upgrade teknologi dan merekrut sumber daya manusia yang *expert* dibidangnya untuk bertanggungjawab terhadap teknologi, keamanan database perusahaan. Manajemen risiko dapat diterapkan untuk meminimalisir risiko dalam proses bisnis dalam mencapai tujuan perusahaan.

Kata Kunci: Aplikasi Akuntansi, Laporan Keuangan, *Cloud Computing*, Pengusaha kecil Perusahaan *Start-up*.

## ABSTRACT

*Title* : Financial Report Assistant (FIRA)  
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*Study Program* : Master of Management

*The Financial Report Assistant (FIRA) is here to help small entrepreneurs control company finances in real-time, as well as provide financial, tax, and business education through technology, UI/UX displays, and product variations. PT. Financial Report establishes cooperative relationship agreements with expertise for consumers who need business insight and builds the FIRA Community as a means of discussion or relations. The product offered in this business is SAAS, namely Software as Service, a provider of accounting application services. The process of recruiting FIRA employees implements the Applicant Tracking System and continues to conduct Aagr training in line with advances in science and technology. The results of the calculation of the financial plan show that up to the third year, the company has a minus profitability ratio value so the company is said to have suffered a loss, but in the fourth year the company has been in a profit position (profit). Efforts have been made by the company to support the progress of business operations by upgrading technology and recruiting human resources who are experts in their fields to be responsible for technology, and company database security. Risk management can be applied to minimize risks in business processes in achieving company goals.*

*Keywords: Accounting Applications, Financial Reports, Cloud Computing, Small Entrepreneurs, and Start-up Companies*