

DEVELOPMENT OF ACCOUNTING SERVICE CENTER (ASC) IN EXPANDING THE IMPACT OF HIGHER EDUCATION KNOWLEDGE ON SOCIETY

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Abstract

The educational directive outlined in Permendikbud No.3 of 2020 mandates universities and academic institutions to advance, cultivate, and share knowledge within the wider community. A prevalent requirement for accounting services exists, particularly as they often come at a prohibitive cost for micro, small, and medium enterprises (MSMEs). Furthermore, certain remote areas in Indonesia face a scarcity of accounting service providers. Hence, in August 2022, the Ministry of Education-backed Accounting Department at the University of Surabaya took the initiative to establish an Accounting Service Center (ASC) aimed at providing accessible accounting services to the community. Leveraging web-based software, this service enables remote community access. Consequently, the ASC's presence has fostered heightened community engagement among universities, faculty, and students,

facilitating the dissemination of knowledge for societal benefit. Notably, MSMEs can now access cost-effective, and in some cases, free accounting services, aiding in their financial management. The envisioned trajectory for the ASC involves broadening its scope of operations, augmenting the involvement of lecturers and students, ultimately culminating in an improved accounting literacy across the community.

Keywords: accounting service, community engagement, MSMEs, accounting service center.

Abstrak

Arahan pendidikan yang ditetapkan dalam Permendikbud No.3 tahun 2020 menganjurkan universitas dan institusi akademik untuk meningkatkan, mengembangkan, dan membagikan pengetahuan kepada masyarakat luas. Kebutuhan akan jasa akuntansi sudah umum, terutama karena sering kali jasa akuntansi dianggap mahal bagi usaha mikro, kecil, dan menengah (UMKM). Selain itu, beberapa daerah terpencil di Indonesia menghadapi kelangkaan penyedia jasa akuntansi. Oleh karena itu, pada bulan Agustus 2022, Jurusan Akuntansi yang didukung oleh Kementerian Pendidikan di Universitas Surabaya berinisiatif mendirikan *Accounting Service Center (ASC)* dengan tujuan untuk menyediakan layanan akuntansi yang dapat diakses oleh masyarakat. Memanfaatkan perangkat lunak berbasis web, layanan ini memungkinkan akses masyarakat secara jarak jauh. Kehadiran ASC telah mendorong keterlibatan masyarakat yang lebih luas di antara universitas, fakultas, dan mahasiswa, memfasilitasi penyebaran pengetahuan untuk kepentingan masyarakat. Khususnya, UMKM sekarang dapat mengakses layanan akuntansi yang hemat biaya, dan

dalam beberapa kasus, layanan akuntansi gratis, yang membantu manajemen keuangan mereka. Lintasan yang dibayangkan untuk ASC melibatkan perluasan cakupan pelaksanaannya, meningkatkan keterlibatan dosen dan mahasiswa, hingga akhirnya berujung pada peningkatan literasi akuntansi di seluruh masyarakat.

Kata kunci: jasa akuntansi, pemberdayaan masyarakat, UMKM, accounting service center



**PROCEEDING OF ABSTRACTS
OF COMMUNITY EMPOWERMENT
IMPACTS CONFERENCE**

**EMPOWERING PEOPLE,
EMPOWERING NATIONS**

Surabaya, 14-15 November 2023

Location:

**Novotel-Samator Hotel,
Surabaya**

Host:

**University of Surabaya
Jl. Raya Kalirungkut Surabaya**



INVITED SPEAKERS



Prof. Dr. Aileen Tan Shau-Hwai
Universiti Sains Malaysia



Prigi Arisandi
Ecoton Indonesia



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INTRODUCTION

Welcome to the proceedings abstract of the Community Engagement Impact Conference Ubaya 2023 (CEIC Ubaya 2023) on Community Engagement. This conference serves as an opportunity for community leaders, researchers, practitioners, and advocates to come together and share their experiences, insights, and innovative approaches in the field of community engagement.

Community engagement plays a vital role in fostering effective collaborations, empowering communities, and driving positive social change. This conference aims to explore various aspects of community engagement, including models, strategies, tools, and best practices that have proven successful in diverse contexts.

Within this proceeding abstract, you will find a collection of abstracts that provide a snapshot of the valuable discussions and findings presented at the conference. These abstracts present a diverse range of topics, spanning from theoretical frameworks to practical case studies, promising initiatives, and successful partnerships.

By delving into these abstracts, you will gain a valuable understanding of the latest research and practices that shape the field of community engagement. Whether you are an academic seeking evidence-based approaches, a community leader exploring innovative strategies, or a practitioner looking for practical insights, these abstracts will provide valuable information and inspiration.

We extend our sincere appreciation to all the contributors who have generously shared their work, ideas, and experiences. Their dedication to community engagement strengthens our collective understanding and capacity to create inclusive, equitable, and resilient communities.

We hope that this proceeding abstract fosters further dialogue, collaboration, and knowledge-sharing among practitioners and academics alike. May it serve as a catalyst for exploring new horizons, challenging existing paradigms, and inspiring all of us to become more effective agents of positive change in our communities.

We thank you for your participation in the CEIC Ubaya 2023 on Community Engagement, and we trust that this proceeding abstract will serve as a valuable resource in your journey towards advancing community engagement practices.

Enjoy the exploration of these abstracts, and let us continue working together to build vibrant and engaged communities.

Yours sincerely,

Hazrul Iswadi

Chief of Organizing Committee
CEIC Ubaya 2023

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UBAYA 2023

Community Empowerment Impacts Conference

The Institute for Research and Community Engagement (LPPM) Universitas Surabaya in collaboration with the Asia Pacific University Community Engagement Network (APUCEN) is proudly presented an International Community Engagement Conference entitled: Community Empowerment Impacts Conference Ubaya 2023 (CEIC Ubaya 2023) on November 14-16, 2023 (onsite). Ubaya CEIC 2023 is the series conference that held in turn in the APUCEN member's countries across Asia and Pacific. The current conference has the theme Empowering People, Empowering Nations with keynote speakers Prof. Dr. Aileen Tan Shau-Hwai (Universiti Sains Malaysia) and Prigi Arisandi (Ecoton Indonesia). Both speakers are experts and have many experiences in conducting community engagement at the national or international levels.

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