

ABSTRACT

MSMEs are the pillars of the economy in Indonesia and contribute the most to GDP in Indonesia, but from this, the problems faced by MSMEs cannot be avoided. The problems faced by MSMEs such as the lack of MSMEs who understand digital marketing and the lack of awareness of MSME actors in paying attention to their packaging, therefore we formed SMEsPedia. SMEsPedia (Small Medium Enterprises Pedia) is a platform in the form of an all-in-one service that functions to facilitate MSMEs and the MSME Community in various aspects, namely through the SME Marketplace, SME Branding, SME Community, and SME Education features. The author's role in SMEsPedia is as the CFO (Chief Finance Officer) who is responsible for compiling and managing the finances of SMEsPedia. Apart from being the CFO, the author also helps operational activities related to SMEsPedia. In addition to being responsible for SMEsPedia, the author is also responsible for making a journal regarding the Effect of Financial Knowledge, Financial Attitude, and Personality on Financial Management Behavior of MSME Actors in Bandung Regency. Developing this business cannot be separated from creativity and innovation so as not to be left behind by competitors.