

## FINANCIAL BEHAVIOR WITH A CASE-BASED APPROACH AND TECHNOLOGY ADAPTATION AT KBTK STAR KIDS

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### Abstract

*The study reveals that KBTK Star Kids has successfully digitized its financial transactions using Microsoft Excel for financial reporting and Android-based accounting apps installed on mobile devices. Financial records are carefully separated between personal and business accounts to streamline financial management. Additionally, the adaptation of advanced technology at KBTK Star Kids aims to enhance early childhood education by providing interactive, productive, and enjoyable learning experiences. Information and Communication Technology (ICT), combining hardware and software, is increasingly influential in education. KBTK Star Kids' effective use of ICT is crucial for its global competitiveness and performance improvement, reflecting its ability to modernize and integrate technology in both financial management and educational practices.*

**Keywords: Digital Financial Management, Early Childhood Education, Information and Communication Technology (ICT), Technological Adaptation, Educational Innovation**

### 1. INTRODUCTION

In the 21st century, driven by the demands of the Fourth Industrial Revolution, education requires innovative and optimal use of information technology, leveraging the ease of access to information through networks and technology as an educational advantage (Emblen-Perry 2022). Education is a crucial activity for enhancing personal capabilities and improving human well-being, aiming to produce skilled and high-quality human resources (Thibaut and Schroeder 2020). This era necessitates a shift from simple to complex behaviors and from traditional learning to skill and technology-based learning (Raza, Qazi, and Umer 2020). Despite the widespread use of gadgets and technology, literacy levels remain low (Mataya, 2020). The development of electronic modules is a solution to enhance human capacity and capability in schools (Yanti & Hamdu, 2021). Students' digital abilities are linked to their proficiency in using information and communication technology based on pedagogical principles (Maia et al. 2023). In the 21st century, essential skills include critical thinking, problem-solving, communication, literacy, innovation, creativity, and character development (Sistermans 2020), preparing students to succeed in life (Donkin, Yule, and Fyfe 2023).

Financial behavior education for children is grounded in various theories and models that emphasize the importance of early financial learning (Lestari et al. 2024). Theories such as the Social Learning Theory suggest that children acquire financial behaviors by observing and imitating adults, while the Cognitive Development Theory highlights how financial understanding evolves with cognitive maturity (Duncan 2022). Models like the Financial Socialization Model explore how parental influences and societal factors shape children's financial attitudes and practices. Early financial education is crucial because it lays the foundation for responsible financial behavior in adulthood (Utami, Aprilia, and Putra 2021). By introducing concepts like saving, budgeting, and spending from a young age, children develop essential skills that help them make informed financial decisions later in life (Xu 2023). This early exposure not only improves

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their financial literacy but also fosters positive habits and attitudes towards money management, which are vital for their future financial stability and success (LeBaron and Kelley 2021).

Case-based learning is an instructional approach where students engage with real-world scenarios or "cases" to develop problem-solving skills and apply theoretical knowledge (Morgan and Long 2020). In early childhood education, this method involves presenting children with age-appropriate, relatable situations that encourage them to explore and discuss various solutions. The principles of case-based learning include active engagement, critical thinking, and contextual learning, which help children connect abstract concepts to practical experiences (Khawar and Sarwar 2021). The benefits of this approach are significant: it promotes deeper understanding, enhances decision-making skills, and makes learning more interactive and enjoyable for young learners. However, implementing case-based learning in early childhood education also presents challenges (Menkho 2019). Teachers must carefully design cases that are suitable for young children's developmental levels and ensure that the scenarios are both engaging and educational (Białowolski, Cwynar, and Cwynar 2021). Additionally, it requires ongoing support and guidance from educators to help children navigate and reflect on the cases effectively (Pak, Fan, and Chatterjee 2024).

Technology plays a significant role in early childhood education by enhancing learning experiences through interactive and engaging tools (Ardila, Febriaty, and Astuti 2021). It provides opportunities for children to explore concepts in dynamic ways, often through multimedia resources like educational apps, interactive games, and digital storytelling. For instance, in financial education, technology can be used to introduce young learners to basic concepts of money management through virtual piggy banks or gamified budgeting activities (Ullah and Yusheng 2020). Apps designed for children might simulate shopping scenarios where they can practice making choices and understanding the value of money (Daud, Lintang, and Halik 2023). These technological tools make abstract financial concepts more tangible and relatable for young learners, fostering early financial literacy. However, the use of technology must be balanced with traditional teaching methods to ensure that it complements rather than replaces fundamental learning experiences (LeBaron et al. 2020).

The phenomenon addressed in this research is the challenge of integrating local wisdom into contemporary educational tools within the context of modern digital learning environments. Despite the increasing reliance on electronic and online learning methods, there is a gap in developing educational modules that incorporate local cultural and traditional knowledge while leveraging advanced technology. This issue is particularly pressing given the mandate for distance learning due to the COVID-19 pandemic, which highlights the need for effective and culturally relevant digital resources.

This research aims to explore the development process of electronic modules based on local wisdom and to produce such a module as an educational tool to facilitate learning for both students and educators. By incorporating local wisdom into electronic modules, the study seeks to enhance student engagement and enthusiasm in the learning process. Utilizing the ADDIE development model, which includes Analysis, Design, Development, Implementation, and Evaluation, the research is structured as a Research and Development (R&D) project. The targeted outcomes include a printed book in the first year and a simple patent in the second year, with a Technology

Readiness Level (TRL) of 2 proposed. The significance of this research is underscored by the need for 21st-century learning tools that align with current educational policies, such as the Indonesian Ministry of Education and Culture's Circular Letter No. 4 of 2020, which mandates online or distance learning. The study's context, with its access to the internet in a central urban location, supports the creation of an e-module that offers easy access to information and assignments. Thus, the development of a thematic e-module based on local wisdom is both crucial and necessary to meet the evolving demands of modern education.

## 2. IMPLEMENTATION METHOD

The research and development process aims to produce an e-module using the ADDIE model, which consists of five structured steps: (1) Analysis, involving needs assessment, learner characteristics, curriculum analysis, and resource evaluation; (2) Design, including creating the product blueprint, developing the product, drafting validation instruments, consulting with advisors, and revising the product; (3) Development, where expert evaluations and feedback are used to refine the product; (4) Implementation, starting with testing the module with a small group of six children, followed by broader classroom or field testing; and (5) Evaluation, conducted after the previous steps to incorporate feedback and finalize the module. This systematic and interactive approach, as described by (Sarofim et al. 2020) is chosen for its simplicity, organization, and suitability for developing culturally-based e-modules with electronic tools. The research employs a qualitative design to explore these processes comprehensively.

## 3. RESULTS AND DISCUSSION

At KBTK Star Kids, financial transactions are recorded digitally using Microsoft Excel for financial reporting, and Android-based accounting applications are easily installed on mobile devices. The organization has implemented a clear separation between personal and business accounts, which simplifies financial record-keeping and management. This separation offers several benefits: it provides a clearer overview of business expenses and revenues, improves the organization of financial records, facilitates better financial planning, and reduces the risk of using business funds for personal needs. Additionally, KBTK Star Kids allocates a portion of its profits and maintains a smooth cash flow, ensuring financial stability and the ability to withstand funding issues through emergency funds and business development reserves.

At KBTK Star Kids, technology adaptation focuses on the organization's ability to accept, interpret, and translate external disruptions into internal norms that drive survival and success. This adaptability is based on three main aspects: perception and response to the external environment, responsiveness to internal customers, and quick reactions to both internal and external customers. Adaptation involves the ability of entrepreneurs and their teams to process environmental inputs and make swift adjustments. Adaptive cultural values encourage entrepreneurship and help companies respond to environmental changes by identifying and leveraging new opportunities. As (Emblen-Perry 2022) emphasize, a culture that highly values customer needs and creates changes to meet those needs fosters adaptability. In the context of the Fourth Industrial Revolution, a company's competitive advantage increasingly depends on its adaptability, which is the ability to quickly respond to environmental changes (Nuzulia 2020). High adaptability is often a result of intense competition, including aggressive pricing, intensive promotion and advertising, and the introduction of new products.

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The adaptation process involves adjusting systems, procedures, and structures, where individuals start testing new situations and themselves by adopting new behaviors, working with different standards, and managing changes. This effort includes learning and adapting, not just individually but organizationally, involving colleagues, supervisors, and managers in the process. As technical and operational issues are identified and resolved, progress becomes visible, though this stage demands significant energy. The trial-and-error phase, coupled with setbacks and slow improvements, often leads to frustration, manifested as anger, despair, and a desire to revert to previous stages. However, these challenges are not conflicts but rather part of the struggle to make the new system work. Managers should provide appropriate training and support while allowing employees to solve problems independently. This approach helps employees develop the necessary skills, understanding, and engagement for the new system to be effective in the long run.

A company's ability to adapt is reflected in how well it leverages available technology. Many early childhood education centers (KBTK) are still reliant on conventional methods and have not fully embraced digital marketing, primarily due to reluctance to undergo the learning process. Despite this, KBTK Star Kids has made various innovations. Concerns about information technology have led to consumer distrust, with some social media accounts promoting deceptive products and services that harm both consumers and businesses. Accurate market information enables companies to target the right customers and optimize production quality and quantity. In the era of Industry 4.0, innovation is crucial, and abundant information should be utilized to drive innovation and competitiveness. The use of big data analytics tools can foster this innovation. Adaptation is increasingly evident in the growing use of social media and e-commerce, which helps businesses manage risks, promote more boldly, share information, and communicate effectively to address emerging challenges.

Current educational approaches are increasingly focused on modernizing learning with advanced technology to help young children explore their potential, interests, and talents in an interactive, productive, effective, and enjoyable manner. Technology is expected to provide opportunities for teachers to enhance their pedagogical and professional skills, addressing classroom challenges caused by suboptimal use of technology. Integrating information and communication technology (ICT) in early childhood education can offer an alternative solution to contemporary learning challenges, while adhering to principles that consider children's developmental characteristics. Effective use of ICT, including audiovisual media, media players, computers, and the internet, is anticipated to improve stimulation and development, making the learning process more engaging and beneficial for young children, guided by their educators.

Information and Communication Technology (ICT) encompasses both hardware and software and represents a significant advancement in education, impacting various aspects of daily life. According to Lucas (Khawar and Sarwar 2021), ICT includes technologies for processing and transmitting information electronically, such as microcomputers, mainframes, barcode readers, software for transaction processing, and communication equipment. The effectiveness of ICT relies on the integration of software, hardware, processes, and systems to facilitate clear and rapid communication. ICT in education can enhance teaching by integrating media in both classroom and non-classroom settings. Media use is divided into in-class applications for achieving specific learning objectives and out-of-class applications, which can be either free or controlled. According

to Bates (1995), selecting computer-based media involves considering access, cost, pedagogical value, interactivity, ease of use, organizational factors, novelty, and speed. Types of ICT useful in early childhood education include audio and video players for engaging auditory and visual senses, computers for interactive learning experiences, and the internet for accessing a wide range of educational resources quickly and efficiently.

#### 4. CONCLUSION

The study reveals that KBTK Star Kids has successfully digitized its financial transactions using Microsoft Excel for financial reporting and Android-based accounting apps installed on mobile devices. Financial records are carefully separated between personal and business accounts to streamline financial management. Additionally, the adaptation of advanced technology at KBTK Star Kids aims to enhance early childhood education by providing interactive, productive, and enjoyable learning experiences. Information and Communication Technology (ICT), combining hardware and software, is increasingly influential in education. KBTK Star Kids' effective use of ICT is crucial for its global competitiveness and performance improvement, reflecting its ability to modernize and integrate technology in both financial management and educational practices.

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