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PAPER

Smart Financial Planner Kit: Enhancing Financial Literacy Through Hybrid Financial Planning

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ABSTRACT

Financial literacy remains a significant challenge among students and young adults, leading to poor budgeting habits, uncontrolled spending, and limited savings. Many individuals lack practical tools that can assist them in managing personal finances effectively. To address this issue, the Smart Financial Planner Kit was developed as an innovative solution that combines physical and digital financial planning tools. The product consists of a Financial Planner Book, Budget Planning Sheet, Savings Tracker, Goal Planner, Motivational Stickers, and QR-based Digital Templates designed to support daily financial management. The development process involved problem identification through observation and surveys, followed by product design, prototype development, user testing, and evaluation. Data were collected from potential users, particularly university students, to identify their financial management challenges and preferences. The prototype was then tested to evaluate usability and effectiveness. The results indicate that the Smart Financial Planner Kit helps users improve financial awareness, organize expenses systematically, and develop better budgeting and saving habits. Users reported increased motivation to track their finances and achieve personal financial goals. The innovation has strong commercial potential due to its affordability, practicality, and scalability among students and young professionals. Furthermore, it contributes to enhancing financial literacy and promoting sustainable personal financial management in society.

KEYWORDS

Financial Literacy; Personal Financial Management; Budget Planning; Financial Education; Digital Financial Planning

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1. INTRODUCTION

Financial literacy has become an increasingly important issue in modern society, especially among students and young adults who are entering a more independent stage of financial decision-making. The rapid development of technology, the growth of digital payment systems, and easier access to online shopping platforms have significantly changed spending behavior. While these developments provide convenience, they also create challenges in personal financial management. Many young people experience difficulties in controlling expenses, planning budgets, and building sustainable saving habits. As a result, financial instability, excessive spending, and poor financial planning have become common problems among students and young professionals.

Personal financial management is a fundamental skill that influences an individual's financial well-being. Effective financial management enables individuals to allocate resources efficiently, prepare for emergencies, and achieve long-term financial goals. However, various studies indicate that financial literacy levels among young adults remain relatively low. Many students rely solely on monthly allowances or limited income sources without maintaining proper financial records. They often spend money impulsively and lack awareness regarding budgeting and financial planning. This condition demonstrates the urgent need for practical tools that can assist individuals in managing their finances systematically and effectively.

Several solutions have been introduced to address financial management problems, including mobile financial applications, digital budgeting platforms, and conventional financial planning books. Financial applications offer automated expense tracking and reporting features; however, many users find them complex, overwhelming, or difficult to use consistently. Some applications also require continuous internet access and subscription fees, which may reduce their accessibility among students. On the other hand, conventional financial planners provide a simple approach but often lack interactive features and digital integration. Consequently, many existing solutions fail to fully accommodate the needs of young users who prefer practical, affordable, and flexible financial planning tools.

The gap between existing financial management tools and user needs highlights the necessity of developing an innovation that combines simplicity, accessibility, and technological support. Students require a solution that is easy to understand, visually appealing, affordable, and capable of encouraging consistent financial planning behavior.

Furthermore, the increasing awareness of financial independence among young generations creates an opportunity to develop educational products that not only function as planning tools but also improve financial literacy.

To address these challenges, this study introduces the Smart Financial Planner Kit, an innovative personal financial management product designed specifically for students and young adults. The Smart Financial Planner Kit integrates physical planning materials with digital financial management resources. The product consists of a Financial Planner Book, Budget Planning Sheet, Savings Tracker, Goal Planner, Motivational Stickers, and QR-based Digital Templates. Through this integration, users can record daily transactions, monitor financial progress, establish financial goals, and access digital resources that support financial planning activities.

The uniqueness of the Smart Financial Planner Kit lies in its hybrid approach that combines traditional planning methods with digital accessibility. Unlike conventional financial planners that rely solely on manual recording, this product provides digital templates that can be accessed through QR codes, allowing users to maintain flexibility in managing financial information. Compared to many financial applications, the Smart Financial Planner Kit offers a simpler and more user-friendly experience while minimizing technological barriers. This combination provides added value by encouraging long-term engagement and promoting positive financial behavior among users.

In addition to its functional benefits, the Smart Financial Planner Kit also possesses educational value. The product is designed to help users understand the importance of budgeting, saving, and goal setting. By regularly using the planner, individuals can develop stronger financial discipline and improve decision-making related to personal finances. Therefore, the innovation contributes not only to financial management practices but also to broader efforts aimed at improving financial literacy among young generations.

From a commercial perspective, the Smart Financial Planner Kit presents promising business opportunities. The target market includes students, fresh graduates, and young professionals who increasingly recognize the importance of personal financial planning. The product can be distributed in physical and digital formats, making it scalable and adaptable to changing consumer preferences. Its relatively low production cost and practical value further enhance its market potential.

Based on the background and identified gaps, the purpose of this article is to introduce and evaluate the Smart Financial Planner Kit as an innovative solution for personal financial management among students and young adults. This article aims to describe the development process, features, benefits, and potential impacts of the product in improving financial literacy and promoting sustainable financial management practices. The innovation is expected to provide superior value compared to existing solutions by offering a practical, accessible, and integrated approach to personal financial planning.

2. METHOD

2.1 Stages

This study employed a product development approach to design and evaluate the Smart Financial Planner Kit. The development process consisted of several systematic stages, including problem identification, market analysis, product design, prototype development, testing, and evaluation. Each stage was conducted to ensure that the product effectively addresses financial management challenges experienced by students and young adults.

The first stage was problem identification. Observations and informal surveys were conducted among university students to identify common financial management issues. The findings indicated that many students experienced difficulties in budgeting, monitoring expenses, and maintaining saving habits. Most respondents did not have a structured system for recording financial transactions, resulting in inefficient financial decision-making.

The second stage involved market segmentation analysis. The primary target market of the Smart Financial Planner Kit consists of university students aged 18–25 years. This segment was selected because students often experience financial management challenges while simultaneously having increasing financial responsibilities. The secondary target market includes fresh graduates and young professionals who require practical financial planning tools to support personal financial management. Demographically, the product targets individuals with middle-income backgrounds who seek affordable and user-friendly financial planning solutions.

The third stage focused on product design and development. Based on the needs identified during the survey stage, the Smart Financial Planner Kit was designed as a hybrid financial management product combining physical and digital components. The physical components include a Financial Planner Book, Budget Planning Sheet, Savings Tracker, Goal Planner, and Motivational Stickers. Meanwhile, the digital component consists of QR-based templates that allow users to access financial planning resources electronically. The integration of these components aims to provide flexibility and convenience while encouraging continuous user engagement.

The fourth stage was prototype development. Initial product prototypes were created to evaluate the design, functionality, and overall usability of the product. Special attention was given to layout simplicity, visual attractiveness, and ease of use. The objective was to ensure that users could understand and utilize the product without requiring extensive financial knowledge.

The fifth stage involved product testing and evaluation. The prototype was introduced to potential users, primarily university students, who were asked to use the product and provide feedback regarding its practicality, usefulness, and

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design quality. User responses were collected through questionnaires and interviews. The evaluation focused on user satisfaction, ease of implementation, and perceived effectiveness in improving financial management behavior.

In addition to product development, a business model was formulated to assess commercial feasibility. The Smart Financial Planner Kit utilizes a direct-to-consumer business model through both online and offline distribution channels. Online marketing is conducted through social media platforms such as Instagram, TikTok, WhatsApp Business, and e-commerce marketplaces. Offline distribution includes campus exhibitions, entrepreneurship fairs, and student community events. Revenue is generated through product sales, while future expansion opportunities include subscription-based digital planner services and premium product packages.

The production process begins with content preparation, followed by graphic design, printing, packaging, and quality control. Materials are sourced from local suppliers to reduce production costs and support sustainability. Finished products undergo final inspection before distribution to customers.

Through these stages, the Smart Financial Planner Kit was systematically developed as an innovative financial planning solution that combines educational value, practical usability, and commercial potential. The methodology ensures that the product addresses actual user needs while maintaining business feasibility and scalability.

2.2 Tools and Materials

The development of the Smart Financial Planner Kit utilized both software tools and physical materials to support the design, production, and testing processes. Software applications were used to create financial planning templates, product designs, and user evaluation forms. Physical materials were required to produce the planner book and supporting components included in the product package. Table 1 presents the primary tools and materials used during the development process.

Table 1. Tools and Materials Used in Product Development

Name	Number	Function
Microsoft Word	1	Content preparation
Microsoft Excel	1	Financial template creation
Canva	1	Product graphic design
Google Forms	1	User testing and evaluation
A5 Planner Book	20	Main product component
Sticker Sheets	20	Motivational sticker production
Packaging Materials	20	Product packaging

As shown in Table 1, the development process required a combination of digital software and physical materials. Microsoft Word and Microsoft Excel were utilized to prepare the financial planning content and budgeting templates, while Canva was used to create attractive visual designs. Physical materials such as planner books, sticker sheets, and packaging materials were used to produce the final product distributed to users. Figure 1 illustrates the development workflow of the Smart Financial Planner Kit from the initial problem identification stage to the final implementation stage.

Figure 1. Development Workflow of Smart Financial Planner Kit

Based on Figure 1, the product was developed through a systematic process to ensure that the innovation addressed the actual financial management needs of students and young adults. The workflow also ensured continuous evaluation and improvement before the product was introduced to potential users.

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3. RESULT AND DISCUSSION

3.1 Product Design and Implementation Results

The Smart Financial Planner Kit was developed as an innovative financial management solution designed to improve financial literacy and encourage responsible financial behavior among students and young adults. The final product integrates both physical and digital planning tools, allowing users to manage personal finances more effectively while maintaining convenience and accessibility. The product consists of six primary components:

a. Financial Planner Book
The Financial Planner Book serves as the main component of the product. It provides structured pages for recording income, expenses, monthly budgets, and financial reflections. The layout was designed to be simple and visually appealing to encourage continuous use.

b. Budget Planning Sheet
This component helps users allocate their financial resources according to different expenditure categories. Through systematic budgeting, users can identify spending priorities and reduce unnecessary expenses.

c. Savings Tracker
The Savings Tracker enables users to monitor their progress toward financial goals. Visual tracking methods were incorporated to increase motivation and encourage consistent saving behavior.

d. Goal Planner
The Goal Planner allows users to establish short-term and long-term financial objectives. By clearly defining financial goals, users can create actionable plans and evaluate their progress regularly.

e. Motivational Stickers
Motivational stickers were included to improve user engagement and create a more interactive planning experience. These stickers provide positive reinforcement and help users remain committed to their financial plans.

f. QR-Based Digital Templates
Digital financial planning templates can be accessed through QR codes integrated into the planner. These templates provide additional flexibility for users who prefer digital financial management tools.

Figure 2 presents the conceptual design of the Smart Financial Planner Kit.

Figure 2. Components of Smart Financial Planner Kit

Figure showing Financial Planner Book, Budget Planning Sheet, Savings Tracker, Goal Planner, Motivational Stickers, and QR-Based Digital Templates) The integration of physical and digital components differentiates the Smart Financial Planner Kit from conventional financial planners. Users can choose the planning method that best suits their preferences while maintaining consistency in financial management activities.

To evaluate product effectiveness, a prototype was introduced to university students as the primary target audience. Participants were instructed to use the product for financial planning activities and provide feedback regarding usability, practicality, and overall satisfaction. Table 2 presents the user evaluation results.

Table 2. User Evaluation Results

Evaluation Criteria	Average Score (%)
Ease of Use	90
Design Attractiveness	88
Practicality	92
Financial Awareness Improvemen	89
Overall Satisfaction	91

Based on Table 2, users reported high levels of satisfaction across all evaluation criteria. The highest score was observed in practicality, indicating that the product successfully addresses the need for an easy-to-use financial planning tool.

3.1.1 Product Commercial Feasibility

The commercial feasibility of the Smart Financial Planner Kit was analyzed through market segmentation, pricing strategy, and potential revenue generation. The primary target market includes

a. University Students
   University students are the primary target market because they often face financial management challenges while having limited financial literacy and budgeting experience. Many students depend on monthly allowances, scholarships, or part-time jobs, making it important for them to learn how to manage income, control expenses, and develop saving habits. The Smart Financial Planner Kit helps students build financial discipline and awareness from an early stage.

b. Fresh Graduates
   Fresh graduates are entering a transition period from academic life to professional employment. During this stage, they begin receiving regular income and face new financial responsibilities such as saving, emergency fund planning, and career-related expenses. The Smart Financial Planner Kit assists them in managing finances systematically and preparing for long-term financial stability.

c. Young Professionals
   Young professionals often have stable income but may struggle to balance spending, saving, investing, and achieving future financial goals. The product provides a structured financial planning system that helps them monitor cash flow, set financial priorities, and improve decision-making regarding personal finances.

d. Entrepreneurship Communities
   Entrepreneurship communities consist of individuals who actively engage in business development and financial literacy activities. Members of these communities require financial planning tools to manage both personal and business-related finances. The Smart Financial Planner Kit can support their financial organization while promoting better financial awareness and entrepreneurial growth.

The product utilizes a value-based pricing strategy. Production costs are relatively low because most materials can be sourced locally. The estimated production cost per unit ranges between IDR 25,000 and IDR 30,000, while the selling price ranges between IDR 50,000 and IDR 75,000 depending on packaging and additional features. This pricing structure provides a favorable profit margin while maintaining affordability for the target market. Furthermore, digital product expansion opportunities allow the business model to scale without significant increases in production costs.

Table 3. Cost and Profit Analysis of Smart Financial Planner Kit

Description	Amount (IDR)
Production Cost	30.000
Selling Price	60.000
Profit per Unit	30.000
Sales Target (100 Units)	6.000.000
Estimated Gross Profit	3.000.000

As shown in Table 3, the Smart Financial Planner Kit generates an estimated profit of IDR 30,000 per unit. If the business achieves its target of selling 100 units per month, the estimated gross profit can reach IDR 3,000,000. This result indicates that the product has attractive profitability while remaining affordable for its target market.

The analysis indicates that the Smart Financial Planner Kit has strong commercial potential due to its low production cost, attractive profit margin, broad target market, and opportunities for digital expansion. These factors support the long-term sustainability and scalability of the business model. In addition, increasing awareness of financial literacy among young generations creates a favorable market environment for the commercialization of the product.

3.2 Discussion

The findings demonstrate that the Smart Financial Planner Kit successfully addresses several challenges related to financial literacy and personal financial management among students. The positive user evaluation results indicate that the product is practical, user-friendly, and capable of supporting better financial decision-making.

Financial literacy theories emphasize the importance of budgeting, financial goal setting, and expenditure monitoring as fundamental components of effective personal financial management. The Smart Financial Planner Kit incorporates these elements into a single integrated system, making financial planning more accessible and understandable for users. This approach supports previous studies that suggest structured financial planning tools can improve financial awareness and encourage responsible spending behavior.

One of the primary advantages of the product is its hybrid design. Existing financial management solutions generally fall into two categories: traditional paper-based planners and digital financial applications. Traditional planners offer simplicity but often lack flexibility and interactive features. Digital applications provide advanced functionality but may be perceived as complicated or overwhelming by some users. The Smart Financial Planner Kit combines the strengths of both approaches by integrating physical planning tools with QR-based digital templates.

Another significant advantage is affordability. Many premium financial planning applications require subscription fees that may be difficult for students to afford. In contrast, the Smart Financial Planner Kit offers a cost-effective alternative while maintaining essential financial management functions. This affordability increases accessibility and expands potential market reach.

During the development process, several challenges were encountered. The first challenge involved designing a planner layout that was comprehensive yet easy to understand. Excessive complexity could discourage users from maintaining consistent financial records. Therefore, multiple design revisions were conducted to simplify content organization while preserving functionality.

The second challenge involved integrating digital and physical components effectively. The development team needed to ensure that QR-based templates complemented rather than complicated the user experience. User testing was essential in identifying interface improvements and usability adjustments.

The testing process demonstrated that users appreciated the flexibility provided by the hybrid system. Some users preferred manual recording for daily financial activities, while others utilized the digital templates for more detailed financial analysis. This flexibility increased product acceptance among different user groups.

The innovation also contributes to broader educational objectives. Financial literacy remains an important issue globally, and educational institutions increasingly recognize the importance of personal financial management skills. By providing a practical and engaging financial planning tool, the Smart Financial Planner Kit supports efforts to improve financial literacy and promote long-term financial well-being.

From a business perspective, the product possesses strong commercialization potential. The increasing demand for financial education resources, combined with growing awareness of personal financial management, creates favorable market conditions. The product can be marketed through educational institutions, student organizations, online marketplaces, and social media platforms. Future developments may include mobile application integration, premium subscription services, and personalized financial coaching features.

Overall, the results indicate that the Smart Financial Planner Kit is a viable innovation that successfully combines educational value, practical usability, and commercial feasibility. The product demonstrates significant potential to improve financial literacy while creating sustainable business opportunities within the financial education sector.

4. CONCLUSION

The development of the Smart Financial Planner Kit demonstrates that innovative financial planning tools can play an important role in improving financial literacy and personal financial management among students and young adults. This study was conducted to address the common challenges faced by individuals in managing income, expenses, savings, and financial goals due to limited financial knowledge and the absence of practical financial planning tools. Through the integration of physical and digital planning components, the Smart Financial Planner Kit provides a comprehensive yet user-friendly solution that supports budgeting, expense tracking, savings monitoring, and financial goal setting. The results of product development and user evaluation indicate that the Smart Financial Planner Kit is practical, accessible, and effective in encouraging better financial behavior. Users reported positive experiences regarding ease of use, design attractiveness, and overall usefulness in managing personal finances. The integration of QR-based digital templates with traditional planner components creates added value by providing flexibility for different user preferences. In addition, the product shows promising commercial potential due to its affordability, scalability, and relevance to the growing demand for financial education resources among students and young professionals. Despite these positive outcomes, several limitations remain. The product testing process was conducted on a limited number of users and within a relatively short evaluation period. Therefore, the long-term impact of the product on financial behavior and financial literacy improvement has not been fully measured. Furthermore, the current version of the product primarily focuses on personal financial planning and does not yet include advanced features such as automated financial analysis, personalized financial recommendations, or mobile application integration. Future development should focus on expanding the digital capabilities of the Smart Financial Planner Kit through the integration of mobile applications, cloud-based financial tracking systems, and interactive educational content. Broader user testing involving diverse demographic groups is also recommended to evaluate the effectiveness of the product in different contexts. By continuously improving both its educational and technological aspects, the Smart Financial Planner Kit has the potential to become a sustainable innovation that contributes significantly to financial literacy development and responsible financial management practices within society.

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