

ABSTRACT

Digital transformation has become an essential need for micro, small, and medium enterprises (MSMEs), particularly in managing operational and accounting processes. Rumah Merah Lasem Batik Store, operated under a village-owned enterprise (BUMDes), faces various challenges in transaction recording, inventory management, and business process integration. To address these issues, this research implements an open-source Enterprise Resource Planning (ERP) system, Odoo, using the Quickstart method, which is efficient and suitable for small-scale businesses.

This study aims to identify business process requirements and configure five core Odoo modules: Purchase, Inventory, Sales, Point of Sale, and Invoicing. A qualitative approach was used, involving interviews, observation, and business process analysis, followed by standard configuration without source code customization. The system's functionality and alignment with user needs were evaluated using black box testing and expert judgement.

The configuration results indicate that Odoo can successfully integrate procurement, sales, stock control, and billing into a unified, digitalized system. This reduces manual work, increases operational efficiency, and improves transaction visibility. The findings confirm that Quickstart-based Odoo ERP is a practical and scalable solution for MSMEs' digital transformation in the batik store.

Keywords— ERP, Odoo, MSME, Quickstart, Batik Store