

# **Analysis of Taitung Young Farmers Using Accounting Management Software "Nong Lai Ji" Accounting Software as An Example**

**Chin-Hsiang Chan<sup>1</sup>**

## **Abstract**

This study is to do qualitative analysis to evaluate the accounting behavior of young farmers in Taitung and the effectiveness and experience of participating in the training course of the application accounting software "Nonglaiji". The results show that most of the young farmers have the habit of keeping accounts, and they usually keep accounts by hand, and then use accounting software or EXCEL to organize the data into digital data. The young farmers who do not have the habit of keeping accounts are not familiar with the way of keeping accounts, or think it is unnecessary. Comparing the differences in the accounting frequency of young farmers operating vegetables, rice, and fruit trees, it is found that the young farmers operating vegetables have a short crop cycle and frequent financial income and expenditure, and the frequency of accounting is high. Due to the fixed operating mode, income and expenditure items of rice, the accounting is relatively simple and low accounting frequency. For fruit trees, due to the long harvest cycle, the accounting frequency is also low. The analysis of the application of the accounting software "Nonglaiji" shows that young farmers generally give "Nonglaiji" a positive evaluation. They think that the operation interface and functions are relatively simple, suitable for people who do not understand accounting, and the software is continuously updated to make the functions more complete. However, it is complicated to log in and register for the first time, and the interface design is relatively uninnovative. It is recommended to simplify the registration process, make the style lively and enhance interactivity. Young farmers with a considerable degree of accounting knowledge are still accustomed to using EXCEL software, because of its complete functions and relatively flexible operation, it is recommended that "Nonglai Ji" can add customer information, sales records, and financial statements and chart analysis functions to increase the willingness of young farmers to use it. The "Nong Lai Ji" training course helped the young farmers improve their accounting knowledge, but it is recommended that the financial accounting software course planning

will be able to distinguish crop categories and be conducted in small classes to improve learning efficiency.

**Keywords:** Financial management, Accounting software, Young farmer

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<sup>1</sup> Assistant Researcher of Taitung DARES, COA