

EXECUTIVE SUMMARY

This study aims to explore the challenges faced by Indonesian mothers in achieving effective household financial management, despite the increasing level of financial literacy among Indonesian women and the availability of numerous financial management apps in the financial technology industry.

Through literature reviews and primary research, the authors identified a significant gap between the rising level of financial literacy and the actual financial behaviors of mothers in managing household finances. This discrepancy arises from the fact that while mothers are aware of the shortcomings in their financial management practices and express willingness to make changes, they often lack the motivation to take action, remaining in the contemplation stage.

Based on these findings, the authors decided to develop a solution called FISCA, a household financial management application specifically designed for Indonesian mothers. Through its vision of becoming the top household financial management app for mothers, FISCA aims to bridge the gap between financial literacy and financial behaviors through innovative features and support through communities that are being integrated within the app, enabling mothers who usually act as finance managers to overcome the challenges they face in managing their household finances effectively.

Keywords: household financial management, mothers empowerment, financial behaviors, financial literacy, financial management application