

**CASE STUDY OF INCREASING THIRD PARTY FUNDS:
OPTIMIZATION OF FINANCIAL LITERACY AND FINANCIAL
TECHNOLOGY FOR ENHANCING THIRD PARTY FUNDS IN PT.
BANK TABUNGAN NEGARA**

An Internship Report

Presented as Partial Fulfillment of the Requirements to Obtain Bachelor Degree in
International Program of Management Department



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2021

DECLARATION OF AUTHENTICITY

Herein I declare the originality of this internship report; I have not presented anyone else's work to obtain my bachelor degree in University, nor I have presented anyone else's words, ideas or expression without any of the acknowledgement. All questions are cited and listed in the bibliography of this internship report.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

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Case Study of Increasing Third Party Funds:

**Optimization of Financial Literacy and Financial Technology for Enhancing
Third Party Funds in PT. Bank Tabungan Negara**

A BACHELOR DEGREE INTERNSHIP REPORT

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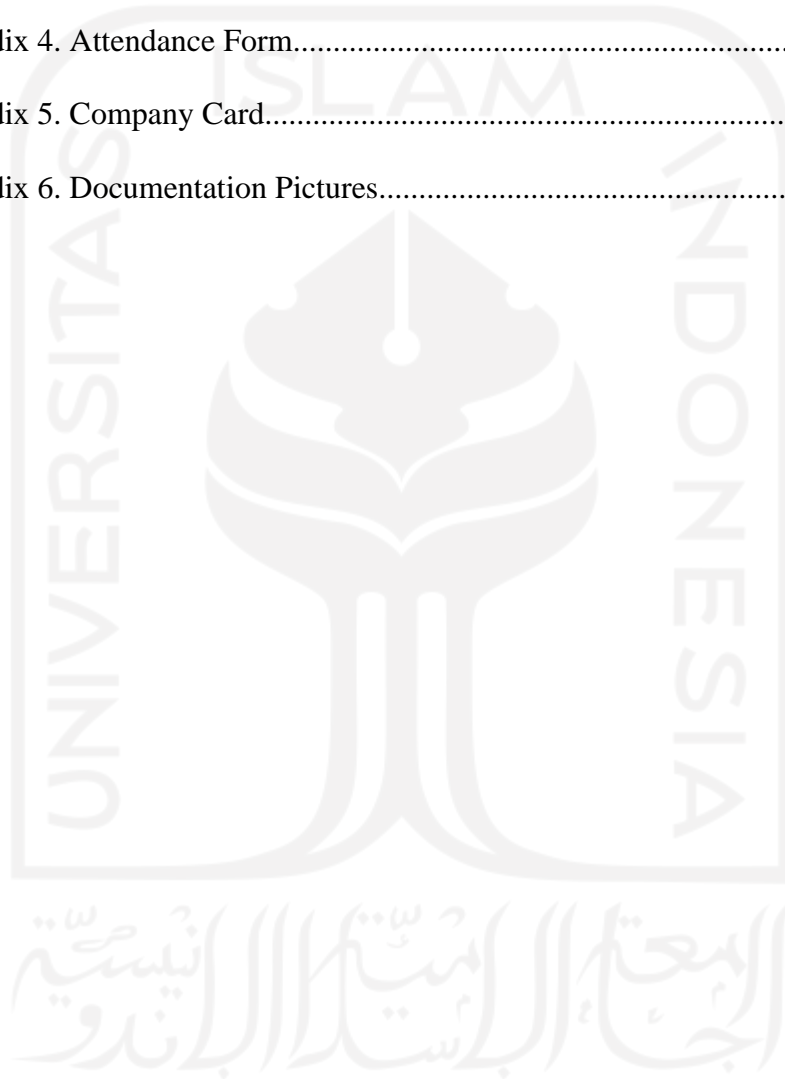
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ACKNOWLEDGMENTS

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamualaikum Wr. Wb.

Alhamdulillah rabbil'alamin, the writer would like to convey gratitude to Allah SWT, because of His blessing and grace, the writer could finish the internship activities and report with the title “**Optimization of Financial Literacy and Financial Technology for Enhancing Third Party Funds in PT. Bank Tabungan Negara**”.

This internship report was arranged for as a final project of the internship and a final assignment in order to achieve my Bachelor Degree. This report is not only a compulsory as a result of internship but also hopefully it could be helpful for other researchers and fellow students who planned to do an internship for their final assignment. The preparation of this internship is not separated from encouragement and the support from several parties. In this occasion, the writer wants to give thanks to:

1. Allah SWT for all the blessings, opportunity, and the path given to me.
2. Prophet Muhammad SAW, for being a great figure as the Last Prophet and making this life becomes better than before.
3. My father Pri Kuntadi, my mother Nur Supriyanti, my brother Mohamad Firmansah, and my little sister Annisa Widiastuti who have always supported me whenever and wherever I need, as my motivation to do the best and become a better person. Thank you for your unconditional love.

4. My big family from my father and my mother who were there when I need support.
5. My second family in Consumer Funding Unit, especially Mrs. Chatharina Eko Haryati as my Internship Advisor who supported me and gave spirit to finish the internship in BTN Bank at Semarang Branch.
6. Mr. Anjar Priyono, S.E., M.Si., Ph.D. as the Head of Management Study Program (Bachelor Program).
7. Mr. Zaenal Arifin, Dr., M.Si. as the Content Advisor that has provided time. Thank you for your guidance during college and when the writer was an internship student, you always gave advice and recommendations while making an internship report. Once again, I would like to thank so much for your kindness.
8. Mrs. Cithra Orisinilandari, SS., MA., thank you for becoming my Language Advisor. My report in using English will not be proper without you.
9. Mrs. Alfi as the staff of International Program who has provided time to help me fulfilled the requirements during preparation for internship and during the internship.
10. Astary Julita, my senior in IP Management batch 2016 who had provided time to guide and given me suggestions. Thank you for sharing your experience, knowledge, and opinion. You will always be remembered as a part of me finishing final project.
11. All of IP Management classmates batch 2017: Ulya, Hanan, Shofiya, Rifqi, Dzikri, Faqih, Sultan, Zaki, Sulthon, Fadjar.

Last but not least, great thanks dedicated for all of you who involved during college and give me support, help, and pray until I finish my final project which is the internship. This report is far from perfect but, hopefully, this internship report may useful and helpful for the readers and the next students who will take internship as final project.

Wassalamualaikum Wr. Wb.

Yogyakarta, May 7th 2021



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**Case Study of Increasing Third Party Funds:
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Third Party Funds in PT. Bank Tabungan Negara**

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ABSTRACT

This report is a case study on “Optimization Financial Literacy and Financial Technology for Enhancing Third Party Funds in PT. Bank Tabungan Negara”. This case study is a challenge because the increase of the third party funds is focused on millennial and z generation, where the number of millennial and gen z customers in Bank Tabungan Negara Bank (BTN) is still small compared to senior customers whereas the number of millennials and gen z in Indonesia is very large and is an opportunity for BTN bank to be present to provide appropriate financial services.

The method used were obtained from primary data such as observation, interview, and secondary data such as collection of related journal and company’s data. During apprenticeship, the writer was assigned in consumer funding unit for three months to find out problems and provide recommendations.

The result of the internship is the Consumer Funding Unit has responsibility to raise funds from third parties which are one of the most contributing sources of funds through selling products such as savings, deposits, and demand deposits. The funds obtained are channeled back to the community in the shape of credit. BTN has conducted a review on visits to improve the quality of the third party funds. Besides, BTN also sells the products by cooperating with several parties such as retail/business owners, companies, and developers. In targeting young generation, BTN provides financial education by visiting universities. This has become a challenge as well as a great opportunity for bank BTN to increase third party funds by targeting millennials and gen z.

Keywords: BTN Bank, Funding, Third Party Funds, Financial Literacy, Fintech, Millennial and z generation.

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ABSTRAK

Laporan ini merupakan studi kasus tentang “Optimalisasi Literasi Keuangan dan Teknologi Keuangan untuk Meningkatkan Dana Pihak Ketiga di PT. Bank Tabungan Negara”. Fungsi utama unit pendanaan konsumen adalah meningkatkan dana pihak ketiga dari nasabah. Studi kasus ini menjadi tantangan tersendiri karena untuk meningkatkan dana pihak ketiga Bank Tabungan Negara (BTN) fokus kepada millennial dan generasi z yang jumlahnya sebagai nasabah di Bank BTN masih sedikit dibanding dengan nasabah senior, padahal jumlah millennial dan gen z di Indonesia sangat banyak dan merupakan peluang bagi Bank BTN untuk hadir memberikan pelayanan keuangan yang sesuai.

Metode yang digunakan adalah observasi, wawancara, data perusahaan, dan jurnal terkait. Selama magang penulis ditugaskan di unit pendanaan konsumen selama tiga bulan untuk menemukan masalah dan memberikan rekomendasi.

Hasil dari magang ini adalah bahwa *Consumer Funding Unit* memiliki tanggung jawab untuk menghimpun dana dari pihak ketiga yang merupakan salah satu penyumbang dana terbesar melalui penjualan produk seperti tabungan, deposito, dan giro. Dana yang diperoleh disalurkan kembali kepada masyarakat dalam bentuk kredit. BTN telah melakukan *review* kunjungan untuk meningkatkan kualitas dana pihak ketiga. Selain itu, BTN juga menjual produknya dengan menggandeng beberapa pihak seperti pemilik retail/usaha, dan perusahaan pengembang. Dalam menasar generasi muda, BTN memberikan edukasi keuangan dengan mengunjungi universitas. Hal ini menjadi tantangan sekaligus peluang besar bagi bank BTN untuk meningkatkan dana pihak ketiga dengan menasar kaum milenial dan gen z.

Kata Kunci: Bank BTN, Funding, Dana Pihak Ketiga, Literasi Keuangan, Fintech, Millennial dan generasi z.

CHAPTER I INTRODUCTION

1.1 Company Profile

BTN Bank is a state-owned bank and has a commitment to be a bank that serves and supports the finance of housing sector through three main products, personal banking, business and sharia. Aligned with Law Number 10 of 1998 concerning Amendments to Law Number 7 of 1992 concerning Banking, PT. Bank Tabungan Negara especially in consumer funding has function to serve the needs to individual customers as well as for the development of the wealth management business by providing various types of facilities including fund products, services, and priority BTN. The fund products consist of savings, demand deposits, and deposits of which explanation is given below:

1. Savings is public savings which can be withdrawn at any time with certain conditions.
2. Giro is public savings which can only be withdrawn by check.
3. Deposits is public deposits that the withdrawals are in accordance with a certain period of time.

Fund products in PT. Bank Tabungan Negara (Persero) Tbk.

Semarang Branch

Fund Products	
Savings	Tabungan BTN Batara. BTN Batara is a transactional savings solution that provides convenience for purchase and payment transactions through the Bank BTN channel and supports

	<p>family financial activities. Deposits can be made in three ways, namely through Bank BTN Outlets and Post Offices or through Cash Deposit Machines.</p>
	<p>Tabungan BTN Investa. BTN Investa Savings is an investment savings with competitive interest rates and is more flexible.</p>
	<p>Tabungan BTN Cermat. BTN Cermat Savings are issued by the Bank through a network of Banks and Bank Agents appointed by Bank BTN using Cermat Cards (cards with magnetic types) and EDC (Electronic Data Capture) instruments as a means of financial transactions.</p>
	<p>Tabungan BTN Cermat Ponsel. BTN Cermat Ponsel is a mobile-based electronic media connected to the BTN CERMAT savings product so that it provides easy access for low-income groups of people who have not been linked by banking services, this program will be able to help them start saving plans for future needs and short-term needs.</p>
	<p>Tabungan BTN e BATAARAPOS. Tabungan BTN e'BATAARAPOS is a savings account in collaboration with PT Pos Indonesia (Persero), which offers convenience for customers by providing services through the designated Post Office counters. Deposits can be made at Post Offices or Bank BTN Outlets throughout Indonesia.</p>

	<p>Tabungan BTN e BATARAPOS TKI. Solutions for prospective migrant workers or those already working abroad, this savings has free administration fees for balances above IDR 300,000. You can open savings by visiting Post Office Outlets spread throughout Indonesia.</p>
	<p>Tabungan BTN Juara. It is aimed at the younger generation with the hope of helping to instill a habit of saving, and to make saving activities easy and fun, especially with the addition of free monthly administration fees with an initial deposit of IDR 50,000.</p>
	<p>Tabungan BTN Junior. BTN Junior Savings is intended to educate children to become individuals who like to save, with various benefits and conveniences. Bank BTN provides superior services for all ages.</p>
	<p>Tabungan BTN Payroll. Savings for the convenience of company payroll payments as well as sharing benefits for employees which also offers easy transactions that can be done at all Bank BTN Outlets in Indonesia and also low monthly administration fees.</p>
	<p>Tabungan BTN Pensiunan. This service is for the comfort and convenience for retired customers and prospective retirees. Tabungan BTN Pensiunan is specially created to distribute pension funds with lower administrative costs.</p>

	<p>Tabungan BTN Perumahan. Savings that help customers prepare a safe and comfortable place to live in the first residence with low installments.</p>
	<p>Tabungan BTN Prima. Savings that provide excellent benefits, convenience and interest that is more than ordinary savings.</p>
	<p>Tabungan BTN Siap. Savings that help customers to achieve future plans and ideals, Bank BTN helps provide convenience and comfort in all transactions.</p>
	<p>Tabungan Simpanan Pelajar. Bank BTN offers Student Savings that aimed at children's learning facilities. With easy and simple requirements and attractive features, this program includes education and financial inclusion to encourage a culture of saving from an early age.</p>
	<p>Tabunganku. Maximizing customer transactions both for the present and the future.</p>
Deposits	<p>Deposito BTN Ritel Rupiah. A term investment with high benefits that makes it easy for customers, that deposits and withdrawals can only be made at certain times. Investments made in rupiah currency with attractive and competitive interest rates.</p>
	<p>Deposito BTN Ritel Valas. BTN deposits is a savings product as an investment medium with the deposit of funds in foreign</p>

	<p>currency (USD) which can only be done at a certain time with attractive interest rates.</p>
	<p>Deposito BTN Lembaga. Time deposits for investment in customer companies that are safe and reliable for a certain period of time, with attractive interest rates, and can be used as credit collateral.</p>
	<p>Deposito BTN Lembaga Valas. The investment medium for time deposits in foreign currencies with competitive interest rates, is designed for companies that are going to invest in foreign currencies.</p>
Demand Deposits	<p>Giro BTN. A savings product with high flexibility, which can be withdrawn at any time using Check / BG, other media, or the BTN Cash Management System.</p>
	<p>Giro BTN Valas. Deposit product denominated in USD with high flexibility, which can be withdrawn at any time using Check / BG, other media, or the BTN Cash Management System.</p>

Besides the products, BTN Bank has also facilities in E-Banking:

- a) BTN Virtual Branch (Open Account) is a solution to open accounts in a practical, safe, and convenient online way either through the website or by downloading the BTN Open Account application.

- b) BTN Digital Solution is a solution to obtain information and implement several banking activities at the BTN Bank by downloading the BTN Digital Solution application.
- c) Internet Banking is a facility to provide easy service and convenience in obtaining financial information and self-managing transactions through the website by registering first for customer service or BTN ATM.
- d) SMS Banking is a banking solution in a practical, safe, comfortable way by sending a text to the number that has been determined.
- e) Debit BTN Online is a feature of the BTN credit card that customers can use for online shopping and online transactions easily and safely.
- f) BTN Cash Management System is an internet-based banking service that can be used by institutional customers (non-individuals) to obtain information about their accounts, company cash flow management and real time online transaction easily and safely, without time and place limits.
- g) LinkAja is an electronic financial service products which are a synergy of companies that are classified as state-owned enterprises.

a. Main task

The function of consumer funding is to raising funds according to predetermined targets by visiting customers and prospective customers, then conducting review on visits to improve the quality of third party funds. In achieving this goal, consumer funding also sells products such as savings, deposits, demand

deposits, and related work programs to individuals, as well as retail/business owners, companies, universities, and government.

b. Company Structure

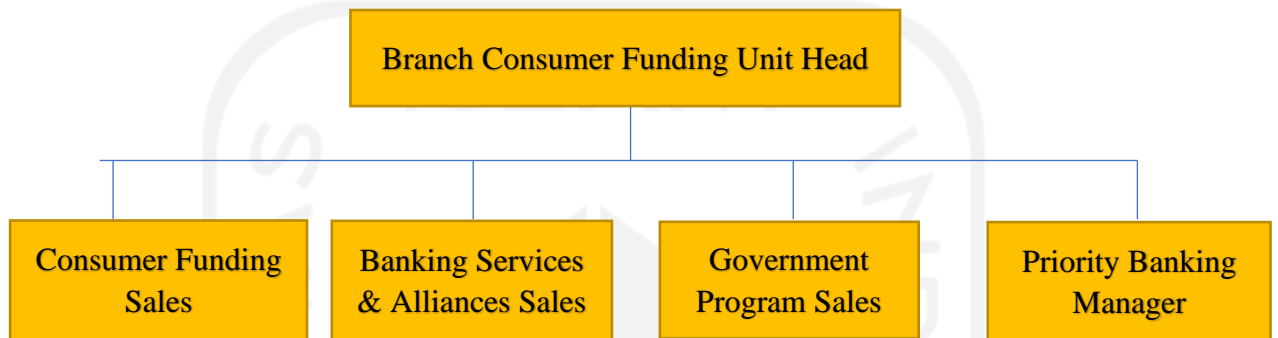


Figure 1. Company Structure

The company structure of Bank BTN will be explained below:

1) Branch Consumer Funding Unit Head

The objective of this position is to coordinate and supervise the marketing process and information services for the products of consumer funding that required by customers so that the target of sales is achieved.

2) Consumer Funding Sales

Managing the mapping of potential business partners and competitors, promotional activities and retaining prime customers in order to achieve consumer funding sales targets.

3) Banking Services & Alliances Sales

Managing cooperation with the post office to increase the acquisition of funds, services and promotional activities for services in collaboration with the post office or other government programs.

4) Government Program Sales

Ensuring that training and evaluation of Laku Pandai agents or other government programs are carried out accordingly to increase the effectiveness of sales strategies.

5) Priority Banking

Mapping the business potential and customer profiling of customers based on increasing the number of priority customer holding ratio products and ensuring service and achievement of wealth management product sales targets.

The developing era is increasingly becoming the reason for BTN bank to continue to create new innovations to develop for the better, more over in gaining more funds from the third party. In an effort to support innovation and help the needs of today's society, BTN bank needs a more focused business planning. The way to achieve it is to increase the financial literacy of society through combination of using technology.

1.2 Background of the Study

Funding unit has a task to increase third party funds or add customers as much as possible for the sustainability of business both for the course of credit, and house ownership credit (KPR). In achieving this goal, the strategy that Bank BTN

has done is to educate to universities students and offer funding products such as opening accounts, savings, deposits and demand deposits. In addition to collaborating with the university, BTN collaborates with many companies both private and state-owned companies.

Numbers of BTN Customers in 2019 at Semarang Branch

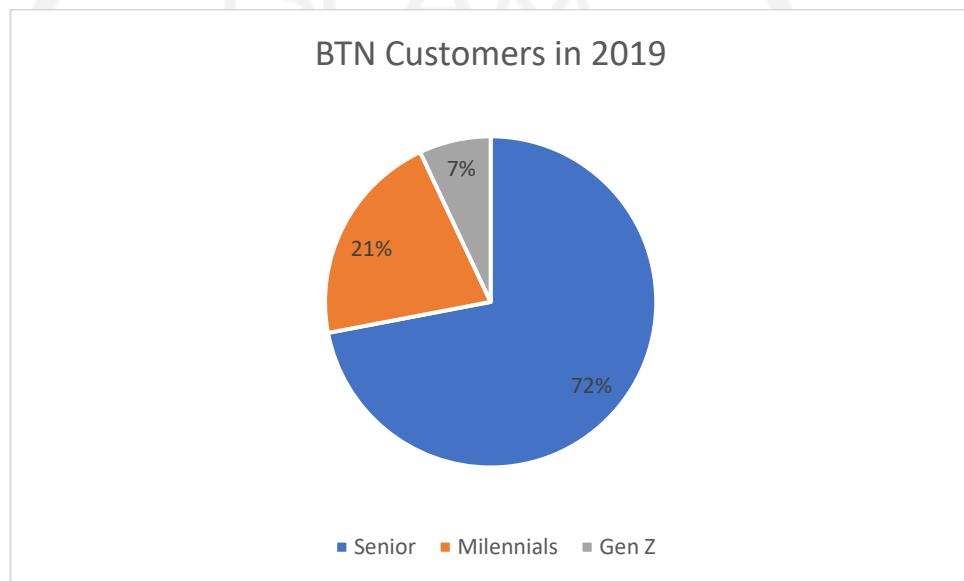


Figure 2. BTN Customers in 2019

Source: Savings Data from Tabunganku, Batara, and Juara.

The data in Figure 2 show that not many millennials and generation z have used BTN account. In 2020 the results of the population census show that the level of Indonesia's population has increased by 32.6 million from 237.63 million to 270.2 million. The data shows that Indonesia's population is dominated by millennials and generation z. Millennial generation were born between 1981-1996 and have reached 69.38 million or 25.87% of the total population, while generation Z were born in 1997-2012 and have reached 74.93 million or 27.94% of the total population (Bayu, 2021).

The Data of Millenials and Gen Z in 2020



Source: katadata.co.id

In addition to data on millennial and Gen Z customers, there are still few data on BTN banks, problems also exist in this generation. First, the millennial generation is still not aware of saving and investing because they spend more money on consumption (Azizah, 2020). According to a study from the Boston Consulting Group (BCG), millennials pay more attention to their social life. When viewed from the level of consumerism, this generation is more consumptive and accustomed to following the latest trends (Ningtyas, 2019).

The second, regarding generation z, according to the results of Karma Credit Research in 2018, generation z has debt to follow the trend as much as 39% and according to IDN research, Research Institute in 2019, only 10.17% of the allocation of savings from income Generation Z is still minimal in investing, such as research conducted by Future of Money in collaboration with Dahlia Research, there are 69% of Generation Z who do not have an investment strategy (Dion, 2020). Knowledge of financial management, such as saving, is not always followed by behavior (Rahayu and Nurfauziah, 2020).

The correlation of millennial and generation z customers who are still few at BTN bank and the problems that occur between these generations have become a great opportunity for BTN Bank to target millennial and generation z to increase the third party funds. Besides, the application of m-banking and e-banking that BTN provided has not fulfilled to support the financial literacy for people to finally open bank account in BTN. In achieving that objective, BTN Bank should optimize the financial literacy to millennial and z generation of using financial technology.

Another reason that supports BTN to adapt with the current era which means to target millennial and z generations is that the image of BTN as a bank that serve and support the housing sector financing, so the customers open an account only for fulfilling the installments and they decided not to save money in BTN. This may give effects to the lower third party funds.

Financial technology becomes solution in delivering financial services for customers (Hochstein, 2015). This plays significant roles for open many opportunities to meet the consumers' expectations and needs, more over for

banking industry which is one of the country's main economic development pillars who have huge financial background and consumer transactions.

1.3 Problem Formulation

1. What is the responsibility of consumer funding unit in BTN Bank?
2. How does BTN gain third party funds?
3. How many millennials and gen z customers in BTN?
4. How does BTN strategy in optimizing of financial literacy and financial technology?

1.4 Internship Objective

The internship is one of the requirements to complete the study and gain a Bachelor's Degree. During the study, the writer has gained knowledge in Management which focuses on finance and relates to this company especially in the field of Consumer Funding. By being an intern in Bank BTN, the writer is able to apply the understanding of management studies from the university directly into the world concept of practical work. In implementing the apprenticeship, the writer is going to observe and study aspects related to the operational activities. The writer is assigned to find the problem in Consumer Funding Unit and solve the problem by giving recommendations.

Experiences that the writer will gain during the internship are obviously enhancing the ability that will help provide suggestions and inputs towards some

problems. Furthermore, this experience could also provide insights to other students or public about the development of financial literacy by using technology.

1.5 Internship Benefit

The student will gain a lot of advantages during three months internship and provide the solutions to problems that will be found in the company. The benefits are also for the company, and the university:

1. For the writer/intern

- a) Contributing to the completion of operations. During the study in the last six semesters, the writer ready joined activities such as the organization, event, and social community and experienced being a member in the organization as well as event and leader in a social community. Those experiences demonstrate the ability of the student to work well within a team, especially support the writer to contribute to the operations and help the team to fulfill the projects and assignments that will be assigned.
- b) Contributing to help the company by providing input to solve the existing problems in the field of Consumer Funding.
- c) Having a better understanding about the work environment so that the writer is capable of being adaptive and build good ethics.
- d) As a medium to hone skills for the student concerned with this will form a reliable and qualified graduate so that it is expected to be able to compete with other university graduates in entering the world of work.

2. For the company/BTN

The result of the internship will help provide suggestions and inputs towards problems that Consumer Funding unit faced. It will especially give ideas on strategies in optimizing financial literacy by using financial technology to enhance the third party funds.

3. For the University

The internship that the writer will be conducted will also contribute to management studies regarding the financial literacy and financial technology in banking. Besides, it will create a good relationship between the faculty and BTN bank at Semarang branch.

CHAPTER II

LITERATURE REVIEW

2.1 Financial Literacy

Financial literacy is a learning to improve financial wellbeing for individual, community, and contribute to the country in the economic field, the comprehensive of insight and skills, motivation, financial risks, confidence needed to achieve financial literacy and support in making effective decision (*Organization for Economic Co-operation and Development* (OECD), 2016).

Another definition of financial literacy is the capability of people to make financial decision in a effective way (Welly et al, 2016). Financial literacy is formed from composition of using knowledge, skills, and changing into movement. This capability is to manage financial more effectively for life (Jump\$start Coalition, 2007).

Financial literacy is important to improve public finances and can be done through education. According to a survey conducted by Financial Services Authority (Otoritas Jasa Keuangn – OJK) in 2013 that in Indonesia there are four levels of financial literacy for the population:

1. Well literate (21.84%), people who are classified in this case not only knowledgeable but also have skills regarding financial service institutions such as products, features, and already know the benefits and risks, and understand the rights and obligations of financial products and services.
2. Sufficient literate (75.69%), people in this group do not have the skills to use financial products and services but have knowledge of financial service

institutions and financial products and services; products, benefits and risks, rights and obligations.

3. Less literate (2.06%), people included in this group are those who have knowledge of financial institutions, products and financial services only.
4. No literate (0.41%), people who do not have the knowledge and confidence and do not have skills towards financial service institutions, products and financial services.

According to Financial Services Authority (FSA), the long-term goals of financial literacy for all societies, namely:

- There is an increase in literacy from someone who is less literate or not literate to become well literate.
- The number of users of financial products and services has increased.

Financial literacy provides great benefits for the wider community, namely:

- The capacity of the community in financial planning has increased so that they can choose financial products and services according to their needs.
- Understanding of the benefits and risks of financial products and services increases so that investment activities are avoided in unclear financial instruments.

In addition to providing benefits to society, increasing financial literacy also provides benefits to the financial services sector where more and more people are using financial products and services.

Based on the 2013 national survey of financial literacy and inclusion that were conducted by the Financial Services Authority (FSA), there was only around

21.8% and 59.74% for each level of financial literacy and financial inclusion which means that the public does not fully have the knowledge and understanding of the financial products and services offered by the institution. In 2016, Financial Services Authority (FSA) conducted the second survey and the result was 29,7% Indonesian people's financial literacy index, which means that for every 100 people only 30 people were categorized literate or have good financial literacy and 67.8% for the results of the financial inclusion index. The third survey was conducted in 2019, based on the results of the National Survey of Financial Literacy and Inclusion (SNLIK) conducted by the Financial Services Authority (FSA), the level of financial literacy and financial inclusion each reached 38.03% and 76,19%.

Furthermore, FSA survey results based on regional strata show that in urban areas the levels of financial literacy and inclusion reached 41.41% and 83.60%. Meanwhile, the level of financial literacy and inclusion in rural areas reached 34.53% and 68.49%, which show that the understanding and use of financial products/services for people living in rural areas is lagging behind compared to those in urban areas.

In addition, the data above also show that there is a considerable gap between financial literacy and inclusion, which means that people have access to and even have financial products but do not understand the benefits and risks. Global F-INDEX (2014) conducted survey and the results have shown that was only 35,90% adult population mainly childbearing with age over 15 years who have an account in a several financial institutions which shows that Indonesian people's access to financial services is comparatively low. According to Lestari (2015),

people who have a low level of financial literacy will be easily deceived in managing money.

In this advance era, the financial market conditions have changed and is supported by the financial institutions that have improved and have been more complex. To be able to keep up with the changes, at least people understand the basic knowledge of finance for security key (Mandell and Klein, 2007). According to OECD (2016), financial literacy consists of three basic parts, namely:

- a) Financial knowledge. It is measured by basics of financial, financial management, credit and debt, saving and investment, and risk and insurance.
- b) Financial behavior. It is measured by preparation of the budget, save money, and control of money, investment and payment, obligations on time.
- c) Financial attitude. It is measured by the attitude towards money, and future planning.

2.2 Third Party Funds

Banks as financial institutions have a role to collect funds from the public and then channel these funds back in the form of credit and services to people in need (Kuncoro, 2002). The collection of funds to finance these operations comes from sources of funds (Kasmir, 2017). According to Kasmir (2012), there are several sources of funds, one of which is third party funds that are considered the

most contributing to lending which of course have been influenced by deposits collected by banks.

According to Bank Indonesia regulation no. 10/19 / PBI / 2008 which describes bank third party funds (TPF), Le Blanc et al., (2004), Spicer & Johnson (2004), banks have obligations to residents in rupiah and foreign currency. Bank collected funds from the public are generally used to finance the real sector through credit.

There are three types of third party funds, namely:

- 1) Savings are deposits from third parties whose withdrawal has been mutually agreed upon to be made under certain conditions without checks but using a savings book, ATM card or ATM card and debit card.
- 2) Deposits are deposits from third parties in banks, the withdrawals can be made at a certain time, based on the due date or a certain period.
- 3) Demand Deposits are third party deposits which are withdrawn using checks, demand deposits, book transfers, or other means. In practice, von der Schulenburg (1994) said that there is a checking account which is used for current administration by banks in the account. Current account types can be:
 - a) Accounts on behalf of individuals
 - b) Account in the name of the business entity / institution
 - c) Joint / merger account

Third party funds have the greatest contribution, the more deposits collected by the bank, the more financing can be channeled to the public (Kurniawanti, A and

Zulfikar 2014; Nugroho ES et al. 2017). This makes bank profitability and will also increase in terms of assets, Dendawijaya (2009: 49). In addition, the growth of third party funds provides benefits for banks to expand business and generate more other benefits (Menicucci and Paolucci, 2016).

2.3 Financial Technology

An increasingly advanced era has given rise to financial technology, which results from the existence of information technology with innovations that can be used to fill niche markets that have not been touched by conventional banks (Deposit Insurance Corporation, 2016). Fintech innovation in the financial world appears when financial services are combined with dynamic information technology (Marginingsih, 2019; Muchlis, 2018). A breakthrough in the form of financial technology in the business and banking sector brings benefits that make financial services more efficient and accessible.

Since 2015, along with the existence of the Indonesian fintech association, fintech has also begun to be known in Indonesia (Rusydia, 2019). The more years it increases, the more rapid the development of fintech in Indonesia, this encourages the government, stakeholders, especially for financial and legislative institutions to make new laws as a foundation for fintech companies to be able to run their business in various banking sectors and other benefits from the existence of laws is to provide protection to customers and the state (Davis, Maddock, & Foo, 2017).

There are many benefits provided to the public from the existence of information technology innovations in the banking world, which is through digital

platforms, one of which is that it can provide more services to people who have not reached financial access and the costs are more affordable than traditional banking. The TransferWise survey shows that there are 5 factors that make customers prefer fintech to conventional banking, namely safer (34%), low costs (29%), services are more conventional (26%), better service (18%), and faster (18%) (Nicoletti, 2017). Based on research conducted by McKinsey, it is projected that in 2025 the market share of the retail business will be eroded by the increasing number of fintech. This is based on the increasingly intense competition which is also supported by technological advances and the increasing digitization in the financial industry (Yudhistira, 2018).

2.4. Regulations on Fintech in Indonesia

The regulators of fintech in Indonesia are divided into two, Financial Services Authority regulates all of financial services such as digital banking, P2P Lending, crowdfunding, insure-tech, investment, and market aggregators, whereas Bank of Indonesia regulates payment.

a) Financial Services Authority (FSA)

Three legal aspects that Financial Services Authority regulates, namely:

- 1) Regarding Peer-To-Peer Lending regulated in (77/POJK.01/2016)

This lending and borrowing service is carried out based on information technology, with this regulation there is a guarantee to protect the security of

consumer data funds, prevent money laundering and terrorist financing, for financial system stability, to manage financial technology companies.

According to article 2, information lending and borrowing service providers can be in the form of limited liability companies or cooperatives as other financial services institutions. The mechanism for implementing this peer-to-peer lending fintech is contained in article 24 that the process runs directly through an electronic system using internet network so that two parties should have a virtual account.

2) Digital Financial Innovation Services (13/POJK.02/2018)

This regulates digital financial innovations such as business models, business renewal activities, and financial instruments that provide new added value in the financial sector by involving the digital ecosystem (Article 1 Number 1). In this regulation there are several main fintech arrangements (FSA, 2018):

1. Fintech Registration and Registration Mechanism
2. Fintech Monitoring and Oversight Mechanism
3. Formation of the Fintech Ecosystem
4. Building a Culture of Innovation
5. Inclusion and Literacy
6. Business and Data Protection
7. Effective Risk Management
8. Collaboration
9. Consumer protection
10. Transparency
11. Anti-Money Laundering and Terrorism Funding

3) FSA regulation on Equity Crowd funding in (37/POJK.04/2018)

This regulation focuses more on regulating equity crowdfunding which aims to support Indonesia's economic progress by conducting stock offerings by issuers to openly sell shares to investors based on information technology through an electronic system network.

b) Bank Indonesia

The development of financial technology in Indonesia is growing so fast. In supporting the implementation of financial technology, Bank Indonesia issued regulations due to lack of legislation governing in fintech. The regulations which were made to avoid things that will harm the government and banking in Indonesia, namely:

1) Regulation number 18/40/PBI/2016 regarding Payment Transaction Processing

In this regulation, Bank Indonesia provides licenses for the implementation of payment transaction processing by regulating, granting grants and licensing, providing supervision through principals, issuers, acquirers, clearing operators, final settlement administrators, and fund transfer operators, as well as reports, prohibitions, and sanctions. New parties involved in the running of innovations such as paying for payment transactions, namely Payment Gateway Organizers and Electronic Wallet Providers, as well as Supporting Providers such as companies that provide contactless transaction support technology.

Based on Article 1 point 3 of this rule, the parties involved in the payment transaction process regulated in this regulation are divided into 2 (two), namely:

a. Payment System Service Providers (PJSP)

Payment System Service Provider is a Bank or Non-Bank Institution conducting payment system service activities. Payment System Service Providers consist of Principals, Switching Operators, Issuers, Acquirers, Payment Gateway Operators, Clearing Operators, Final Settlement Operators, Fund Transfer Providers, and Electronic Wallet Operators.

b. Payment System Supporting Providers (Supporting Providers)

Payment System Supporting Operators as described in Article 1 number 4 of Bank Indonesia Regulation Number 18/40/PBI/2016 concerning Implementation of Payment Transaction Processing are parties that provide services to Payment System Service Providers in order to support the provision of payment system services, such as: (1) card printing; (2) personalize payment; (3) Provision of data centers (data centers) or disaster recovery centers; (4) terminal provision; (5) providing payment instrument security features and payment transactions; (6) providing contactless transaction support technology; (7) providing forwarding (routing) data supporting payment transaction processing (vide Article 3 paragraph (3) of Bank Indonesia Regulation Number 18/40/PBI/2016 concerning Processing of Payment Transactions).

2) Regulation number 19/12/PBI/2017 regarding Financial Technology

Monetary stability, financial system stability, as well as an efficient, smooth, safe, and reliable payment system are the aims of issuance of this regulation and also to support sustainable and inclusive national economic growth by applying the principles of consumer protection and risk management and prudence.

There are 5 categories of the Implementation of Financial Technology in this regulation, namely; (1) payment systems; (2) market support; (3) investment management and risk management; (4) loans, financing, and; (5) the provision of capital and other financial services (Article 3 paragraph (1)).

CHAPTER III

METHODOLOGY

3.1 Types of Research

The report of this apprenticeship used descriptive qualitative method. Qualitative research is data from primary or secondary such as interviews, company records, focus groups, and the like when the amount of data is used to make valid conclusion (Sekaran and Bougie, 2016). The methods that supported to do this qualitative research were interviews, observation, and attachment of documents.

3.2 Data Source

In preparing this report used data from primary and secondary data. The primary data were collected by interviews with the Branch Consumer Funding Unit Head, the staffs of Consumer Funding and Priority Unit. Besides, the writer also did observations from the application m-banking and the process of services and operations there, while the secondary data were from relevant research journals by google scholar regarding the development of financial literacy, financial technology, third party funds, and the behavior of millennial and generation z, other than that, the secondary data was also from the percentage customer data in 2019 of the company.

3.3 Data Collection Method

The required data collection was obtained by using several methods. Primary data collection was carried out through two combinations such as interviews and observation. Meanwhile, secondary data was obtained from the

collection of relevant research journals and percentage customer data from company.

3.4 Time and Place of Internship

The internship in the work unit of BCFU (Branch Consumer Funding Unit) was conducted for 3 months starting from February 2, 2021 to May 2, 2021 at PT. Bank Tabungan Negara (Persero). BTN Bank located at MT. Haryono Street No. 717, Semarang, Central Java. The internship in Funding unit conducted in the 2nd floor, working days start from Monday to Friday with had working hours 7.30 WIB – 16.30 WIB. There was a change in time during Ramadhan, the working hours 8.30 WIB – 15.30 WIB.

3.5 Unit of Analysis

The unit of analysis is carried out by observing at the BCFU (Branch Consumer Funding Unit) a work unit in accordance with the proposal submitted and related to the concentration of the research subject, namely Finance. Observations were made by being directly involved in the process of business operations so as to find the focus of observations on how to increase third party funds. The solution provided is Optimization of Financial Literacy and Financial Technology for Enhancing the Third Party Funds in PT. Bank Tabungan Negara. The sub unit of analysis consists of; Responsibility of Consumer Funding unit, Financial Literacy, Financial Technology, and Third Party Funds with a special focus on millennials and Gen z customer.

CHAPTER IV

RESULTS AND DISCUSSIONS

4.1 Responsibility of Consumer Funding Unit

The responsibility of consumer funding is to raising funds according to predetermined targets by visiting customers and prospective customers, then conducting review on visits to improve the quality of third party funds. In achieving this goal, consumer funding also sells products in the form of savings, deposits, demand deposits, and related work programs to individuals, as well as retail/business owners, companies, universities, and government. This impacted for the smooth distribution of credit and mortgages.

4.2 Financial Literacy, Fintech, and Third Party Funds

According to a survey conducted by OJK in 2013 that in Indonesia there are four levels of financial literacy for the population:

1. Well literate (21.84%), people who are classified in this case not only knowledgeable but also have skills regarding financial service institutions such as products, features, and already know the benefits and risks, and understand the rights and obligations of financial products and services.
2. Sufficient literate (75.69%), people in this group do not have the abilities to utilize financial products and services but have knowledge of financial service institutions and financial products and services; products, benefits and risks, rights and obligations.

3. Less literate (2.06%), people included in this group are those who have knowledge of financial institutions, products and financial services only.

4. No literate (0.41%), in this group are people who do not have the knowledge and confidence and do not have skills towards financial service institutions, products and financial services.

It is hoped that by optimizing financial literacy using fintech, the data of BTN bank plays a role in bringing the community, especially the millennial generation and gen z to the level of well literate, so that Millennials and gen z will understand more about financial planning, understand how to choose products and services according to needs, so that there is progress in investment and avoid fraud.

What has been done by bank BTN is to provide financial education by visiting universities and companies as well as offering funding products. Along with the times, with technological advances this method is less effective and efficient. BTN can use technology to support the improvement of financial literacy. Moreover, the biggest opportunity is in the millennial and z generation, who are technology literate and use it on a daily basis.

Based on a survey conducted by the FSA based on regional strata, the results are that in urban areas the levels of financial literacy and inclusion were reached 41.41% and 83.60% while the level of financial literacy and inclusion in rural areas was reached 34.53% and 68.49% so that the use of fintech to increasing literacy is not only done in urban areas, but rural areas also have the same access and understand the benefits and risks of financial products.

In achieving an increase in financial literacy and progress in financial management, starting from having an account, the survey conducted by Global F-INDEX (2014) only 35.90% adult population, mainly childbearing with age over 15 years who have an account in several financial institutions which shows that Indonesian people's get to financial services is comparatively low.

When BTN bank drives more financial services in opening this account by using fintech it can increase access for the community, especially millennials and gen Z, to later be directed to have savings, deposits and current accounts. The positive effect of increasing customers to have savings, time deposits, and current accounts, is, it will help consumer funding in increasing third party funds. According to Kasmir (2012), third party funds is one of sources of funds that are considered the most contributing later on course of lending. This makes bank profitability will also increase in terms of assets, Dendawijaya (2009: 49).

A breakthrough in the form of financial technology in the business and banking sector brings benefits that make financial services more efficient and accessible. In Indonesia, the development of fintech is growing rapidly, which makes the government, stakeholders, especially for financial and legislative institutions to make new laws as a foundation for fintech companies to be able to run their business in various banking sectors and other benefits from the existence of laws is to provide protection to customers and the state (Davis, Maddock, & Foo, 2017). There are many benefits provided by innovation in the banking sector through this digital platform, one of which is being able to provide more services

to people who do not have access to finance, and costs are more affordable than traditional banks.

Based on The TransferWise survey, there are five factors that make customers prefer fintech to conventional banking, namely safer (34%), low costs (29%), services are more conventional (26%), better service (18%), and faster. (18%) (Nicoletti, 2017). Based on research conducted by McKinsey, it is projected that in 2025 the market share of the retail business will be eroded by the increasing number of fintech. This is based on the increasingly intense competition which is also supported by innovative progresses and the increasing digitization in the financial industry (Yudhistira, 2018).

In maintaining the running of fintech in Indonesia, there are two parties that regulate, namely:

- The FSA consists of:
 1. Regarding Peer-To-Peer Lending regulated in (77/POJK.01/2016)
 2. Digital Financial Innovation Services (13/POJK.02/2018)
 3. FSA regulation on Equity Crowd funding in (37/POJK.04/2018)
- Bank Indonesia
 1. Regulation number 18/40/PBI/2016 regarding Payment Transaction Processing
 2. Regulation number 19/12 / PBI / 2017 regarding Financial Technology

Therefore, when financial literacy is combined using technology, it will run effectively and can reach people in both urban and rural areas. The existence of fintech also makes it less complex for people to select the financial products and financial services they need.

Thus, improving financial literacy through fintech is one of the important factors to help improve public understanding, especially for millennials and gen z to be able to make effective financial decisions. When the proficiency of financial literacy becomes higher, the increase in third party funds will be higher and the higher the assets of BTN bank and the financing disbursed to the public.

4.3 Millennials and Gen Z Customer

Data BTN bank in 2019 (savings from Tabunganku, Batara, and Juara) show that 72% of senior customers, 21% of millennials, and 7% of gen z, while data from the census in Indonesia in 2020 show that the population is dominated by millennials born between 1981-1996 reached 69.38 million or 25.87% of the total population, while generation Z born in 1997-2012 reached 74.93 million or 27.94% of the total population (Bayu, 2021). This becomes a challenge as well as a great opportunity for bank BTN to increase third party funds by targeting millennials and gen z.

The problem that arises is, millennial generation is still not aware of saving and investing because they spend more money on consumption (Azizah, 2020) while regarding generation z, according to the results of Karma Credit Research in 2018, generation z has debt to follow the trend as much as 39% and according to IDN research, Research Institute in 2019, only 10.17% of the allocation of savings from income Generation Z is still minimal in investing, such as research conducted by Future of Money in collaboration with Dahlia Research, prove that there are 69% of Generation Z do not have an investment strategy (Dion, 2020). Knowledge of

financial management, such as saving, is not always followed by behavior (Rahayu and Nurfauziah, 2020). It can be concluded that millennials and generation z are still lack of financial literacy, they do not understand the importance of preparing for savings, investment, insurance, and pension funds. This ignorance affects financial decision making. As stated by Welly et al. (2016), financial literacy enables people to make effective decisions. To achieve this requires knowledge, skills, and changing into movement.

4.4 The Strategy to Optimizing of Financial Literacy and Financial Technology

The first is development of digital banking services. The transformation of digital services is not only to face the intense competition in the banking world, but also to improve services to customers and the public. In 2017, BTN accelerated the digital information stage, namely by providing digital branch office facilities (Smart Branch) which amounted to one outlet at the Branch Office and three smart branches at the Sub-Branch Office. Various services in this Smart Branch consist of information about banking, direct communication with the bank, registration, account opening, transactions, and transactions outside of banking products. The advantages of this outlet are increased efficiency and productivity, can provide faster, better, and more convenient services for customers.

This digital banking office offers a wider range of banking products and services such as Cash Deposit Machine (CDM), Internet Banking, Cash Management, SMS Banking, and mobile banking. The existence of digital banking

services is undeniably an increase in transactions every year, in 2017 it was recorded that there was an increase of 111.71% from 2016. This shows that the public's need for the use of digital banking services is increasingly encouraging the implementation of branchless banking.

Bank BTN released a digital solution in 2017, which is in the form of a banking application for smart phones other than internet banking which can be downloaded via the Playstore/Appstore. The advantages of using this application are that it makes it easy for customers to pay credit card/insurance bills, make transfers, and can make payments for shopping on e-commerce, and can top up digital payments such as gopay, grabpay, and so on.

Furthermore, bank BTN also optimizes digital banking for the millennial generation by opening six BTN Zone points in Unsyiah, Unesa, Undip, UNS, UGM, and USU. It aims to introduce banking digital banking to students. The BTN Zone provides access for students to connect to the internet, learn about the Company's banking products, and experience firsthand the convenience of transacting with the Digital Solutions application that can encourage a cashless society.

The second, BTN bank also made financial literacy program. This programs refers to the Circular Letter of the Financial Services Authority number 1/SEOJK.07/2014 dated February 14, 2014 regarding the Implementation of Education in the Framework of Improving Financial Literacy to Consumers and/or the Community. During 2017, the Company has had various financial literacy programs, namely the SimPel BTN Savings, and Community Education Programs.

a) The SimPel BTN Savings

Student Savings product (SimPel/SimPel iB) is specifically intended for students to make saving a habit that must be inculcated from an early age. The requirements to have a SimPel product are easy and simple, free of administration fees, and there are interesting features. The existence of this product is expected to encourage students to like to save in the context of education and financial inclusion.

During 2017, the number of BTN SimPel Savings Account Numbers (NOA) reached 494,424 accounts, an increase of 7.98% from 2016 which was 457,880 accounts, with a total account balance (Volume of Account) of Rp. 59,343 million, an increase of 27 0.06% from 2016 which was Rp.46,704 million.

b) Community Education Program.

During 2017, the company intensively carried out educational program for customers and the public with the aim of making the public aware of information related to banking products and services clearly so that customers were able to use banking products according to their needs, another goal was so that people could prepare their financial plans properly and right. Educational program that have been carried out in 2017 related to the gen z is Siswa Mengenal Nusantara (SMN).

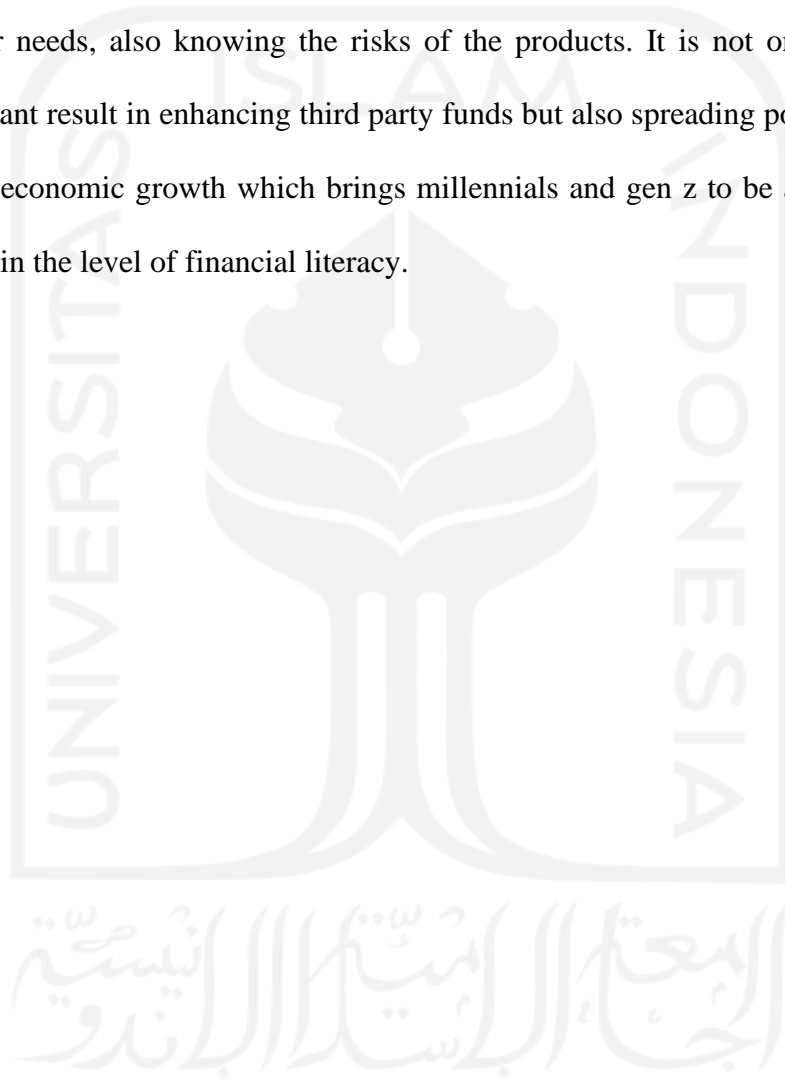
SMN is an initiation program of the Ministry of State-Owned Enterprises (BUMN) which has been implemented since 2015. This program aims to instill a sense of pride as a nation that has the diversity of the archipelago's wealth, through the process of exchanging information and culture. In addition, this program is also part of building the understanding of stakeholders regarding the role of the Ministry

of BUMN and BUMN in participating in "Building National Capacity (National Capacity Building) through the younger generation of the nation's successors".

The company invites students to visit Smart Branch to find out the development of digital banking. The company invites participants to take part in financial literacy education activities regarding products and services in terms of digital banking, starting from the introduction of any products and services at smart branches to the simulation process of opening a savings account. Participants are also guided to create an account starting from registration by filling in the smart branch menu to the finished account. then students are also invited to get to know the company's features through the BTN smart branch to virtual reality that allows people to shop more easily.

The strategy that BTN has done to increase third party funds through financial literacy and financial technology seems has probability to be optimized by increasing values through add various features in application that more fit the needs of millennials and gen z. Therefore, it is important for the company to know the problems that millennials and gen z are facing, the more dig deeper into research based on millennial and gen z issues dealing with finance, the more optimization in improving the application because the features are not only about transactions but also other beneficial features to increase customers knowledge in finance. Therefore, when financial literacy and financial technology in the form of application is well improved, it will become more efficient and effective to increase customers which would have positive impact in enhancing third party funds.

Thus, the more effectiveness of using application for increasing financial literacy, the higher of financial inclusion in Indonesia. The application becomes accessible for millennials and gen z in all regions included rural area. These will increase the ability of managing financial, choosing products/financial services that fit their needs, also knowing the risks of the products. It is not only providing significant result in enhancing third party funds but also spreading positive impact for the economic growth which brings millennials and gen z to be a part of well literate in the level of financial literacy.



CHAPTER V CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

1. Consumer Funding has responsibility to raise funds from third parties which are one of the most contributing sources of funds. In achieving this goal, consumer funding sells products such as savings, deposits, and demand deposits. The funds obtained are channeled back to the community in the shape of credit.
2. What has been done by bank BTN was conducting review on visits to improve the quality of third party funds. Besides, BTN also sell the products by cooperating with several parties such as retail/business owners, companies, developers. In targeting young generation, BTN provides financial education by visiting universities.
3. Data BTN bank in 2019 (savings from Tabunganku, Batara, and Juara) show that 72% of senior customers, 21% of millennials, and 7% of gen z, while data from the census in Indonesia in 2020 show that the population is dominated by millennials who were born between 1981-1996 reached 69.38 million or 25.87% of the total population, while generation Z who were born in 1997-2012 reached 74.93 million or 27.94% of the total population (Bayu, 2021). It means that these generations have poor financial literacy, millennials seem not to have good understanding on the importance of saving, investing, insurance, and pension funds, and spending more for consumption (Azizah (2020). Meanwhile, generation z only understands the

knowledge of saving but is not always followed by behavior (Rahayu and Nurfauziah, 2020). This becomes a challenge as well as a great opportunity for bank BTN to increase third party funds by targeting millennials and gen z.

4. BTN bank provided two strategies to optimize financial literacy and financial technology. Firstly, the development of digital banking services. Here, BTN provides digital branch office facilities (Smart Branch) which amounted to one outlet at the Branch Office and three smart branches at the Sub-Branch Office. This digital banking office offers a wider range of banking products and services such as Cash Deposit Machine (CDM), Internet Banking, Cash Management, SMS Banking, and mobile banking. Besides, BTN also released a digital solution in 2017, which is in the form of a banking application for smart phones other than internet banking which can be downloaded via the Playstore/Appstore. The advantages of using this application are that it makes it easy for customers to do transactions. Furthermore, bank BTN also optimizes digital banking for the millennial generation by opening six BTN Zone points in Unsyiah, Unesa, Undip, UNS, UGM, and USU to introduce banking digital banking to students.

Secondly, BTN bank also made financial literacy program. This programs refers to the Circular Letter of the Financial Services Authority number 1/SEOJK.07/2014 dated February 14, 2014 regarding the Implementation of Education in the Framework of Improving Financial Literacy to Consumers and/or the Community. During 2017, the Company has had

various financial literacy programs, namely the SimPel BTN Savings, and Community Education Programs.

5.2 Recommendations

5.2.1 For Company

1. PT. Bank Tabungan Negara needs to do more financial literacy toward the candidate customers through developing the financial technology innovation to support the effectiveness and efficiency of increasing third party funds for funding. BTN Bank ought to be able to supply higher quality services and give added value to customers to preserve the current customers and to gain more customers.
2. The product division who responsible to make new product needs to adapt with the digital era by making application-based services that will make the candidate customers have various options to do with one application. In this application, the customers can do the transaction for the payment gateway, e-Wallet, clearing, settlement.

Added features:

- a) In the left side of the application there are three choices for customers to choose; savings, deposits, and demand deposits, so that if customers want to do that, customers can choose it and move amount of money from balance sheet to those things. It is easy and simple because do not need to go to the bank. Customers also can type the goals of savings, and deposits.
- b) Insight about investment for stocks, mutual funds, and bond. The customers can educate themselves through this feature to find out whether the

customers are aggressive, moderate, or conservative investor which help them choose the investment instruments that suit them well with the risks and PT. Bank Tabungan Negara also direct them to choose investment product that BTN provided. It would be better if BTN also provides consultancy for investors.

- c) News feature for economics in the world and capital market. The news must be accurate.
- d) The feature of financial planning. In this feature there is a tool for calculating investment for beginner investor which help them understand how much money they need to achieve the financial goals.
- e) Calculator feature to calculate cash flow for personal and business.
- f) Providing feature about knowledge of credit and KPR, also information regarding the provisions. For KPR part, BTN needs to show the visual house and its locations.
- g) Providing information about the importance to have insurances such as for retirement, health, etc. Then, BTN could offer the products here.

5.2.2 For Future Intern Students

Further interns should develop a broader scope method to increase the third party funds with financial literacy for the customers through financial technology to support Consumer Funding unit at PT. Bank Tabungan Negara using secondary data analysis methods, as this report conducted through interview and observation methods supported by data from BTN and relevant journals.

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APPENDICES

Appendix 1. Internship Appraisal Form

Apprenticeship Assessment Form

We hereby declare that the following students:

Supervisor Name : Chatharina Eko Haryati
 Internship name : Branch Consumer Funding Unit
 Internship title : Optimization Financial Literacy and Financial Technology For
 Enhancing Third Party Funds in PT. Bank Tabungan Negara
 Date of terms of reference : January 31th 2021
 Execution time : February 2th – May 2th 2021
 Student name : Aulia Sajida Nariswari
 Student identification number: 17311295

Have been declared to have completed an internship at our agency in accordance with the terms of reference dated above.

By considering all aspects, both in terms of work weight and implementation of the internship, we decide that the person concerned has completed his obligations with the following results:

No.	Assessment Aspects	1	2	3	4	5
1	Apprentice giver satisfaction					✓
2	Discipline				✓	
3	Ability to choose priorities					✓
4	Punctuality					✓
5	The ability to do team work					✓
6	Ability to work independently					✓
7	Accuracy				✓	
8	The ability to learn and to absorb new things					✓
9	Ability to analyze and design				✓	✓

Notes:

- 1: Terrible
- 2: Bad
- 3: Neutral
- 4: Good
- 5: Excellent

Semarang, 30 April 2021

Supervisor,



Chatharina Eko Haryati, Branch Consumer Funding Head, PT. Bank Tabungan Negara

Appendix 2. Letter of Completion

UIN UNTUK INDONESIA

Bank BTN
Sahabat Keluarga Indonesia

No. : 274 /S/SMG/BSSU/IV/2021
Lamp : -

Semarang, 30 April 2021

Kepada Yth,
Dekan Fakultas Bisnis dan Ekonomi
Universitas Islam Indonesia
Condong Catur Depok
Di -
YOGYAKARTA

Perihal : Surat Keterangan Selesai Magang

Menunjuk Surat Fakultas Bisnis dan Ekonomi Universitas Islam Indonesia Perihal Ijin Kuliah Kerja Praktek , dengan ini dapat kami sampaikan bahwa :

No	Nama	NIM	Program Studi	Periode Magang
1.	Aulia Sajida Nariswari	17311295	Manajemen Program Internasional	02 Februari 2021 s/d 02 Mei 2021

Telah selesai melakukan magang di Bank BTN Kantor Cabang Semarang pada periode magang tersebut.

Demikian surat keterangan ini dibuat, untuk dipergunakan sebagaimana mestinya.

**PT. BANK TABUNGAN NEGARA (Persero) Tbk.
KANTOR CABANG SEMARANG**

Nikmatul Aimah
Deputy Service Manager

Yohanes Nanang Risdani
Pjs Branch Shared Service Unit Head






PT. Bank Tabungan Negara (Persero) Tbk
Kantor Cabang Semarang
Jl. MT. Haryono No.717 Semarang 50242
Jawa Tengah












T +62 24 – 8312151
E:lc.semarang@bth.co.id
www.bthn.co.id

NPWP : 01.801.000.0-511.001

Appendix 3. Daily Activity Log




Daily Activity Log				
NO	DATE	ACTIVITY	LOCATION	SIGNATURE
		Name: Aulia Sajida Nariswari Student No: 17311295 Department: Management International Program (Finance Management) Company: PT. Bank Tabungan Negara, Semarang Address: MT. Haryono Street No. 717		
1	Tuesday, 2 February 2021	Morning briefing + 4dx Briefing with Consumer Funding Unit Briefing with Credit Unit Briefing organization structure Making scoreboard funding retail Input data for prospective customers Making BTN Solusi letters for new customers	BTN Office	
2	Wednesday, 3 February 2021	Morning briefing Learning to serve the customers in opening bank account	BTN Office	
3	Thursday, 4 February 2021	Morning briefing Making scoreboard funding	BTN Office	
4	Friday, 5 February 2021	Morning briefing Inputting data of RS Bhayangkara customers	BTN Office	
5	Monday, 8 February 2021	Morning briefing Serving KPR customers to open bank account	BTN Office	
6	Tuesday, 9 February 2021	Morning briefing Serving KPR customers to open bank account Observation Inputting data of new customers	BTN Office	
7	Wednesday, 10 February 2021	Morning briefing Making BTN Solusi letters for new customers Informing promotion to BTN customers through whatsapp blast Responsible to look for companies profil for prospect	BTN Office	

8	Thursday, 11 February 2021	Morning briefing	BTN Office	
		Inputting customers data		
9	Monday, 15 February 2021	Making BTN Solusi letters for developers	BTN Office	
		Informing products & promotion to BTN customers through whatsapp blast		
10	Tuesday, 16 February 2021	Morning briefing	BTN Office	
		Making BTN Solusi letters for developers		
11	Wednesday, 17 February 2021	Informing promotion to BTN customers through whatsapp blast	BTN Office	
		Inputting employee data who have Bancassurance		
12	Thursday, 18 February 2021	Morning briefing	BTN Office	
		Making BTN Solusi letters for prospect		
13	Friday, 19 February 2021	Morning briefing	BTN Office	
		Making BTN Solusi letters for developers		
14	Monday, 22 February 2021	Morning briefing	BTN Office	
		Making BTN Solusi letters for notary public		
15	Tuesday, 23 February 2021	Morning briefing	BTN Office	
		Making BTN Solusi letters for notary public		
16	Wednesday, 24 February 2021	Morning briefing	BTN Office	
		Informing promotion to BTN customers through whatsapp blast		
17	Thursday, 25 February 2021	Making BTN Solusi letters for old notary public not renewed	BTN Office	
		Inputting customers data		
18	Friday, 26 February 2021	Informing products & promotion to BTN customers through whatsapp blast	BTN Office	
		Morning briefing		
		Morning briefing	BTN Office	
		Serving KPR customers to open BTN Siap savings		
		Informing promotion to RS Bhayangkara customers through whatsapp blast		

9	Friday, 12 March 2021	Morning Briefing Making 30 letters of BTN Solusi for companies Informing promotion to BTN customers through whatsapp blast	BTN Office	
10	Monday, 15 March 2021	Morning Briefing Making 19 letters of BTN Solusi for companies Informing promotion to BTN customers through whatsapp blast	BTN Office	
11	Tuesday, 16 March 2021	Morning Briefing Making BTN Solusi letters for companies Informing promotion to BTN customers through whatsapp blast	BTN Office	
12	Wednesday, 17 March 2021	Morning Briefing Making 30 letters of BTN Solusi for companies Informing promotion to BTN customers through whatsapp blast	BTN Office	
13	Thursday, 18 March 2021	Morning Briefing Making BTN Solusi letters for companies Informing promotion to BTN customers through whatsapp blast Inputing data (Data injection of potential prospect of INVESTA savings)	BTN Office	
14	Friday, 19 March 2021	Morning Briefing Informing promotion to RS Bhayangkara customers through whatsapp blast Making scoreboard 4dx Helping Branch Consumer Funding Head to compile injection data	BTN Office	
15	Monday, 22 March 2021	Morning Briefing Informing promotion to BTN customers through whatsapp blast Making scoreboard 4dx	BTN Office	
16	Tuesday, 23 March 2021	Informing promotion to BTN customers through whatsapp blast Checking customers data & their handphome numbers to deposit money of BTN Siap	BTN Office	
17	Wednesday, 24 March 2021	Morning Briefing Informing promotion & work programs to BTN customers through whatsapp blast	BTN Office	
18	Thursday, 25 March 2021	Morning Briefing Observation Interview with Funding's staff Inputing data of employees assessment	BTN Office	

19	Friday, 26 March 2021	Morning Briefing Observation Interview with Funding's staff Informing promotion of Point Spectra to customers through whatsapp blast	BTN Office	
20	Monday, 29 March 2021	Morning Briefing Informing promotion & work programs to BTN customers through whatsapp blast	BTN Office	
21	Tuesday, 30 March 2021	Morning Briefing Informing promotion & work programs to BTN customers through whatsapp blast Looking for merchant for LinkAja	BTN Office	
22	Wednesday, 31 March 2021	Morning Briefing Informing promotion & work programs to BTN customers through whatsapp blast	BTN Office	

Daily Activity Log					
	Name:	Aulia Sajida Nariswari			
	Student No:	17311295			
	Department:	Management International Program (Finance Management)			
	Company:	PT. Bank Tabungan Negara, Semarang			
	Address:	MT. Haryono Street No. 717			
NO	DATE	ACTIVITY	LOCATION	SIGNATURE	
1	Thursday, 1 April 2021	Morning Briefing Informing promotion to customers through whatsapp blast Serving BPJS customers to process pension plan	BTN Office		
2	Monday, 5 April 2021	Morning Briefing Serving the customers in opening BTN Siap savings Looking for merchants for LinkAja	BTN Office		
3	Tuesday, 6 April 2021	Morning Briefing Serving the customers in opening BTN Siap savings Following up the merchant candidates of LinkAja	BTN Office		
4	Wednesday, 7 April 2021	Morning Briefing Serving BPJS customers to process pension plan Serving the customers in opening BTN Siap savings	BTN Office		
5	Thursday, 8 April 2021	Morning Briefing Serving BPJS customers to process pension plan	BTN Office		
6	Friday, 9 April 2021	Morning Briefing Serving BPJS customers to process pension plan	BTN Office		
7	Monday, 12 April 2021	Morning Briefing Serving BPJS customers to process pension plan	BTN Office		
8	Tuesday, 13 April 2021	Morning Briefing Serving BPJS customers to process pension plan	BTN Office		
9	Wednesday, 14 April 2021	Morning Briefing Inputting subsidized and non-subsidized developers data	BTN Office		
10	Thursday, 15 April 2021	Compiling assignments file during internship Serving BPJS customers to process pension plan	BTN Office		

11	Friday, 16 April	Serving BPJS customers to process pension plan	BTN Office	
12	Monday, 19 April 2021	Inputting subsidized and non-subsidized developers data	BTN Office	
13	Tuesday, 20 April 2021	Serving BPJS customers to process pension plan	BTN Office	
14	Wednesday, 21 April 2021	Serving the customers in opening BTN Siap savings	BTN Office	
15	Thursday, 22 April 2021	Serving BPJS customers to process pension plan	BTN Office	
16	Friday, 23 April 2021	Morning Briefing	BTN Office	
17	Monday, 26 April 2021	Serving the customers in opening BTN Siap savings	BTN Office	
18	Tuesday, 27 April 2021	Morning Briefing	BTN Office	
19	Wednesday, 28 April 2021	Serving BPJS customers to process pension plan	BTN Office	
20	Thursday, 29 April 2021	Morning Briefing	BTN Office	
21	Friday, 30 April 2021	Serving BPJS customers to process pension plan	BTN Office	
		Morning Briefing	BTN Office	



Appendix 4. Attendance Form

				
ABSEN HADIR (AULIA SAJIDA NARISWARD) (CONSUMER FUNDING UNIT)				
TANGGAL	JAM MASUK	JAM PULANG	PARAF MENTOR	Keterangan
2 Februari 2021	07.30	16.30		WFO
3 Februari 2021	07.30	16.30		WFO
4 Februari 2021	07.30	16.30		WFO
5 Februari 2021	07.30	16.30		WFO
8 Februari 2021	07.30	16.30		WFO
9 Februari 2021	07.30	16.30		WFO
10 Februari 2021	07.30	16.30		WFO
11 Februari 2021	07.30	16.30		WFO
15 Februari 2021	07.30	16.30		WFO
16 Februari 2021	07.30	16.30		WFO
17 Februari 2021	07.30	16.30		WFO
18 Februari 2021	07.30	16.30		WFO
19 Februari 2021	07.30	16.30		WFO
22 Februari 2021	07.30	16.30		WFO
23 Februari 2021	07.30	16.30		WFO
24 Februari 2021	07.30	16.30		WFO
25 Februari 2021	07.30	16.30		WFO
26 Februari 2021	07.30	16.30		WFO

Mengetahui,
Chatarina Eko Haryati
NIP. 5124

ABSEN HADIR

(AULIA SAJIDA NARISWARI)

(CONSUMER FUNDING UNIT)

TANGGAL	JAM MASUK	JAM PULANG	PARAF MENTOR	Keterangan
1 Maret 2021	07.30	16.30		WFO
2 Maret 2021	07.30	16.30		WFO
3 Maret 2021	07.30	16.30		WFO
4 Maret 2021	07.30	16.30		WFO
5 Maret 2021	07.30	16.30		WFO
8 Maret 2021	07.30	16.30		WFO
9 Maret 2021	07.30	16.30		WFO
10 Maret 2021	07.30	16.30		WFO
12 Maret 2021	07.30	16.30		WFO
15 Maret 2021	07.30	16.30		WFO
16 Maret 2021	07.30	16.30		WFO
17 Maret 2021	07.30	16.30		WFO
18 Maret 2021	07.30	16.30		WFO
19 Maret 2021	07.30	16.30		WFO
22 Maret 2021	07.30	16.30		WFO
23 Maret 2021	07.30	16.30		WFO
24 Maret 2021	07.30	16.30		WFO
25 Maret 2021	07.30	16.30		WFO
26 Maret 2021	07.30	16.30		WFO
29 Maret 2021	07.30	16.30		WFO
30 Maret 2021	07.30	16.30		WFO
31 Maret 2021	07.30	16.30		WFO

Mengetahui,

**Chatharina Eko Haryati
NIP. 5124**

ABSEN HADIR

(AULIA SAJIDA NARISWARDI)

(CONSUMER FUNDING UNIT)

TANGGAL	JAM MASUK	JAM PULANG	PARAF MENTOR	Keterangan
1 April 2021	07.30	16.30		WFO
5 April 2021	07.30	16.30		WFO
6 April 2021	07.30	16.30		WFO
7 April 2021	07.30	16.30		WFO
8 April 2021	07.30	16.30		WFO
9 April 2021	07.30	16.30		WFO
12 April 2021	07.30	16.30		WFO
13 April 2021	08.30	15.30		WFO
14 April 2021	08.30	15.30		WFO
15 April 2021	08.30	15.30		WFO
16 April 2021	08.30	15.30		WFO
19 April 2021	08.30	15.30		WFO
20 April 2021	08.30	15.30		WFO

21 April 2021	08.30	15.30		WFO
22 April 2021	08.30	15.30		WFO
23 April 2021	08.30	15.30		WFO
26 April 2021	08.30	15.30		WFO
27 April 2021	08.30	15.30		WFO
28 April 2021	08.30	15.30		WFO
29 April 2021	08.30	15.30		WFO
30 April 2021	08.30	15.30		WFO

Mengetahui,

Chatarina Eko Haryati
NIP. 5124

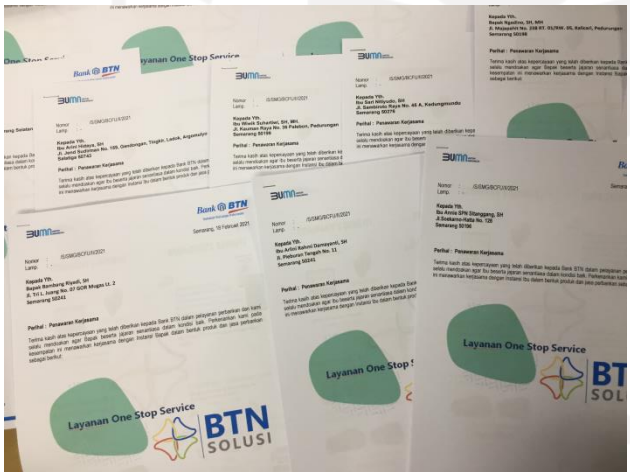
Appendix 5. Company Card



Appendix 6. Documentation Pictures











الجامعة الإسلامية
الاستد الاندو