

CHAPTER 1 INTRODUCTION

1.1 History of BRI

In 1894, a Banyumas teacher held *tayuban* party on a large scale in the framework of his children's feast celebrating a circumcision. A Banyumas high-ranking officer, Raden Bei Wirjaatmadja who attended the party was surprised. He asked to himself how a teacher could hold the party so large and merry. He thought that it was impossible. And he knew that the teacher salary (at that moment) would not be enough to finance the party.

After the party ended, Wirjaatmadja approached him and ask softly his party financial source. It turned out that howed to a Tionghoa with a very high interest-bearing. Then Wiraatmadja offered his help. He offered to give loan with a low interest-bearing. So the teacher could pay of his debt. 20 months was the time that was given for the teacher paid of his debt. So monthly the paying was very light. The teacher capable could reach it. He agreed to offer happily. Wiraatmadja used his private money by himself. The teacher here with was freed from the user.

Wiraatmadja guessed that the teacher must not the only person who was snared by the usurer. After he did research, it turn out that there were many of

pangreh praja officials (civil servants) of Indonesia who involved debt with a high interest-bearing.

Because Wiraatmadja was known as a good government employee and financier, he got faith to manage mosque money supply. In April 1894 the money supply numbered F.4000,- (four thousand gulden). With the permission of his superiors, E. Sieburg, he expended the use of the money supply for loan business. And it would be given for the civil servants, farmers, and *tukang gamelan* (orchestra player) who snared by the usurer.

To absorb the payment from them, he formed an institute; which was kind a bank. It was given the name “*De Poerwokertosche Hulpen Spaarbank Dr Inlandsche Hoofden*”. The activities began to show its form as banking activities and started its first activities as “Bank Perkreditan Rakyat” in Indonesia.

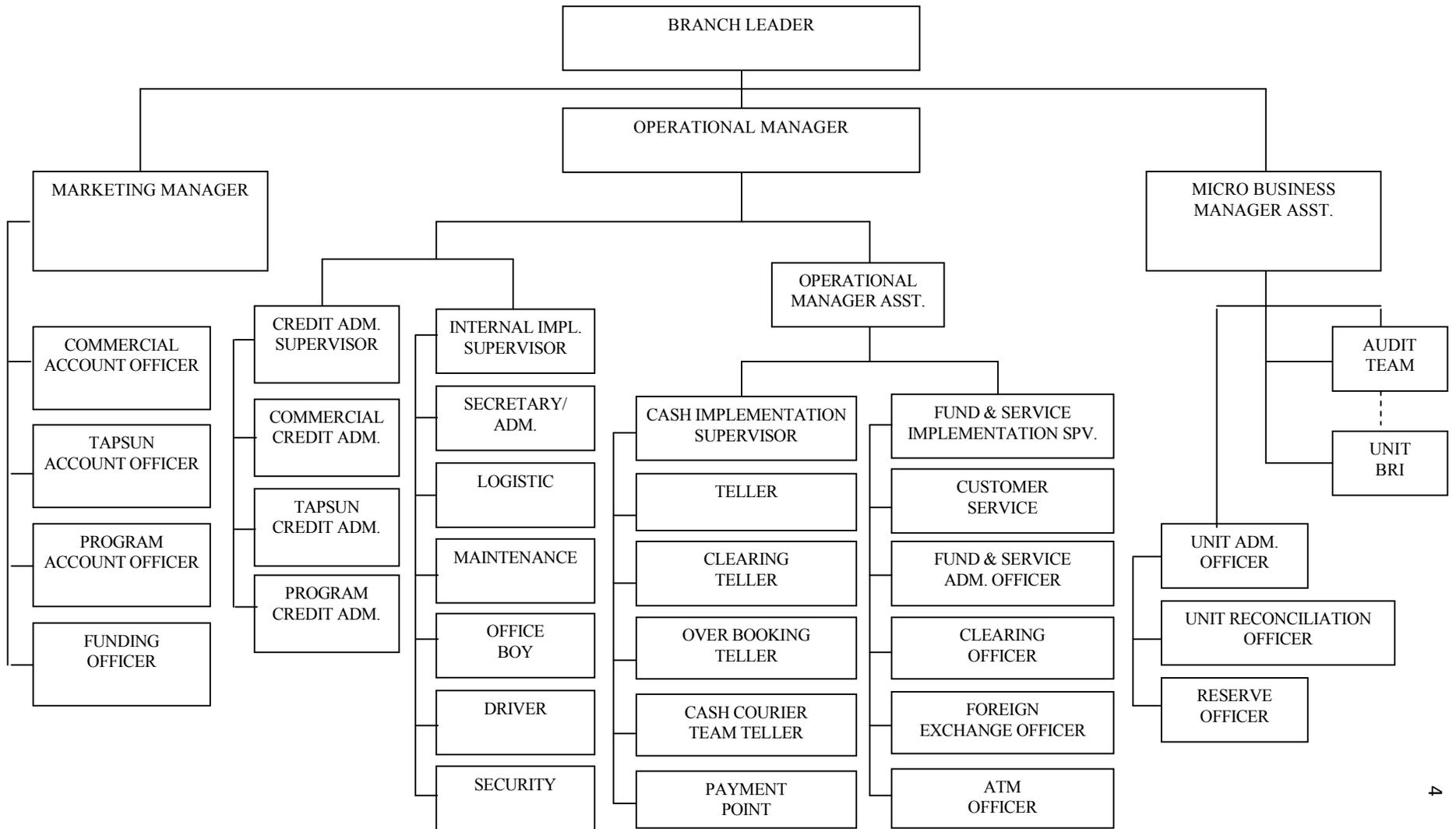
On December 16th, 1895 the bank erection was declared. When the bank began to operate formally, it changed its name became “*Hulp en Spaarbank der Inlandsche Bestuurs Amsbtenaren*”. And it experienced name changing repeatedly, as follow:

1. In 1897, the name was “*Poerwokertosche Hulp Spaar en Landbouw Crediet Bank*”.
2. In 1934, the name was “*Algemeene Volkscrediet Bank*” (AVB).
3. In 1942, the name was “*Syiomin Ginko*”.
4. In 1946, the name was “*Bank Rakyat Indonesia*” which with the status as government bank.

5. After Roem-Royen Agreement in 1949, BRI was active again with work district on Renvill area (Republic of Jogjakarta). And in another area, BRI became BARRIS.
6. In 1960, the name was "*Bank Koperasi Tani dan Nelayan*" (BKTN).
7. In 1965, the name was "*Bank Indonesia urusan Koperasi, Tani dan Nelayan*" (BUIKTN).
8. BIUKTN that was ex-BRI and BTN was integrated with the name "*Bank Indonesia Unit II Bidang Rural*" (after a month became BIUKTN).
BIUKTN that was ex-NHM was integrated with the name "*Bank Negara Indonesia Unit Dua bidang Expor-Import*".
9. In 1968, the name was "*Bank Rakjat Indonesia*".
10. Since August 1st, 1992 The status of BRI changed to be PT. BRI (PERSERO). The ownership was still 100% handled by the government. It based on the banking law No. 7, 1992 and Republic of Indonesia Government Rule No. 21, 1992.

BRI has motto "Service in All Sincerity". It has a main office in Jenderal Sudirman Street Kav 44-46 Jakarta 10210. BRI Syariah main office is also located in the 5th floor of BRI Building II. BRI has the wide work unit that is spread in Indonesia. It has 13 district office, 12 Inspection Office, 325 Branch Office, 163 Assistant Branch Office, 27 BRI Syariah Branch Office, 18 BRI Syariah Assistant Branch Office, 1 Special Branch Office, 1 New York Agency, 1 Cayman Island Agency, 1 Hongkong Delegation Office, 40 Paying Cash Office, 6 Bank Car Office, 193 P. Point, more than 4000 BRI Unit and 357 Village Service Post.

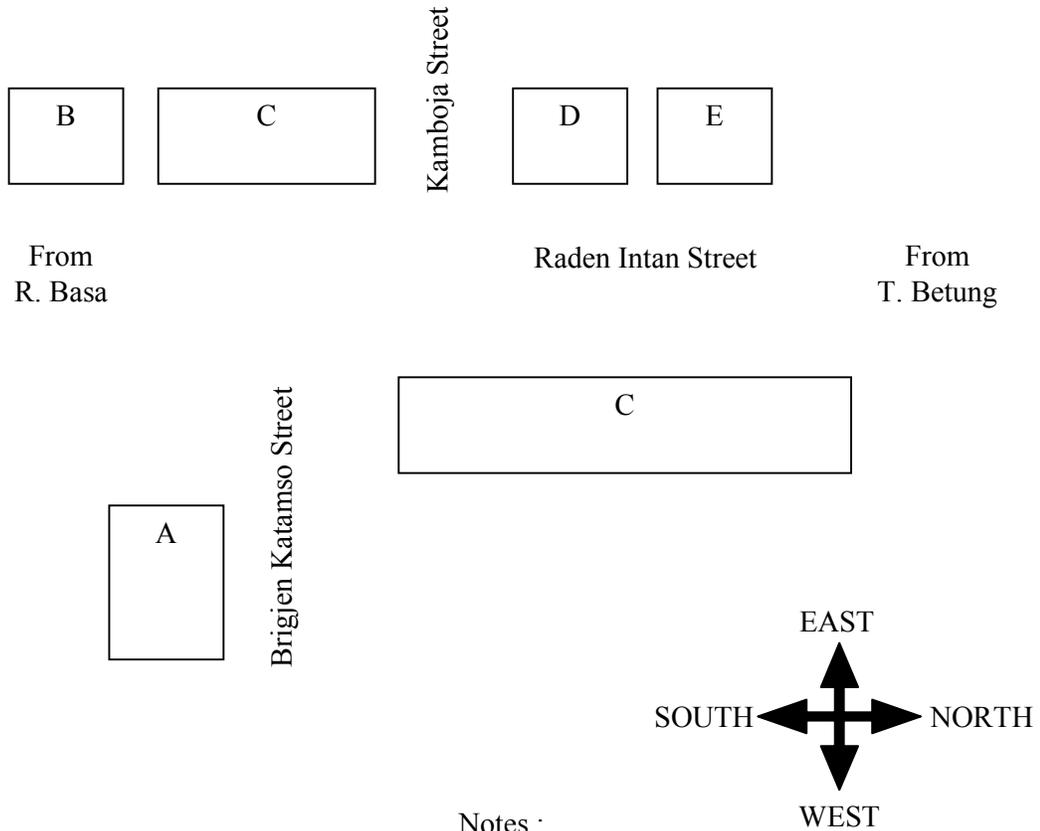
**1.2 ORGANIZATION STRUCTURE OF PT. BANK RAKYAT INDONESIA (Persero) Tbk.
BRANCH OFFICE TANJUNG KARANG**



SOURCE : PT. Bank Rakyat Indonesia (Persero) Branch Office Tanjung Karang

1.3 The Map of PT. Bank Rakyat Indonesia (Persero) Tbk. Branch Office Tanjungkarang

THE MAP OF PT. BRI (PERSERO) Tbk. BRANCH OFFICE TANJUNGGARANG



Notes :

- A : Simpur center
- B : Ramayana
- C : House of Stores
- D : PT. BRI (Persero) Tbk.
- E : Columbus

1.4 Vision and Mission of BRI

1.4.1 Vision of BRI

The visions of BRI is to become the foremost commercial bank that always gives priority to the customers' satisfaction.

1.4.2 Mission of BRI

The missions of BRI consist three main activities to fulfill:

- Doing the best banking activities by giving priorities to serve Micro, Small and Middle Business.
- Giving a good service to customers by network that is spread widely and supported by the professional human resource by doing Good Corporate Governance.
- Giving advantages and benefits as best as possible to various parties to whom it may concern.

1.5 Organization Structural of PT. BRI (Persero) Tbk.

The structural organization at PT. Bank Rakyat Indonesia (Persero) Tbk. Branch Office Tanjungkarang consist of staffs and lines system. The purpose is to make easy to control and coordinate from leader of company toward his officers.

Bank organizing of PT. BRI (Persero) Tbk. Branch Office Tanjungkarang consist of two sections. They are:

1. *Front Office (Customer Office)*

Front office is a part of organization where the officers service the customer directly.

2. *Back Office*

Back Office is part of organization where the officer do not service the customer directly. For examples, secretary, logistic, maintenance, and credit.

There are the further data of organization's system at PT. Bank Rakyat Indonesia (Persero) Tbk. Branch Office Tanjungkarang, The Duties and Authority Each Position are:

1. ***Branch Leader***

Branch Leader has duties and authorities as follows:

- a. Prepare, propose, negotiate, and revise the work plan and budget in order to achieve business targets that have been decided.
- b. Foster and coordinate the work units under it to achieve the set target.
- c. Public policy and credit guarantee and credit implementation guidelines implemented correctly and consistently to achieve optimal benefits & risks as well as small creating excellent service.

2. ***Marketing Manager***

Marketing manager is a person who focused on the practical application of marketing techniques and the management of a firm's marketing resources and activities. Marketing manager has duties and authorities as follows:

- a. Helps prepare Branch Leader Work Plan and Budget in order to achieve business targets set.
- b. Supporting the Branch Chairman in establishing and coordinating the work units under it to achieve the set target.
- c. Enabling subordinates in performing job duties in accordance with strategy that has been established branch offices in order to realize the best service for customers.
- d. Coordinate and supervise all subordinates in order and work to achieve a predetermined target.
- e. Ensuring that the branch office cash management, and securities have been properly and in accordance with applicable regulations to safeguard bank assets.

3. *Operations Manager*

An operations manager runs the day-to-day operations of an organization or business. Her sole purpose is to find ways to make the company more productive by providing effective methods in its business operations. An individual in this position usually prepares program budgets, facilitates several programs around the company, controls inventory, handles logistics and interviews and supervises employees. A person interested in operations management needs to have a strong leadership background and must know how to handle problems quickly and efficiently. In addition, she must have great communication skills. Operation Manager has duties and authorities as follows:

- a. Helps prepare Branch Leader Work Plan and Budget in order to achieve business targets set.
- b. Supporting the Branch Chairman in establishing and coordinating the work units under it to achieve the set target.
- c. Coordinate and supervise all subordinates in order and work to achieve a predetermined target.

4. *Assistant Operations Manager*

An assistant operations manager is someone who makes certain a company runs efficiently, reporting only to the general manager (GM). Assistant operations managers work in a wide range of industries, including hotels, restaurants, retail stores and automobile dealerships. They perform a multitude of tasks, from bookkeeping to scheduling employees to making sure employees stay motivated and work as a team. Operation Manager has duties and authorities as follows:

- a. Maintain branch office cash registers work in the framework of a branch office cash management including cash implement the shift between the work unit to the waiter to customers both internally externally although going well and secure.
- b. To approve and sign the proof system of cash or cash transaction, clearing, and transfer of existing within its authority to ensure its safety.
- c. Approve their transfer out appropriate authority to ensure the correctness and safety of the transfer is done.

5. *Micro Business Manager Assistant*

Micro Business Manager Assistant is someone who makes certain a company runs efficiently, reporting only to the micro general manager. They perform a multitude of tasks, from bookkeeping to scheduling employees to making sure employees stay motivated and work as a team.

Micro Business Manager Assistant has responsibilities are:

- a. Providing outstanding customer information to the authorities
- b. To entry book keeping system data account fund field (Deposits, Savings, Current).
- c. Acting as a maker of transactions and funds transfer services Banks (including foreign exchange).

6. *Accounts Officer*

Account officers work in the financial services and banking industry. In some cases insurance companies have account officers as well, as they sell annuities. Companies like Fidelity, Navy Federal Credit Union and The Bank of New York employ account officers. This title is not a widely used one and is therefore easy to narrow down. The position really is a combination of an account executive and a loan officer or bank representative. Account Officer has duties and authorities as follow:

- a. Perform analysis / identification of potential borrowers collectively (agencies) to measure the level of credit risk in credit portfolio to create a thriving, healthy and profitable.

- b. Conduct training and supervision set a billing credit is the responsibility of credit from the credit repaid realized until maximize bank profits.

7. ***Supervisor Credit Administration***

The responsibilities of Supervisor Credit Administration are:

- a. Receive, examine, and record every loan application in accordance with Target Market in order to ensure a healthy loan, generating and profitable.
- b. Administer targets in accordance with the applicable provisions in order to inform the official line of credit.
- c. Prepare and fill out the supervision co-ordinate of Credit Administration for each loan application in order to monitor the completion of credit by the Official Credit Line.
- d. Preparing credit will mature 3 (three) months will come and report to the Executive Branch to be the information officer of Credit Lines of credit extension process, which will mature.

8. ***Internal Implementation Supervisor***

Internal Implementation Manager must employ your skills in design, marketing and business management to become a product implementation manager. Internal Implementation Supervisor has duties and authorities as follow:

- a. Agenda of outgoing mail and incoming mail in accordance with the rules applicable provisions in order to improve services to internal

customers and consumers (including the work unit under the branches and other work units) and other third parties.

- b. Distribute incoming mail to the appropriate authorities at the Branch Office and obtain unit underneath in order to improve service Branch Office.
- c. Prepare outgoing mail for submission to the Expedition Officers in order to deliver information on other work units.
- d. Setting up the concept of typing a letter on request supervisor in the implementation of Task Leader Branch.

9. *Supervisor Fund and Service*

The responsibilities of Supervisor Fund and Service are:

- a. Serving savings accounts bookkeeping application for prospective customers to support business BRI BRI and give satisfactory service to customers.
- b. Examine the books of account deficiencies Deposits to secure the banks.
- c. Fill out Customer Information File (CIF) in order to support the smooth operation of the system.
- d. Prepare Cheque, Giro, Bilyet, Deposits, and asked for endorsement Sertibri competent authority to support the Bank's security.

10. *Cash Implementation Supervisor*

Cash Implementation supervisor has duties and authorities as follow:

- a. Make additional applications starting cash and receive cash from its Branch Office
- b. Accepting money from customers and deposit with the sign.
- c. Paying money to customers who are entitled.
- d. Research validity of the proof of cash received.

11. *Teller*

The bank teller is the first and sometimes only bank employee with whom the general public has contact. He or she is the person who handles basic money deposits, withdrawals and check-cashing transactions. Customer service skills, as well as the ability to attend to clients' needs quickly and efficiently, are a must. Once obtaining a position as a bank teller, you can become certified, which can lead to more employment options within the banking field.

Teller has duties and authorities as follow:

- a. Make additional applications starting cash and receive money from the Supervisor/Assistant Manager of Operations
- b. Examining the validity of the proof of cash received, including MSC completeness before entitled to be paid.
- c. Managing physical and cash deposit money to the Supervisor during the hours of service either cash or the end of the day.
- d. Perform other official duties in accordance with instructions from superiors.

12. Clearing

Clearing is a means of calculating the interbank slips in order to expand and expedite ago payment demand deposits. Clearing is Bank Indonesia or any other bank appointed by Bank Indonesia, the clearing of transactions, the technical term Clearing entry and Exit.

Clearing has duties and authorities as follow:

- a. Setting up a rejection letter clearing, clearing and starting a bookkeeping memorandum to a charge repulsion clearing to its customers.
- b. Re-examine the results of clearing/clearing balance BI with data of clearing before delivery day.
- c. Prepare reports to the Bank clearing towing can find out the results of the transaction

14. Customer Service

Customer service is one element of a company that should be developed and followed, and it starts with training new employees for the role of customer-service representatives. First, determine what excellent customer service is for your company. Once you determine the elements that are important for your company, you can turn them into steps for your customer-service training program. A customer-service training is not one size fits all. A training must be company specific and detailed oriented, but these suggestions for what to include in your training program may be helpful. The responsibilities of Customer service are:

- a. Giving information to customer about product in order to support product marketing of BRI
- b. Giving balance information/saving, transfer or loan to customer to give satisfied service to customer.
- c. Helping customers who need to fill application of fund and service of BRI to give satisfied service to customer.

1.6 Products and Services of PT. BRI (Persero) Tbk.

The Products and Services of PT. BRI (Persero) Tbk are:

1. Fund Products

Fund products in the form of deposit/savings provided by the bank for people who want to save or save money. Fund products consist of five main to fulfill:

a. *Giro*

Checking account is a deposit account third party with draw can be done at any time by using a check, warrant or other payment by way of transfer orders.

b. *Deposits BRI*

Third-party deposits are deposits where withdrawal can only be done in accordance with the agreement period. Deposits intended for individuals and their owners.

c. *Rural Savings (Simpedes)* who served on the BRI is a store of rural communities included in the group savings at any time, and the frequency of uptake is not restricted during a sufficient account balance.

d. *Britama*

Britama is provided savings to society including its ATM with a gift that was quite interesting and only available at the BRI

e. *Savings Junio*

Junio savings are savings for children under the age of 17 years, with a wide selection of cartoons on its ATM.

2. **Credit Products**

Loan products are loans provided by banks and funds obtained from public deposits.

a. *Commercial Loans*

1) Working Capital Credit

Credit facility used to finance the company's operations relating to procurement and production process until the goods are sold or the amount of funds that are embedded in current assets are required to do company's activities.

2) Investment Credit

Credit facilities provided to assist clients in obtaining goods finance capital fixed assets such as corporate procurement for machine, new building for project or rehabilitation, and modernization of existing projects.

b. *Consumptive Credit*

1) Loan To Fixed-Income Group

The facility can be used for productive purposes and consumptive.

Loan To Fixed-Income Group is divided into two parts, namely:

a) Credit Officer

These loans are administered collectively, in the sense in the cut of payment installment loans through wage or salary is concerned. The borrower is an employee who has been appointed as permanent employees or temporary employees of agencies, SOEs, enterprises, military, police, private foundations, and foreign companies. The amount of credit that can be adjusted by the amount of salary is concerned and the period of credit, installment loan (principal + interest) per month maximum 60% of salary.

b) Retired Credit

This credit borrowers can using for any such interest, fee schoolchildren, the cost of vehicle purchase, home renovation costs, and other interests that are sudden. Prospective customers are pensioners or widows/widower who receive pensions are fixed every month. Retired include retired civil servants, SOE. Enterprises, which have a private pension fund, the TNI and police the loan installments deducted directly from fund retirees who are paid directly through the BRI each monthly.

c) Rural Cooperatives (Kupedes)

Loans are general and individual and selectively provided by the BRI units and preferred to develop/enhance a viable small business.

3. **Product services**

Service products is one of banking services which include:

a. *Money Transfer (Transfer)*

Transfer is the transfer of money from customer orders to the Branch Office / BRI Unit to be sent to the recipient. The transfer includes the transfer of outgoing and incoming transfers.

b. *Clearing*

Clearing is a means of calculating the interbank slips in order to expand and expedite ago payment demand deposits. Clearing is Bank Indonesia or any other bank appointed by Bank Indonesia, the clearing of transactions, the technical term Clearing entry and Exit.

c. *Recipient Deposit*

The customer of BRI can pay the claim via BRI, such as to pay PLN claim, Telkom, etc.

1) *Acceptance of UN payment*

Acceptance of UN payment is one type of banking services in the United Nations collection of the taxpayer on the basis provided by the Directorate General of Taxation to the Bank where the payment is a Branch Office or the Bank as set out in Budget Kepditjen.

2) *Acceptance of Deposit PLN and Telkom*

Deposit acceptance services service users and Telkom PLN on the basis of Point Payment System is one of banking services in receiving a monthly subscription payment of electricity (PLN), and Phone Number in accordance with the cooperation of their respective companies.

1.7 Job Description in Credit Administration Division

Before entering the real work, the student must do field practice in many institutions that are chosen. Field practice, which is designed by each study programs, intends directly to learn the students work, hand the problems, manage work program and meet many people with various characteristics. It is usually done for two months.

The writer who chose field practice place in PT. BRI (Persero) Tbk. Branch Office Tanjung Karang had duties and responsibilities in division that was established by She was placed in Credit Administration Division, especially in Credit Administration. She worked from Monday until Friday. Working hours was start from 07.30 a.m. until 04.30 p.m. and resting hours was started hours was started from 12 until 01 p.m.

During the writer did field practice, she was given duties and responsibilities by her counselor, such as:

1. Submitting customer's archives which their loan would be realized to supervisor. Then supervisor signed it.
2. Accompanying the customers to teller

3. Registering in register book of Tap-sun realization and Tap-sun debt settlement restitution.
 4. Typing explanation letter of insurance claim, letter of credit information that will be due date, letter of guarantee receipt and application letter.
- The duties and responsibilities, which were given for two months, from the beginning of May until the end of June.