

APPLICATION OF INFORMATION TECHNOLOGY IN THE MIGRATION OF ELECTRICITY TARIFFS R1 TO B1 AT PT PLN GOMBONG

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Abstract

The migration of electricity tariffs from the household (R1) to business (B1) category is an important step to support economic growth. PT PLN (Persero) has used a digital information system to facilitate the migration process. This study aims to analyze the effectiveness of the application of digital information systems in tariff migration at PT PLN (Persero) Gombong Customer Service Unit. The results show that the use of digital information systems can speed up the migration process, reduce queues at PLN offices, and increase transparency. However, there are challenges such as the lack of customer understanding of the migration process and the use of the PLN Mobile application. This study recommends several solutions, including: (1) increase socialization and education to customers about the migration process and the use of the PLN Mobile application, and (2) provide intensive training for PLN officers to provide better information and assistance to customers. The implementation of this solution is expected to make the electricity tariff migration process more efficient and beneficial for customers and companies.

Keywords: *electricity tariff migration, digital information system, service efficiency*

Abstrak

Migrasi tarif listrik dari kategori rumah tangga (R1) menjadi bisnis (B1) merupakan langkah penting untuk mendukung pertumbuhan ekonomi. PT PLN (Persero) telah menggunakan sistem informasi digital untuk mempermudah proses migrasi. Penelitian ini bertujuan untuk menganalisis efektivitas penerapan sistem informasi digital dalam migrasi tarif di PT PLN (Persero) Unit Layanan Pelanggan Gombong. Hasil penelitian menunjukkan bahwa penggunaan sistem informasi digital dapat mempercepat proses migrasi, mengurangi antrian di kantor PLN, dan meningkatkan transparansi. Namun, terdapat tantangan seperti kurangnya pemahaman pelanggan mengenai proses migrasi dan penggunaan aplikasi PLN Mobile. Penelitian ini merekomendasikan beberapa solusi antara lain: (1) meningkatkan sosialisasi dan edukasi kepada pelanggan mengenai proses migrasi dan

penggunaan aplikasi PLN Mobile, serta (2) memberikan pelatihan intensif bagi petugas PLN agar dapat memberikan informasi dan bantuan yang lebih baik kepada pelanggan. Dengan penerapan solusi ini, diharapkan proses migrasi tarif listrik menjadi lebih efisien dan bermanfaat bagi pelanggan dan perusahaan.

Kata kunci: migrasi tarif listrik, sistem informasi digital, efisiensi layanan

A. INTRODUCTION

The independent internship program (MBKM) organized by the Ministry of Education, Culture, Research and Technology provides an opportunity for students to develop their skills outside the campus. Through this program, students can apply theory to practice, gain insight and experience, and improve their readiness to face challenges in the world of work. The author chose to carry out an internship at PT PLN (Persero) Gombong Customer Service Unit, where this internship program provides a valuable opportunity to be directly involved in the dynamics of customer service, especially in the electricity tariff migration process.

Migrating electricity tariffs from household to business categories is an important step in supporting economic growth and business development. Today, as more and more households start small businesses, such as warungs, cafes or shops, their electricity usage often exceeds the power limit specified for the household category. According to data from the Central Bureau of Statistics (BPS), electricity consumption in the household sector shows a significant upward trend, reflecting the greater need for electricity along with business development.

Minister of Energy and Mineral Resources Regulation No. 28/2016 regulates the classification of electricity tariffs, distinguishing between

household and business customers. This regulation requires customers who exceed a certain power limit to migrate to fit the right category. This process not only assists PLN in managing electricity consumption efficiently, but also ensures that customers get tariffs that are more in line with their usage.

In this context, the application of digital information systems is very important. PT PLN seeks to integrate digital technology in various aspects of its services, including in the electricity tariff migration process. With the digital information system, customers can apply for migration online, without having to come to the PLN office. The PLN Mobile application can help customers to access tariff-related information, fill out application forms, and track the status of their applications in real time.

However, although the implementation of digital information systems offers many conveniences, there are still challenges that must be faced, such as the lack of customer understanding of the migration process and the use of applications. Therefore, this article will discuss the electricity tariff migration process from household to business with the application of information technology, the challenges faced by customers, and solutions to overcome these challenges. Hopefully, this article can provide a better understanding of the migration process

and support customers in utilizing technology for their business growth.

The objectives of participating in the MBKM Internship program are as follows:

1. Add insight into the world of work in accordance with the work obtained.
2. Improve soft skills to do a better job.
3. Apply some of the theories that have been learned during lectures to real situations.
4. Gain a deeper understanding and challenges faced in the world of work.
5. Acquire skills and work experience so that it can help students to be better prepared when entering the world of work after graduation.

B. IMPLEMENTATION AND METHODS

Implementation

The author carried out an internship at PT PLN (Persero) Gombong Customer Service Unit located on Jalan Kartini No.45, Gombong District, Kebumen Regency, Central Java. The internship lasted for four months, starting from August 5, 2024 to November 29, 2024 in five working days, starting on Monday to Friday. Working hours are Monday to Thursday from 07.30 - 16.00 WIB and Friday from 07.00 - 16.00 WIB.

During the internship at PT PLN (Persero) Gombong Customer Service Unit, the author received the following tasks:

1. Create word documents that contain customer information.
2. Processing requests for power changes through the PLN Mobile application according to the power needed by customers.

3. Compile customer documents according to the type of mutation, both for new installations, power changes, and tariff changes.
4. Inputting customer data updates through the PLN website.
5. Printing letters for customers, both those who want to make new installations and power changes.
6. Scanning cash card realization reports.

Method

This research uses a qualitative approach with a case study method to deeply understand the electricity tariff migration process from tariff group R1 to tariff B1 at PT PLN (Persero) Gombong Customer Service Unit, as well as the role of digital information systems in the process. The research subjects involved customers who applied for tariff migration and service officers. Data collection was conducted through interviews with mentors and direct observation of the electricity tariff migration process at the PT PLN (Persero) ULP Gombong office.

C. RESULTS AND DISCUSSION

Based on the results of the internship at PT PLN (Persero) Gombong Customer Service Unit, the process of migrating electricity tariffs from the household category to business has several steps that are integrated with digital information systems. This process begins with the customer applying for migration through the PLN Mobile application. In the application, customers can fill out the application form, upload the required documents, and track the status of their application periodically. the existence of a digital information system, customers do not need to come

to the PLN office, so they can reduce the time and costs incurred.

1. Problem Analysis and Solution

During the internship, there were several challenges related to electricity tariff migration. One of the main challenges was the lack of customer understanding of the steps that must be taken to migrate tariffs. Many customers lacked understanding of the existing procedures, which prevented them from migrating. The solution to overcome this problem, PT PLN can provide education that can be accessed through the PLN Mobile application and the official PLN website. This material includes step-by-step guides, video tutorials, and an FAQ section that explains the migration process for easier understanding.

2. Outputs of Solution Implementation

The output of the implementation of this solution can be seen from several indicators of the success of the internship program. There has been a significant increase in the number of requests for electricity tariff migration. Data shows that the number of customers at the end of 2023 increased by 4.11% compared to the previous year. This shows that educational efforts and easy access through the PLN Mobile application have succeeded in attracting customers to migrate. The time taken to complete the tariff migration process was also reduced from one week to 3 or 4 days, thanks to the efficiency generated by the information technology. This reduction in time not only benefits customers, but also improves the company's operational efficiency.

The results of the analysis show that the application of digital information

systems in the tariff migration process can simplify and speed up the migration process. Although there were challenges in understanding and using the application, the solutions implemented were able to overcome these issues.

D. CLOSING

Conclusion

Based on the results of research on the process of migrating electricity tariffs from R1 to B1 at PT PLN (Persero) Gombong Customer Service Unit, it shows the importance of implementing digital information systems in improving service effectiveness. This innovation not only accelerates the migration process but also increases customer satisfaction. Therefore, it is important for PT PLN to continue to develop and improve digital information systems to support business sector growth and improve service quality to customers. This internship program not only provides valuable experience for the author, but also contributes to the improvement of customer service at PLN.

Suggestion

Based on the results of the internship at PT PLN (Persero) Gombong Customer Service Unit, the process of migrating electricity tariffs from the household category to business with the application of digital information systems, has had a significant impact on service efficiency. However, to optimize this process, there are several suggestions that can be made to improve the migration process. PT PLN should provide more intensive education and socialization to customers, especially those who are less familiar

with digital technology, through seminars, workshops, or educational materials that are easily accessible. In addition, training for employees also needs to be improved so that they can provide better and more responsive support to customers. These suggestions are expected to improve service quality and support business sector growth through a more efficient and effective electricity tariff migration process.

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