



IMPLEMENTATION OF BRIMEN SYSTEM IN OPTIMIZING DIGITAL DATA ENTRY IN PT BANK RAKYAT INDONESIA

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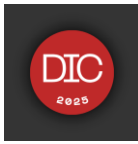
Abstract

This article discusses the implementation of the BRIMEN system by Bank Rakyat Indonesia (BRI) to improve efficiency and security in managing customer documents through structured and integrated digitization. Although the system is expected to speed up access and simplify the data management process, in practice there are still various operational constraints that affect its effectiveness. This study uses a natural experimental approach to assess the impact of BRIMEN implementation on customer document management, especially in improving the efficiency of data search as well as the security of digital document storage. The results show that compared to previous manual methods, the use of BRIMEN is able to speed up document access, minimize the risk of data loss, and reduce operational costs through reduced paper usage and physical storage space. Digitalization through BRIMEN has been proven to improve the efficiency of credit document management by enabling faster data access, better security, and optimization of operational costs. However, the success of this system is also influenced by external factors, such as policy differences in each BRI work unit and the readiness of human resources in adapting new technology. To ensure the sustainability and effectiveness of the BRIMEN system, it is necessary to strengthen technological infrastructure, increase employee competence, and risk mitigation strategies to overcome technical and operational obstacles. With these steps, it is expected that BRIMEN can contribute more optimally in supporting digital transformation at Bank BRI and improving the quality of banking services for customers.

Keywords: BRIMEN, customer document management, data security, Bank Rakyat Indonesia (BRI)

Abstrak

Artikel ini membahas implementasi sistem BRIMEN oleh Bank Rakyat Indonesia (BRI) untuk meningkatkan efisiensi dan keamanan dalam pengelolaan dokumen nasabah melalui digitalisasi yang terstruktur dan terintegrasi. Meskipun sistem ini diharapkan dapat mempercepat akses dan mempermudah proses pengelolaan data, dalam praktiknya masih terdapat berbagai kendala operasional yang memengaruhi efektivitasnya. Studi ini menggunakan pendekatan eksperimental alami untuk menilai dampak implementasi BRIMEN terhadap pengelolaan dokumen nasabah, terutama dalam meningkatkan efisiensi pencarian data serta keamanan penyimpanan dokumen secara digital. Hasil penelitian menunjukkan bahwa dibandingkan dengan metode manual sebelumnya, penggunaan BRIMEN mampu mempercepat akses dokumen, meminimalkan risiko kehilangan data, serta mengurangi biaya operasional melalui pengurangan penggunaan



kertas dan ruang penyimpanan fisik. Digitalisasi melalui BRIMEN telah terbukti meningkatkan efisiensi pengelolaan dokumen kredit dengan memungkinkan akses data yang lebih cepat, keamanan yang lebih baik, serta optimalisasi biaya operasional. Namun, keberhasilan sistem ini juga dipengaruhi oleh faktor eksternal, seperti perbedaan kebijakan di setiap unit kerja BRI serta kesiapan sumber daya manusia dalam mengadaptasi teknologi baru. Untuk memastikan keberlanjutan dan efektivitas sistem BRIMEN, diperlukan penguatan infrastruktur teknologi, peningkatan kompetensi pegawai, serta strategi mitigasi risiko guna mengatasi kendala teknis dan operasional. Dengan langkah-langkah ini, diharapkan BRIMEN dapat berkontribusi lebih optimal dalam mendukung transformasi digital di Bank BRI serta meningkatkan kualitas layanan perbankan bagi nasabah.

Kata kunci : BRIMEN, pengelolaan dokumen nasabah, keamanan data, Bank Rakyat Indonesia (BRI)

INTRODUCTION

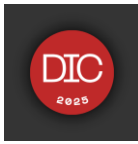
The rapid development of science and technology (science and technology) in the modern era has brought significant changes in various aspects of life, including in the behavior of people who increasingly rely on technology for easy access to information. This progress also has an impact on the banking sector and financial institutions that are required to adopt technology to improve operational efficiency and provide better service to customers. As one of the largest financial institutions in Indonesia, Bank Rakyat Indonesia (BRI) continues to innovate to keep up with technological developments and meet the increasingly dynamic needs of customers.

Prior to digitization, credit document management at BRI was still done manually, which caused various obstacles. The main problems faced were the slow process of searching for documents, the high risk of loss or damage to physical documents, and difficulties in tracing historical data. In addition, the manual system that still relies on paper causes increased operational costs and requires large storage space. The lack of transparency in document management also impacts

the level of customer trust and satisfaction with banking services.

To overcome these problems, BRI implemented the BRIMEN (BRI Document Management System) system, a digital system designed to store and manage customer documents electronically. With this system, credit documents can be stored in a more structured and integrated manner, allowing employees to access documents more quickly and securely. Digitalization through BRIMEN not only improves efficiency in document search and storage, but also helps reduce paper usage and physical space requirements, which in turn reduces operational costs. In addition, this system increases transparency and security in document management, which contributes to increasing customer satisfaction and BRI's competitiveness in the digital era.

Through the implementation of BRIMEN, BRI is committed to continuing to develop technological infrastructure and improve human resource capabilities to ensure the effectiveness of this system in the long term. With the right strategic steps, BRIMEN is expected to be the optimal solution in supporting BRI's digital transformation and improving the



quality of banking services for customers.

IMPLEMENTATION AND METHOD

The MBKM internship program was carried out at Bank BRI Purwokerto Utara Unit for 16 (sixteen) weeks, starting from August 1, 2024 to November 22, 2024. This activity takes place every Monday to Friday, with working hours starting at 07.00 to 16.30 WIB. In this program, interns are given the opportunity to be involved in the field of administration and filing, especially in the BRIMEN (BRI Document Management System) system, which aims to increase efficiency in managing customer documents digitally.

At the beginning of the internship, the author was given the opportunity to introduce himself to all employees of Bank BRI Purwokerto Utara Unit. Furthermore, the author underwent a one-week debriefing, which was guided by the internship supervisor and the employee in charge of the BRIMEN division. This briefing aims to provide an initial understanding of the work environment, administrative procedures, and document filing system at Bank BRI. The material provided includes the company's organizational structure, internal regulations, document filing methods, and the basics of the BRIMEN work system implemented at Bank BRI.

The method used in this internship is hands-on work practice, where participants are given the same tasks and responsibilities as employees in the BRIMEN division. During the internship, participants were actively involved in managing documents, recording digital archives, processing customer data, and optimizing the

Aspect	Before BRIMEN Digitalization	After BRIMEN Digitalization
Data Management Method	Manual, searching for documents using account numbers or CIF	Digital, data can be accessed online and in real-time
Data Processing Speed	Slow, takes a long time to search and verify data	Fast, data can be accessed and processed in a short time
Risk of Document Loss	High, physical documents are prone to loss or damage	Minimal, documents are stored digitally and encrypted
Difficulty in Data Retrieval	Difficult, requires manual searching and historical data verification	Easy, historical data searches can be done in seconds
Operational Costs	High, due to paper usage and physical storage space	Lower, due to reduced paper usage and physical storage needs
Data Transparency	Minimal, difficult to monitor data directly	High, data can be monitored in real-time and transparently

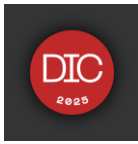
Table 1 Comparison Before BRIMEN Digitalization and After BRIMEN Digitalization

BRIMEN system to improve work efficiency. With this method, participants not only gain real work experience, but are also able to develop administrative skills, understanding of the banking system, and the ability to apply digital technology in document management.

Through this internship program, participants are expected to apply the knowledge gained during lectures to the world of work, improve professional competence, and understand the dynamics of work in the banking sector, especially in the fields of administration and digital archiving.

RESULTS AND DISCUSSION

The rapid development of science and technology (science and technology) in modern times has changed people's behavior, which now wants easy access to information through electronic products. Banking as a financial institution also adapts to technological developments to support more efficient operations. Banking functions to raise funds from the public and the business world, which are then channeled back to the community.



The implementation of the BRIMEN system at Bank BRI has brought significant changes in data management, which was previously done manually and took a long time. Prior to digitization, the file search process at Bank BRI was done manually, using both account numbers and CIF. This resulted in a very slow and error-prone process, where employees had to physically search for documents stored in archives. In addition, the risk of losing or damaging physical documents is also quite high, which can lead to inaccuracies or loss of important information. Difficulty in tracing historical data is another challenge faced, as searching for data requires a lot of time and effort. This manual process also resulted in high operational costs, especially related to the use of paper and extensive physical storage space.

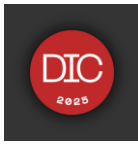
After the implementation of the BRIMEN system, Bank BRI managed to overcome these various problems with data digitization. BRIMEN was introduced in late 2020 as a digital solution that improves efficiency by enabling faster and more secure data access. The file search process can now be done quickly and easily through a digital system, which allows online and real-time data access. With a digital system, employees no longer need to rely on manual searches, thus speeding up processing time and minimizing the risk of errors. The BRIMEN system also reduces the risk of losing or damaging physical documents because all data is stored digitally, securely, and encrypted. Historical data management becomes easier because information can be searched quickly with just a few clicks, without having to spend a lot of time and effort.

In addition, digitization through BRIMEN also reduces operational costs. The previously high use of paper can be minimized, thus reducing costs for paper purchase and storage. Similarly, there is a reduction in the need for physical storage space that was previously required for document archives. Another advantage is increased data transparency. With a digital system, Bank BRI can monitor and manage data in real-time, which improves accuracy and makes it easier to monitor activities and transactions. All these changes contribute to improving the bank's operational efficiency, increasing customer satisfaction, and minimizing the risk of errors or data loss. Thus, the implementation of BRIMEN not only optimizes data entry, but also has a positive impact on costs, security, and transparency in Bank BRI's operations.

CONCLUSION

Conclusion

The implementation of the BRIMEN system at Bank BRI has successfully overcome various problems previously faced in data management, especially in terms of slow manual processes, the risk of losing or damaging physical documents, and difficulties in tracing historical data. Digitalization through BRIMEN introduces a system that enables faster, safer, and more efficient data access, which not only reduces the risk of errors, but also reduces operational costs and increases transparency. Data search processes that previously required a lot of time can now be done in real-time through the digital system, which also reduces the need for paper usage and physical storage space. The implementation of BRIMEN also accelerates the bank's operational



processes, improves data accuracy, and increases customer satisfaction.

Supporting factors for the implementation of BRIMEN are adequate technological support, readiness of human resources in adapting to the new system, and policies that support digital transformation in banking operations. However, there are also inhibiting factors such as resistance to change from some parties who are accustomed to manual systems, as well as considerable investment needs for the development and implementation of effective digital systems. Nevertheless, the results obtained from the implementation of BRIMEN prove that digitalization can have a positive impact on operational efficiency, safer data management, and increased transparency at Bank BRI.

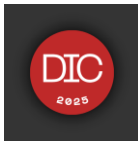
Advice

During the internship program at Bank BRI, there are several obstacles that are often encountered in daily operations, especially related to the BRIMEN system which often experiences trouble and problems with lost files. Disruptions to the BRIMEN system cause delays in data processing, access to information becomes slow, and administrative work that should be completed quickly is delayed. When the system experiences errors or downtime, employees and interns cannot access data optimally, so transactions or processes that require the system must wait until the system returns to normal. This not only slows down work, but can also increase customer queues and reduce the efficiency of banking services. In addition, the problem of losing physical files is also quite common, especially in the process of archiving customer documents and daily reports. Some files that are tucked away or not properly stored make it difficult

to find data when needed again, which can ultimately hamper operations and increase the risk of administrative errors.

To overcome this problem, Bank BRI needs to improve the reliability of the BRIMEN system by conducting routine maintenance and ensuring that the technology infrastructure remains stable so that the system does not experience prolonged disruptions. The implementation of an automatic backup system and real-time monitoring can also help detect and resolve disruptions more quickly before they have a wide impact on operations. In addition, when it comes to document management, full digitization should be a priority by ensuring all important files are archived in digital form to make them more secure and easily accessible. The use of a document management system integrated with BRIMEN can also help minimize the risk of file loss and make it easier to find data when needed. Bank BRI can also implement stricter archiving policies, such as document coding, placement of files in a structured storage system, and training for employees and interns in better document management procedures. With these steps, problems encountered during internships can be minimized, so that bank operations can run more smoothly, efficiently, and provide more optimal work experience for interns.

Furthermore, regular system evaluation and development must be carried out to ensure BRIMEN remains optimal and in line with the bank's operational needs. Regular audits as well as the development of innovations based on user feedback will help the system become more responsive to changes and evolving business challenges. In terms of investment, long-term planning is needed so that



digital system development can be carried out sustainably without significantly burdening operational costs. Bank BRI can also explore partnerships with technology providers to optimize available resources and increase efficiency in system development. By implementing these steps, BRIMEN implementation can continue to provide maximum benefits, overcome existing obstacles, and ensure its sustainability in supporting digital banking transformation.

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