



## **OPTIMIZATION OF CUSTOMER DOCUMENT STORAGE MANAGEMENT THROUGH BRIMEN AT PT BANK RAKYAT INDONESIA**

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### **ABSTRACT**

Bank BRI implements BRIMEN as a digital system for managing customer documents to replace conventional storage methods that rely on physical documents, which often cause delays in data access, the risk of document loss, and difficulties in searching and archiving processes. This system aims to enhance operational efficiency, data security, and information accessibility. However, the implementation of BRIMEN still faces several challenges that affect its effectiveness in banking operations. This study uses a natural experimental approach to assess the impact of BRIMEN implementation in improving the effectiveness of document management at Bank BRI. The analysis results show that after the implementation of BRIMEN, there has been an increase in efficiency, security, and data accessibility compared to the previous manual system, although some challenges remain. The implementation of BRIMEN in document management at Bank BRI has improved efficiency, security, and data accessibility, thereby supporting the optimization of banking services. However, in practice, this system still faces several challenges influenced by various factors, such as differences in regulations in each BRI work unit and the quality and readiness of human resources in operating the system. Therefore, strategies such as continuous employee training, simplification of system procedures, and technological development are necessary to ensure that BRIMEN can continue to adapt to dynamic operational needs. Through continuous evaluation and development, BRIMEN is expected to become a more effective digital solution in improving service quality, operational efficiency, and Bank BRI's competitiveness in the banking sector.

**Keywords:** BRIMEN, document digitalization, document management, digital transformation, service optimization.

### **ABSTRAK**

Bank BRI menerapkan BRIMEN sebagai sistem digital dalam pengelolaan dokumen nasabah guna menggantikan metode penyimpanan konvensional yang bergantung pada dokumen fisik, yang sering kali menyebabkan keterlambatan akses data, risiko kehilangan dokumen, serta kesulitan dalam proses pencarian dan pengarsipan agar



meningkatkan efisiensi operasional, keamanan data, dan aksesibilitas informasi. Namun, implementasi BRIMEN masih menghadapi beberapa kendala yang memengaruhi efektivitas sistem dalam operasional perbankan. Studi ini menggunakan pendekatan eksperimental alami untuk menilai dampak implementasi BRIMEN dalam meningkatkan efektivitas pengelolaan dokumen di Bank BRI. Hasil analisis menunjukkan bahwa setelah penerapan BRIMEN, terdapat peningkatan efisiensi, keamanan, dan aksesibilitas data dibandingkan dengan sistem manual sebelumnya, meskipun masih ditemukan beberapa kendala dalam implementasinya. Penerapan BRIMEN dalam pengelolaan dokumen di Bank BRI telah meningkatkan efisiensi, keamanan, dan aksesibilitas data, sehingga mendukung optimalisasi layanan perbankan. Namun, dalam praktiknya, sistem ini masih menghadapi sejumlah tantangan yang dipengaruhi oleh berbagai faktor, seperti perbedaan peraturan di setiap unit kerja BRI serta kualitas dan kesiapan sumber daya manusia dalam mengoperasikan sistem. Oleh karena itu, diperlukan strategi yang mencakup pelatihan berkelanjutan bagi karyawan, penyederhanaan prosedur sistem, serta pengembangan teknologi agar BRIMEN dapat terus beradaptasi dengan kebutuhan operasional yang dinamis. Dengan evaluasi dan pengembangan berkelanjutan, BRIMEN diharapkan dapat menjadi solusi digital yang lebih efektif dalam meningkatkan kualitas layanan, efisiensi operasional, serta daya saing Bank BRI di sektor perbankan.

**Kata Kunci:** BRIMEN, digitalisasi dokumen, pengelolaan dokumen, transformasi digital, optimalisasi layanan.

## INTRODUCTION

The Merdeka Learning Campus Merdeka (MBKM) program is a program designed by the Minister of Education and Culture which aims to encourage students to master various sciences to prepare for entering the world of work, this activity aims to introduce and foster students' abilities in the real world of work. Students who will enter the world of work must prepare themselves as well as possible and not be fixated only on disciplinary competitions from universities, but students are expected to have experience, knowledge and insight into the world of work.

Jenderal Soedirman University as one of the Higher Education Institutions that emphasizes professional education with the aim of forming competencies that produce highly dedicated, disciplined, skilled, and responsible students. For this reason,

Universitas Jenderal Soedirman implements the MBKM program as one of the mandatory activities for D3 Business Administration students to gain introduction and experience to the world of work both in government companies and private companies.

The emergence of an economic system based on inclusion and innovation is a great opportunity for the banking sector in Indonesia, including for Bank BRI, given that Indonesia has a population of more than 200 million people, most of whom need financial services that are easily accessible. This creates a very broad market for various banking products and services. Indonesia is also one of the countries with banking financial performance that continues to grow significantly, both in terms of increasing the number of banks and asset growth. As one of the largest banks in



Indonesia, Bank BRI strives to meet the needs of the community for banking services that are in accordance with the principles of inclusive and safe finance. By providing various technology-based products and services, BRI strives to provide relevant and innovative banking solutions, so as to support the welfare of the community.

Customer document storage is an important part of bank operations that requires efficient and secure management. BRIMEN technology, BRI's digital platform, is expected to reduce physical documents, accelerate data access, improve security, and support efficiency and productivity by minimizing management errors. This optimization is also expected to improve the quality of customer service in accordance with BRI's vision. A comprehensive discussion of document management and the impact of BRIMEN

technology implementation illustrates efficient and organized information management in the banking environment, especially in improving service quality and customer data security.

The MBKM Internship Program at Bank BRI aims to connect academic theory with work practices to improve student competence. Through this program, students can fulfill academic obligations, obtain data for internship reports, and identify and solve problems in the banking environment. This internship also helps students understand the business processes, work culture, and technology used at Bank BRI, especially in financial and administrative services. In addition, students can develop their technical, communication, and problemsolving skills, as well as build a professional network that will benefit their careers in the banking industry

## **IMPLEMENTATION AND METHODS**

MBKM internship activities are carried out at BRI Unit Purwokerto Timur, one of the Bank Rakyat Indonesia units located on Jl. Adipati Mersi, Kepetek, Mersi, East Purwokerto District, Banyumas Regency, Central Java. The internship lasted for 16 weeks, starting from August 01 to November 22, 2024. During the internship, the author was placed in the position of administration and archiving, especially in document management using the BRIMEN digital system. Through this system, BRI Purwokerto Timur Unit seeks to improve the efficiency, security, and accessibility of data in banking operations. The following are the working hours during the activity:

<b>Day</b>	<b>Working Hours</b>	<b>Break Time</b>
Monday-Thursday	07.00-17.00	12.00-13.00
Friday	07.00-17.00	11.30-13.00

*Table 1 Working Hours of Bank Rakyat Indonesia East Purwokerto Unit*

During the internship at BRI Purwokerto Timur Unit, the author was actively involved in various administrative and archiving activities to support the efficiency of customer document management. Every day, the activity begins with a morning prayer together before starting work. The main tasks performed include registering customer files, both new and paid-off, and uploading documents to the BRIMEN system to improve data accessibility and security. In addition,

the author is responsible for file inventory by replacing damaged folders or boxes to keep the documents neatly stored. In archive management, the author helps organize and store documents according to predetermined categories to facilitate searching when needed. Other tasks include searching for customer loan files for tax purposes or loan repayment, which requires accuracy in ensuring the suitability of documents with data in the system.

In addition to filing duties, the author also plays a role in completing insurance claim files from Askrindo and Jamkrindo by ensuring the completeness of documents according to applicable procedures. In addition, the author participated in a roleplay with the frontliners, where he acted as a customer in a banking service simulation. The recorded results of this roleplay are used as material for evaluating and assessing employee performance in providing services to customers. Other duties included recording incoming and outgoing files borrowed by employees to maintain archive order. With these various experiences, the author gained in-depth insight into the administrative and archiving processes in the banking world, especially in supporting digital transformation through BRIMEN to improve operational efficiency at BRI Unit Purwokerto Timur.

Uploud BRIMEN	Search for Documents
	
Roleplay Being a Customer	Document Scan
	
Customer Day Celebration	Independence Day Commemoration

Table 2 Documentation of Activities During MBKM Intership

**RESULTS AND DISCUSSION**

During my internship at BRI Purwokerto Timur Unit, the author focused on optimizing customer document storage management through the BRIMEN digital system. Prior to the implementation of BRIMEN, document storage at BRI Bank still used conventional methods that relied on physical documents, which often caused delays in data access, the risk of losing documents, and difficulties in archiving. With the implementation of BRIMEN, the process of searching, archiving, and managing data becomes faster, more efficient, and safer. During the internship, the author was directly involved in various activities related to this system, such as registering customer files, uploading documents to BRIMEN, and taking stock of files by replacing damaged folders or boxes to ensure that documents remain neatly stored and organized.

	
Morning Prayer Together	File Opname
	

sible for recording and searching customer loan files for tax purposes or loan repayments, ensuring that documents are well stored and easily accessible through digital systems. The author is also active in recording the entry and exit of documents borrowed by employees to maintain archive order. The use of BRIMEN not only speeds up the process of searching and archiving data but also increases document security through encryption and user authentication features. With this experience, the author gained in-depth insight into digital transformation in banking document management, which contributes to improving operational efficiency and the quality of BRI services to customers.

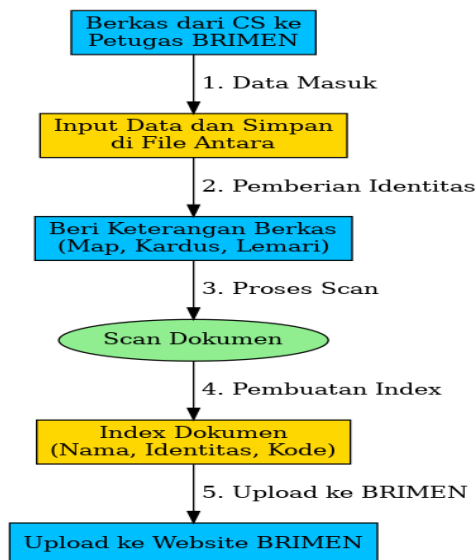


Figure 1 Flowchart of customer document retention procedures.

The following procedures must be carried out to store customer documents through BRIMEN at Bank BRI :

1. The customer's new loan file from the customer service is given to the brimen officer for data in advance in the file between
2. Input data and save it in an intermediate file to give the

address of the file storage cabinet.

3. Next, annotate the file using a folder that has been given a storage identity recorded in the intermediate file that contains the cardboard number and file storage cabinet.
4. Scanning documents that will be stored digitally or electronically, scanning activities are carried out using a scan machine or by using a scan application via a smartphone.
5. Document Index The next step is to name the scanned file with the name, identity of the customer concerned and the document storage code to facilitate the upload process and avoid and anticipate customer information errors.
6. Upload Documents After indexing the document, the next step is to upload the document on the BRIMEN website..

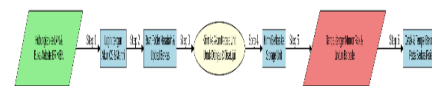


Figure 2 Flowchart of document upload steps in BRIMEN

Here are the steps to upload documents on the BRIMEN website:

1. Connect your computer or laptop with a LAN cable and open the Google Chrome and Mozilla Firefox applications and open the BRIMEN website in both applications.
2. Next, login to the brimen website in the Chrome application with the username and password CS and Mantri in the Mozilla Firefox application.



3. Then create a customer folder with the account number in the CS account and upload the customer file according to the folder that has been created using the CS account and Mantri account.
4. After upload, send the document to the Unit Head Account for review and approval, after the document is approved, send the file to the unit storage store.
5. Documents that have entered the storage unit will then be named by the shelf storage number of the physical document placed and after being given a name, there will be a barcode that can be downloaded.
6. Print the barcode and attach it to the physical customer file before storing it in the storage cabinet

Optimizing customer document storage management through BRIMEN at Bank BRI is an important step in efforts to improve operational efficiency. Prior to the implementation of this technology, customer document storage still used conventional methods that relied on physical storage. This causes various challenges, such as delays in data access, risk of document loss, and difficulties in archive management. Therefore, optimizing with a digital system such as BRIMEN is expected to overcome these problems and improve the quality of service to customers. BRIMEN, as BRI's digital banking platform, offers various benefits in the process of managing customer documents. By using this system, Bank BRI can transfer physical documents to digital format, making the process of searching, archiving and managing data faster and more efficient. Now, with BRIMEN, bank officers can easily access customer data through an

integrated system, allowing instant access to the information needed. This not only speeds up the customer service process, but also reduces the time needed to process documents and other transactions. The use of BRIMEN also helps improve the protection of customer documents. Digital systems have the ability to secure data through various security features such as encryption, user authentication, and regular backups. Unlike physical storage that is vulnerable to damage, theft or natural disasters, digital storage provides an additional layer of protection that is more reliable and efficient

Although BRIMEN technology provides many benefits, its implementation is not free from the following challenges and evaluation of document storage activities through BRIMEN during the internship:

1. One of the challenges in the document storage process through BRIMEN is the need for training and adaptation for employees who are accustomed to conventional systems, where the process is quite complicated and takes time, disrupting smooth operations and reducing system efficiency. This can potentially cause delays in the customer service process, increased risk of errors in document management, or even loss of important data that can be detrimental to the bank and customers. As BRIMEN requires an in-depth understanding of the operation and maintenance of the system, the absence of trained personnel can disrupt smooth operations and reduce system efficiency. Therefore, it is important for Bank BRI to



conduct regular socialization and training.

2. Improvement or Development of BRIMEN Website The efficiency of the document management process increases, so that service time to customers becomes faster. Customer data security is also more assured with this digital system. However, further evaluation is needed to monitor whether this system can continue to grow and adapt to technological changes, as well as to identify potential areas that still require improvement or further development, in order to simplify the upload process because the storage process is quite complicated and long. With the development of BRIMEN, it is expected that the upload process in the future will be more simple and fast so that all parties can take full advantage of this system and minimize errors due to the large number of users accessing the website

## **CONCLUSIONS**

The implementation of BRIMEN at Bank BRI has had a positive impact on customer document storage management, especially in terms of operational efficiency, data security, and service quality. Processes that were previously slow and complicated with conventional methods are now faster, organized, and secured through digitization. With features such as encryption, user authentication, and regular backups, BRIMEN is able to reduce the risk of document loss or damage, while increasing data accessibility instantly.

However, the implementation of this technology also faces challenges, such as

the need for employee adaptation to the new system and the need for further improvement or development, in order to facilitate the upload process because the process is quite lengthy, which affects the smooth running of operational processes. These challenges point to the importance of training, socialization, and simplification of procedures to ensure the success of the system.

Going forward, continuous evaluation is needed to ensure the BRIMEN system can continue to adapt to technological developments and improve its efficiency and ease of use. With the right strategy, Bank BRI can maximize BRIMEN's potential to provide the best service to customers and maintain its competitive advantage.

## **ADVICE**

ased on the internship activities that have been carried out at BRI Unit Purwokerto Timur, provide some input and recommendations that are expected to be useful for the parties involved:

### **1 For BRI Purwokerto Timur Unit:**

- a. Perform uploads during off-peak hours to avoid server errors when accessing the server at the same time.
- b. Conduct employee training to make them more skilled in their work.
- c. Add employees to make work more organized and faster.
- d. Simplify the document upload process to make it easier for employees to perform the storage process.
- e. Create a file register document for files that have been uploaded



to facilitate the separation of documents that have been uploaded.

- f. Cooperate with the campus to carry out collaborative internship programs with agencies that will help accelerate performance in the office.

## **2 For the D3 Business Administration Study Program:**

### **a. Collaborate with more partners**

Increasing the number of cooperation partners will

open up more opportunities for students to do internships in various sectors. This can also reduce the risk of placements that are not in line with the field of study.

### **b. Improve coordination with partners**

The study program can strengthen cooperation with partners to ensure students get work experience relevant to the field of business administration.

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