



DIGITIZATION OF SERVICES FOR SIMPLIFICATION OF NEW ELECTRICITY INSTALLATION AT PT PLN ULP PURWOKERTO KOTA

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Abstract

Through digitizing services using the PLN Mobile application, the process of applying for a new installation becomes simpler, more transparent, and efficient. The internship activity at PT PLN ULP Purwokerto Kota aims to understand the administrative procedures for applying for new electricity installations. The methods used include field observations, interviews with PLN employees, and analysis of service policy documents. The results obtained show that digitization can cut processing time, reduce data input errors, and provide cost information in real-time. In addition, digitalization also supports PLN's vision in realizing more modern and integrated electricity services nationally. However, socialization activities are still needed for customers who are not tech-savvy, especially the elderly and people in remote areas, so that they can get complete information about the use of the PLN Mobile application. Recommendations for improvement include customer education through social media, workshops, and PLN Mobile interactive guides. With this optimization, PT PLN ULP Purwokerto Kota can accelerate digital adoption, increase customer satisfaction, and strengthen its role as an electricity service provider that is adaptive to technological developments and the needs of the growing community. Simplifying the installation of new electricity in the digitization of services through PLN Mobile is not only about modernization, but also simplifying the entire series of new installation processes to be more compact, faster, and easier.

Keywords: Service Digitalization, New Electricity Installation, PLN Mobile

Abstrak

Melalui digitalisasi layanan menggunakan aplikasi PLN Mobile, proses pengajuan instalasi baru menjadi lebih sederhana, transparan dan efisien. Kegiatan magang di PT PLN ULP Purwokerto Kota bertujuan untuk memahami tata cara administrasi pengajuan instalasi listrik baru. Metode yang digunakan meliputi observasi lapangan, wawancara dengan karyawan PLN, dan analisis dokumen kebijakan pelayanan. Hasil yang diperoleh menunjukkan bahwa digitalisasi mampu memangkas waktu pengolahan, mengurangi kesalahan input data, dan memberikan informasi biaya secara real-time. Selain itu, digitalisasi juga mendukung visi PLN dalam mewujudkan layanan ketenagalistrikan yang lebih modern dan terintegrasi secara nasional. Namun, kegiatan sosialisasi tetap diperlukan bagi pelanggan yang belum paham teknologi, terutama lansia dan masyarakat di daerah terpencil, sehingga bisa mendapatkan informasi lengkap tentang penggunaan aplikasi PLN Mobile. Rekomendasi perbaikan antara lain edukasi pelanggan melalui media sosial, workshop, dan panduan interaktif PLN Mobile. Dengan optimalisasi ini, PT

PLN ULP Purwokerto Kota dapat mempercepat adopsi digital, meningkatkan kepuasan pelanggan, dan memperkuat perannya sebagai penyedia jasa listrik yang adaptif terhadap perkembangan teknologi dan kebutuhan masyarakat yang terus berkembang. Menyederhanakan pemasangan listrik baru dalam digitalisasi layanan melalui PLN Mobile tidak hanya tentang modernisasi, tetapi juga menyederhanakan seluruh rangkaian proses instalasi baru menjadi lebih ringkas, cepat, dan mudah.

Kata Kunci: Digitalisasi Layanan, Pemasangan Baru Listrik, PLN Mobile

A. INTRODUCTION

Internship or work practice is a learning activity that is a forum for gaining real work experience in the field and providing insight to students with partners within the MBKM framework (Suryatno., 2022). The author carries out internship activities at the company PT PLN (Persero) ULP Purwokerto Kota. By being a pioneer in the adoption and implementation of modern technology, PT PLN makes a major contribution to technological development. In the rapid development of technology, PT PLN (Persero) ULP Purwokerto Kota seeks to improve service quality through digitization, especially in the process of installing new electricity. Digitalization is the process of moving from print or analog media to digital that follows world developments (Anggraini & Najmudin, 2023; Maksum et al., 2023). Digitalization also plays a role for potential, the various potentials that are owned can be introduced more widely through a variety of innovative updates by utilizing information technology, one of which is through the development of social media (Sinaga B. A., 2023). With digitalization, PT PLN (Persero) ULP Purwokerto Kota also educates customers about the PLN Mobile application, one of which provides the 'New Electricity Installation' feature which is specifically for customers if they want to submit a new electricity installation. The process of installing new electricity at PT PLN (Persero) ULP Purwokerto Kota, which previously involved many manual stages, such as submitting physical files and periodic visits to the PLN office, has now become simpler through digitizing services using the PLN Mobile application. The PLN Mobile

application is an application specifically created to make it easier for customers to access various PT PLN (Persero) services, from applying for new electricity installations, adding power, paying electricity bills, purchasing electricity tokens, recording meters independently, to complaints of disturbances that can be monitored in real-time how the disturbance handling process is completed (Adina & Nasution, 2021). Service can be defined as the activity of a person, group or organization either directly or indirectly to meet needs (Karundeng, M. E., Tamengkel, L. F., & Punuindoong, A. Y. 2021). The digitization of this service allows customers to submit applications, monitor progress and know the estimated costs in real-time, making it more time efficient, speeding up data validation, and eliminating uncertainty regarding procedures and hidden costs. This transformation not only improves PLN's internal efficiency, but also accelerates access to electricity for the community with a more transparent and faster process.

Observations made during the internship showed some significant challenges, such as the lack of customer understanding of digital procedures, which led to customers preferring to come directly to the PLN office rather than through the PLN Mobile application itself. Many prospective customers still do not understand the document requirements needed to apply for a new electricity installation. This slows down the administrative process because incomplete files must be completed first. Socialization activities regarding the PLN Mobile Application still need to be carried out to less tech-savvy customers, especially for the elderly and remote communities. In addition, the archiving of

physical documents is less organized. Customer records, such as Subscription Master Archive (AIL) envelopes, are often not neatly organized. The digitization process has not been fully integrated, although PLN has started using the Document Management System (DMS). The manual data input process also increases the risk of errors and extends the turnaround time for new electricity applications.

To overcome these problems, a comprehensive approach is needed. Educating customers is an important step, through socialization, workshops, and easy-to-understand digital guides. The development of a real-time notification feature on PLN Mobile will make it easier for customers to monitor the status of their applications, while comprehensive digitization of archives will speed up data processing. In addition, the provision of mentoring services for communities less familiar with technology will ensure that all customers have equal access. By addressing these issues, PT PLN ULP Purwokerto Kota has the opportunity to speed up the new electricity installation process, reduce administrative barriers, and strengthen its position as an innovative electricity service provider that adapts to customer needs in the digital era.

B. IMPLEMENTATION AND METHODS

The implementation of the MBKM Internship was carried out at PT PLN (Persero) Unit Layanan Pelanggan (ULP) Purwokerto Kota, which is located on Jl. Jenderal Soedirman Timur No. 793, Purwokerto Wetan, Purwokerto Timur, Banyumas, Central Java 53111. This internship lasts for 4 (four) months, starting from August 05 - December 05, 2024, with working hours that follow the provisions of the agency: 07.30 - 16.00 WIB on Monday - Thursday, and 07.00 - 16.00 WIB on Friday. Internship participants are students of the Diploma III Office Administration Study Program, Faculty of Economics and Business, General University, who take part in the Merdeka Learning

Campus Merdeka (MBKM) program. The main purpose of participating in the internship is to develop practical skills, understand the administrative procedures for installing new electricity, and learn an attitude of professionalism through direct interaction with the work environment at PT PLN (Persero) ULP Purwokerto Kota. During the internship, participants were involved in various activities, such as inputting customer data, processing new installation documents, archiving documents using a digital system, and participating in the socialization of the PLN Mobile Application to the community. These activities provide a comprehensive understanding of the company's operations and the challenges that arise in the implementation of service digitization.

The activity methods used in the implementation of the internship include:

1. Field Observation, directly observing new electricity installation procedures;
2. Interviews (Pratama et al., 2023), interacting with PLN employees to gain in-depth insight into administrative processes and obstacles faced in new installation services;
3. Studying SOP documents, company policies, and archive systems related to new electricity installations to understand applicable standards and regulations;
4. Work Practices, performing administrative tasks directly, such as inputting data both physically and digitally, managing physical and digital archives.

C. RESULTS AND DISCUSSION

Digitization is the process of changing or transforming various forms of information, services, or processes from manual/analog formats into digital formats (D. Anggraini, 2023). This process usually involves the utilization of information technology to improve efficiency, accuracy, and ease of access. Digital Transformation involves the integration of technology into all business areas, fundamentally changing the way organizations operate and deliver value to customers (Dwivedi, Y. K 2020). According to the Big Indonesian Dictionary (KBBI), digitization is defined as “the process of providing or using digital systems”.

Service can be defined as the activity of a person, group or organization either directly or indirectly to meet needs (Karundeng, M. E., Tamengkel, L. F., & Punuindoong, A. Y. 2021). This service is intangible and does not result in ownership of something, but is designed to provide satisfaction to service recipients. Service quality has a positive and significant effect on customer satisfaction (Gunawan et al., 2024). In a business context, service is a key factor that influences customer satisfaction and loyalty. According to (KBBI), service is defined as “an effort to serve the needs of others”. Thus, service digitization refers to the process of converting or transforming traditional services that were previously done manually or analog into digital-based services. This is done through the use of digital technology to improve the quality, efficiency, accessibility of services to the community (Alim, M. S., & Ibrahim, R., 2024).

Digitalization of new electricity installation services is a transformation process from a manual system to a digital system or technology to simplify and accelerate the submission, processing, and implementation of new electricity installations for customers. In the context of PT PLN (Persero) ULP Purwokerto Kota, service digitization is realized through the development of the PLN Mobile application to provide fast, transparent, and integrated services, so that customers can submit

applications, monitor installation status, and make payments digitally without having to come directly to the PLN office (Apriandi et al., 2023).

This service digitization aims to:

1. Simplify administrative processes, reduce complex bureaucracy and minimize human error;
2. Speed up service time, the application process until installation can be monitored in real-time;
3. Increase customer convenience, customers can access information at any time through the application;
4. Support accurate data management, digital archives, and automation systems, which reduce the risk of data input errors. By digitizing services, PT PLN (Persero) ULP Purwokerto Kota not only adapts to technological development, but also strengthens its commitment to providing electricity services that are more modern and by the needs of today's society.

PT PLN (Persero) ULP Purwokerto Kota, in digitizing services, has significantly changed the process of installing new electricity. The following is a comparison between services before and after digitization, as well as their relevance in the context of technological developments and customer demands:

Table 1. Comparison of Services Before and After Digitization

Aspect	Before Digitalization	After Digitalization
Registration Process	Customers must come to the PLN office to fill out the form application manually.	Customers can register online through the PLN website.
Required Documents	Customers must prepare	Documents can be

	physical documents (KTP, NPWP, etc.) and submit them directly.	uploaded digitally and verified automatically through an integrated system.
Processing Time	The process takes up to several days or weeks due to queues and manual verification.	Faster process, can be completed in hours or minutes.
Fee Transparency	Fees are not always clear and often require reconfirmation from officers.	Fees can be seen transparently through digital platforms.
Progress Monitoring	Customers must contact the call center or visit the office to find progress.	Customers can monitor progress in real-time through the app or website.
Team Responsiveness	Coordination between field and office teams is often slow due to manual communication.	Faster coordination with integrated system and real-time notifications.
Customer Satisfaction	Many complaints are related to the length of the process and lack of clear information.	Customer satisfaction has increased due to faster, more transparent, and efficient services.

Relevance of Digitalization in the Context of Technology Development and Customer Demands:

1. Customer Demands for Fast and Easy Services In the digital era, customers want services that are fast, accessible, and transparent. Digitalization meets these demands by removing bureaucratic barriers and allowing customers to access services anytime and anywhere;
2. Utilization of Information and Communication Technology (ICT), Digitalization leverages ICT developments, such as PLN Mobile Application, Mail Management Application (AMS, Document Management System (DMS), and Centralized Customer Service Application (AP2T);
3. Increased Accountability and Transparency, with digitalization, all processes can be tracked and monitored in real-time. This increases PLN's accountability as a public service provider and builds customer trust;
4. Reducing Administrative Burden, Digitalization reduces administrative burden for customers and PLN staff. Processes that previously required a lot of physical documents and manual verification can now be done automatically;
5. Supporting Policies on Digital Transformation, Digitalization of PLN services is in line with the Indonesian government's policy of encouraging digital transformation in the public sector, including in utility services such as electricity.

With the digitalization of this service, customers who want to install new electricity can do so through the PLN Mobile Application, the following steps can be taken:

1. Open the PLN Mobile application, select the "Install New" menu;
2. Select the installation location, fill in the service details, fill in the Certificate of

Operation (SLO) data, choose token (prepaid only) & fill in the customer data;

3. "Send Request" and make payment immediately;
4. After making payment, the connection officer from the PLN technician will install the kWh meter at the requested location to turn on the electricity.

Meanwhile, to check the status of the application, the following steps:

1. Select the "Profile" menu;
2. Click History List;
3. Select Application, a list of applications will appear (select the one being checked);
4. Click "View" to view application status details.

The PLN Mobile application connects customers with fault service officers and the Call Center. All digital records are stored in a database that can be accessed by fault service officers and the Call Center. By using this digitization, customers can easily get services according to what they need (Haq, A. A. 2022)

D. CONCLUSION

Conclusion

The digitization of services through the PLN Mobile application has significantly improved the process of installing new electricity at PT PLN (Persero) ULP Purwokerto Kota. This change has succeeded in speeding up the administrative stages, minimizing errors in data entry, and providing clarity on costs to customers directly. Now, customers can apply, monitor application status, and make payments without having to come directly to the PLN office, which was previously a barrier in terms of time and service efficiency.

Supporting factors include:

1. Management Support and Internal Policies, a strong commitment from PLN management in providing digital infrastructure and policies that support service transformation;

2. Technology Availability, the existence of the PLN Mobile application that is integrated with internal systems allows the process to run faster and more organized;

3. Customer Needs for Fast Services, customer demands for practical and efficient services are the main drivers of accelerating digitalization.

Inhibiting factors, among others:

1. Diverse Digital Literacy, some customers, especially the elderly and people in remote areas, still have difficulties in using the application;
2. Limited Internet Access, not all areas have a stable internet connection, thus hindering customers in utilizing digital services optimally;
3. Resistance to Change, some customers and employees are still accustomed to manual procedures, so it takes time and continuous socialization to adapt.

Suggestion

Based on the analysis of the digitalization of new electricity installation services at PT PLN (Persero) ULP Purwokerto Kota, several recommendations can be implemented to improve the sustainability and effectiveness of this digitalization program. These recommendations are compiled by considering the advantages, weaknesses, and supporting and inhibiting factors that have been identified during the implementation process:

1. Strengthening Customer Education and Socialization: Given that there are still many customers who do not fully understand the use of the PLN Mobile application, especially among the elderly and remote communities, PT PLN (Persero) Purwokerto City ULP is advised to increase socialization efforts. This could include organizing workshops, in-person socialization, as well as simple and easy-to-understand digital guides. In addition, utilizing social media as an educational tool can also expand audience reach.

2. **Improving Application Features and User Experience:** To ensure comfort and convenience for customers, the development of additional features on PLN Mobile is essential. For example, a virtual assistant feature that can provide step-by-step guidance automatically, or real-time notifications to remind customers of application status and document completeness.
3. **Technology Infrastructure Improvement:** Overcoming limited internet access in certain areas is an important priority for expanding the scope of digitalization. PLN can collaborate with internet service providers or develop digital service points at nearby branch offices to assist customers experiencing connection difficulties.

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