

DIGITAL ARCHIVE MANAGEMENT PROCEDURES IN SUPPORTING EFFECTIVE MARKETING STRATEGIES

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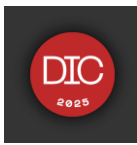
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Abstract

The Merdeka Learning Campus Merdeka (MBKM) program is a program launched by the Minister of Education and Culture of the Republic of Indonesia, Nadiem Anwar Makarim, B.A., M.B.A. which aims to encourage students to master various sciences to prepare for entering the world of work. This MBKM internship activity is a form of training activity that is faced directly with work practices as an application of educational abilities obtained by students in lectures. The reason the author chose an internship at PT Telekomunikasi Indonesia Tbk. Purwokerto Region is that the author wants to understand more about the telecommunications industry, from operations to innovative products and services offered. In this internship report, the author is interested in taking a discussion related to the marketing sub-field of the Business Government Enterprise Service (BGES) unit related to archives, which is often considered an administrative process, has an important role in supporting marketing activities. PT Telekomunikasi Tbk. Purwokerto Region is one of the companies engaged in telecommunications and information technology services. Archive activities at PT Telekomunikasi Tbk. Purwokerto Region includes the management of documents and data related to various company operations, such as contracts, financial reports, correspondence, as well as data related to customer service and products, but it is still difficult to complete the digital archive management process such as very large data volumes, integrated systems, data security and protection, data storage and backup, efficient archive search and access, human resources and skills.

Keywords: *procedure, verification, problem, PT Telekomunikasi Indonesia Tbk. Purwokerto Region.*



Abstrak

Program Merdeka Belajar Kampus Merdeka (MBKM) adalah program yang dicanangkan oleh Menteri Pendidikan dan Kebudayaan Republik Indonesia, Nadiem Anwar Makarim, B.A., M.B.A. yang bertujuan mendorong mahasiswa untuk menguasai berbagai keilmuan untuk bekal memasuki dunia kerja. Kegiatan magang MBKM ini merupakan salah satu bentuk kegiatan pelatihan yang dihadapkan langsung pada praktek kerja sebagai pengaplikasian kemampuan pendidikan yang diperoleh mahasiswa di perkuliahan. Alasan Penulis memilih magang di PT Telekomunikasi Indonesia Tbk. Daerah Purwokerto adalah Penulis ingin memahami lebih dalam tentang industri telekomunikasi, mulai dari operasional hingga inovasi produk dan layanan yang ditawarkan. Dalam laporan magang ini penulis tertarik mengambil pembahasan terkait pada sub bidang *marketing* unit *Business Government Enterprise Service (BGES)* yang berkaitan dengan kearsipan, yang sering dianggap sebagai proses administratif, memiliki peran penting dalam mendukung kegiatan pemasaran. PT Telekomunikasi Tbk. Daerah Purwokerto salah satu perusahaan yang bergerak di bidang telekomunikasi dan layanan teknologi informasi. Kegiatan arsip di PT Telekomunikasi Tbk. Daerah Purwokerto mencakup pengelolaan dokumen dan data yang berhubungan dengan berbagai operasional perusahaan, seperti kontrak, laporan keuangan, surat menyurat, serta data terkait layanan pelanggan dan produk, tetapi hal tersebut masih kesulitan dalam menyelesaikan proses pengelolaan arsip digital seperti volume data yang sangat besar, *integrated* sistem, keamanan dan perlindungan data, penyimpanan dan *backup* data, pencarian dan akses arsip yang efisien, sumber daya manusia dan keterampilan.

Kata Kunci: prosedur, verifikasi, masalah, PT Telekomunikasi Indonesia Tbk. Daerah Purwokerto.



A. INTRODUCTION

PT Telekomunikasi Indonesia Tbk. Purwokerto Region is still incomplete in the digitization process without clear procedures for recording archives, assigning access rights, or setting archive retention times. The lack of a clear policy or regulation is necessary to provide direction in the management of digital archives. Without a clear policy, each company involved in digital archive management can have different interpretations, leading to incompatible procedures and the quality of the archives produced. Furthermore, the lack of skills and training of human resources that become less than optimal, because human resources do not understand how to organize data, arrange efficient folders, or use digital archive management software can cause unstructured storage and difficult to access.

Digital archive management procedures at PT Telekomunikasi Indonesia Tbk. Purwokerto Region still does not cover all important stages, such as creation, storage, maintenance, data collection, setting access rights, and data retention. The resulting digital archives are less than optimal and data retention.

Policies and regulations related to digital archive management have not been clearly established, which causes confusion in management and risks hampering the efficiency and security of archives.

The lack of trained human resources is also a major obstacle, as existing staff do not have sufficient skills or knowledge. Therefore, digital archive management procedures need to be reviewed and improved with clear policies, involving trained human resources, and covering all stages of management comprehensively.

To solve the problems that occur is to determine a clear policy regarding digital archive management, including the objectives, scope, and basic principles of management.

The problem of strengthening the process of creating and storing digital archives is by implementing a digital archive management system that can facilitate the creation, storage, search, and maintenance of digital archives.

Problems with the lack of Human Resources (HR) staff are addressed through periodic training to improve employees' skills and understanding of the importance of digital records management and the use of records management systems.

B. IMPLEMENTATION AND METHODS

The Merdeka Learning Campus Merdeka (MBKM) program is a program launched by the Minister of Education and Culture of the Republic of Indonesia, Nadiem Anwar Makarim, B.A., M.B.A. which aims to encourage students to master various sciences to prepare for entering the world. In addition, the MBKM program was also launched in order to prepare higher education graduates

who are resilient in facing the challenges of work changes. In this case, Internship participants carry out Internship activities to convert courses according to the MBKM Internship program procedure.

Internship Merdeka Learning Campus Merdeka (MBKM) is one of the activities that aims to improve our abilities both soft skills and hard skills where the company gives us work experience with a predetermined time. The MBKM internship is carried out for 4 months starting from August 6 - December 6, 2024 with 5 working days starting at 08.00 and ending at 17.00 WIB.

Table 1. internship operating hours

Working days	Working Hours	Break Time
Monday – Friday	08.00 – 17.00	12.00 – 13.00

Activities during the MBKM internship at the PT Telekomunikasi Indonesia Tbk. Purwokerto Region with a duration of 4 months are as follows:



Picture 1. The archive activity of scanning documents and matching the archive number, year, and shelf of the filing cabinet of the section unit.

Usually this section explains the implementation of activities including location, time, background of apprentices. Meanwhile, the description of the activity method includes the methods and materials organized, namely work practices, which are the same as internships.

During the internship activities, the author applies the knowledge gained during the lecture period, for example the activity of scanning incoming letters and outgoing letters, customer data invoices, and price quote letters, employees give assignments to interns incoming letters outgoing invoice data in the form of hardfiles, then interns scan using the camscanner application and then become softfile documents, then interns send the softfile documents to employees to be stored in gdrive. The author also inputs Telkom's customer profiling database using the Microsoft Excel application in the Business Government Enterprise Service (BGES) room, this uses fast typing techniques that are needed during the input process, because the customer profiling database amounts to thousands, so to complete the work requires speed and accuracy in the input process. The author is targeted to complete 3000 customer profiling databases in 3 days carried out with other fellow interns.

C. RESULTS AND DISCUSSION

In the world of archives, information management is a very important aspect, considering that archives not only function as a source



of historical or administrative evidence, but also as a tool to maintain integrity. Information. A well-managed archive will provide easy access for users who need it, be it for legal purposes, research, or public services. However, the management of poor archives can lead to loss of valuable information, economic loss, or even legal issues. Poor records management is just like non-digital records.

Good digital archive procedures include structured steps to ensure that archives are managed effectively, efficiently, and safely. Digital archive procedures at PT Telekomunikasi Indonesia Tbk. Purwokerto Region only covers the process of creating digital archives, so the steps that must be taken in this stage must focus on creating archives that are organized, standardized, and can be accessed easily.

Digital archive management procedures related to marketing strategies at PT Telekomunikasi Indonesia Tbk. Purwokerto Region, namely in the form of document collection, namely collecting archive documents in the form of physical or hardfile documents such as Telkom customer bills, price quote letters, incoming and outgoing letters, then using the document digitization method, namely converting physical or hardfile documents into digital format, the author converts by scanning through the camscanner application, and the last is digital archive storage such as storing archives using hard drives in the form of secure and

structured gdrive folders The author gets digital archive procedures that have not materialized digital archives which are carried out by examining several important aspects.

Procedures at PT Telekomunikasi Indonesia Tbk. Purwokerto Region that exist are:

1. Not yet covering all the stages needed to create digital archives, from creation, storage, to archive maintenance. For example, if only the process of digitizing or scanning existing files without procedures for recording, setting access rights, or data retention, then the resulting digital archive will not be optimal.
2. Policies or regulations related to digital archive management at PT Telekomunikasi Indonesia Tbk. Purwokerto Region has not been established effectively, this can cause uncertainty about the standards of management, maintenance, and access to digital archives.
3. At PT Telekomunikasi Indonesia Tbk. Purwokerto Region there is a lack of human resources (HR) involved in the digital archive process may not have sufficient skills or knowledge to handle digital archives effectively, so related to the management of digital archives is often less attention.

Related Solutions to digital archive procedures at PT Telekomunikasi Indonesia Tbk. Purwokerto Region as follows:

1. Indicates some areas that require serious attention for improvement. Although there are efforts to digitize archives, the procedures implemented have not covered all important stages in digital archive management, such as creation, storage, maintenance, data collection, setting access rights, and data retention. This causes the resulting digital archives to be suboptimal and vulnerable to problems such as data loss, uncontrolled access, and uncertainty in maintenance archive.
2. Policies and regulations related to digital records management in this company have also not been clearly established. The absence of standardized standards for the management, maintenance and access of digital records leads to confusion at every stage of records management, which risks hampering their efficiency and security. Without a strong policy, companies may struggle to ensure that the digital records they manage meet the necessary standards.
3. The shortage of human resources trained and knowledgeable in digital records management is a major obstacle. Staff involved in digital records management may not have sufficient skills or knowledge to handle the process effectively. This causes digital records management to receive less attention and can result in

poorly organized management. Overall, the current digital archive procedures at PT Telekomunikasi Indonesia Tbk. Purwokerto Region needs to be reviewed and improved by setting clear policies, involving trained human resources, and covering all stages of digital archive management comprehensively so that the resulting archives can be managed properly, safely, and efficiently.

D. CLOSING

A. Conclusion

Based on the discussion that has been explained by the author, the author draws a conclusion, namely that the current procedure still does not cover all important stages in creating digital archives. The procedures applied are only limited to the process of digitizing or scanning files, but have not covered other important aspects such as policies related to digital archive management, archive data collection, access rights arrangements, data retention, and human resources.

This causes the digital archives produced to be not optimal. Therefore, it is necessary to develop and improve Digital Archive Procedures that cover all stages, so that archives can be managed properly and have maximum use value in the future.

B. Suggestions

Suggestions from the author for PT Telekomunikasi Indonesia Tbk.



Purwokerto Region is related to the Digital Archive Management Procedure, there is a need for clear documentation regarding the standards that must be adhered to in the digital archive process, then there is a need for clear policy development regarding digital archive governance, including aspects of security, privacy, and data retention, then the last is PT Telekomunikasi Indonesia Tbk. Purwokerto Region needs to provide training or improve the skills of human resources in order to manage digital archives properly.

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