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Socialization of SIA to Bank Mandiri Customers MBKM Student Internship Indo Global Mandiri University

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ABSTRACT

Socialization of the PKM SIA program to Bank Mandiri customers through the MBKM program provides a positive contribution in increasing customer understanding of SIA and its benefits in the banking context. Students who took part in the internship program reported an increase in their understanding of the importance of AIS in supporting sound banking decisions. Several challenges related to the effectiveness of SIA socialization through PKM were also identified, such as time constraints and varying levels of understanding among customers. Therefore, it is recommended that PKM continue to improve their outreach methods, including the use of information and communication technology, as well as holding additional training sessions to ensure that customers can make maximum use of AIS.

Keywords:
Internship, Accounting information system, Technology, Performance, Training

1. Introduction

The development of technology in today's digital era is growing faster from day to day, month to month and year to year. Indirectly the use of this technology increases sharpl (Santi Hariyanti, 2019). Technology is a tool or system that serves to provide comfort and convenience for humans. Therefore, technology is very important in the current era, especially with the digital technology that is developing rapidly every day. The goal is to be able to escalate the level of efficiency and effectiveness of work to be more optimal (Rachmat et al., 2023). However, before heading in that direction, companies need to carry out three initial strategies to be better prepared to welcome the industrial era 4.0 and be able to compete with competitors in the same sector. The three strategies in question include improving the quality of human resources (HR), strengthening business networks, and using the right technology. In this era of dynamic industrial competition, companies want their employees to have good performance. The definition of performance is the overall level of success of a person while carrying out tasks in a certain period. Every organization or company, of course, is very concerned about the performance of human resources to determine the assessment in a predetermined target. Because, at the same time employees also need feedback on the results of their work in the future (Awalia, 2022).

Retrieved from https://www.bankmandiri.co.id/profil-perusahaan Bank Mandiri was established on October 2, 1998, as part of the Indonesian government's banking restructuring program. In July 1999, four state-owned banks - Bank Bumi Daya, Bank Dagang Negara, Bank Ekspor Impor Indonesia and Bank

Pembangunan Indonesia - were merged into Bank Mandiri, each of which played an integral role in Indonesia's economic development. Today, Bank Mandiri continues its tradition of over 140 years of contributing to Indonesia's banking and economic development. Following a comprehensive consolidation and integration process in all areas, Bank Mandiri successfully built a solid bank organization and implemented a new integrated core banking system to replace the separate core banking systems of the four legacy banks. Bank Mandiri also undertook a cultural transformation by reformulating its cultural values to guide employees in their behavior, namely 5 (five) corporate culture values called "TIPCE" which are elaborated into: Trust, Integrity, Professionalism, Customer Focus, and Excellence.

Figure 1. Socialization of Bank Mandiri's nasaba, 2024

Bank Mandiri in the second quarter of 2021 recorded optimal performance compared to the same period last year. Consolidated credit growth scored 16.4% year on year (YoY) to IDR 1,014.3 trillion. This growth was supported by the wholesale banking segment which grew 7.13% YoY to IDR 534.2 trillion as of the end of the second quarter of 2021. There are several steps taken by Bank Mandiri during the 2021 pandemic era. One of them is digital transaction services. With data on the potential for digital finance that is still expanding, Bank Mandiri this year continues to encourage the growth of digital transactions that make it easier for customers. In terms of HR development, Bank Mandiri applies the core values of BUMN, namely AKHLAK, as part of unity in government. AKHLAK is a service-oriented acronym, namely Amanah, Kompeten, Harmonious, Loyal, Adaptive, and Collaborative. Improved employee performance is influenced by several aspects, including accounting information systems and training for employees.

Work productivity is an important thing to always be carried out by every employee in a company. System integration becomes very important to improve work productivity and develop automated business activities (Azmi et al., 2023). One product that has been developed to support this is an accounting information system. Information systems are the most important part of a business as digital transformation continues to develop at all times. Several companies and startups continue to innovate to create a system that can help make work faster, more effective, and efficient. Accounting information systems are used in a company to make it easier for individuals to complete their tasks faster and no longer done manually. This explanation explains that implementing an accounting information system is believed to be able to improve individual performance in a company. The behavior that arises from the use of the accounting information system is expected to have a positive impact on employee performance. The successful implementation of accounting information systems can not only increase the speed and quality of information generated for quality decision making, but can also improve the quality of relationships between individuals with other individuals in the organization or company. The quality of relationships between individuals can encourage a company to be more dynamic so as to produce good performance (Nugraha et al., 2023).

The development of information technology is closely related to accounting which is an important element for the operations of every company or organization (Bucciol & Zarri, 2020). Accounting itself is defined as the process of recording, classifying, summarizing, and reporting of the company's transaction activities which ultimately results in the issuance of financial statements as information (Hertati & Safkaur, 2020). It can also be said that accounting is an information system that is done manually (Umar et al., 2018), So it can be concluded that the accounting information system is a system that collects and processes data transactions computerized and communicates financial information to decision makers (Safkaur et al., 2021).

The accounting information system is a resource including people and equipment designed to be able to convert data, such as financial data or other data into information that is channeled to interested parties (Whitaker & Cox, 2020).

Training has an important role in improving employee skills and expertise. Training is a learning process that involves the acquisition of skills, concepts, rules, or attitudes to improve employee performance. According to Article 1 Paragraph 9 of Law No. 13 of 2003, job training is the overall activity to provide, obtain, improve, and develop work competencies, productivity, discipline, attitudes, and work ethic at the level of certain skills and expertise according to the level and qualifications of positions and jobs (Umar, 2023). Training is part of education that involves the learning process to acquire and improve skills outside the applicable education system, in a relatively short time with methods that prioritize training over theory. Training is a short-term educational process that uses systematic and organized procedures in which employees learn technical knowledge and abilities for limited purposes. From the explanation above, it can be concluded that training is an effort made by the company to improve the technical skills of employee work implementation, in a relatively short time (Klijn et al., 2022).

2. Method

Hertati (2023) states that employee performance is influenced by several factors. There are various factors of employee performance, namely the amount and composition of the compensation provided, proper job placement, training and promotion, a sense of security in the future (with severance pay and so on), relationships with coworkers, and relationships with leaders. Employee performance is influenced by intrinsic and extrinsic employee factors as follows. (1) Intrinsic factors affecting employee performance consist of education, experience, motivation, health, age, skills, emotions, and spirituality; Extrinsic factors affecting employee performance consist of physical and non-physical environments, leadership, vertical and horizontal communication, compensation, control in the form of supervision, facilities, training, workload, work procedures, penalty systems and so on; Performance is also influenced by ability factors and motivation factors (Sadana et al., 2023; Hertati, 2023).

The method of socialization of Accounting Information Systems (AIS) to Bank Mandiri customers in the Indo Global Mandiri University Student Internship program (MBKM) can be done through several effective approaches (Hertati, et.all, 2023). Here are some socialization methods that can be applied:

a. Live Training: Bank Mandiri may organize hands-on training sessions involving student interns. In this session, they can be taught about the functions, benefits, and how to use AIS in a banking context. This training can be organized on a regular basis with materials tailored to the needs and level of understanding of the participants.
b. Use of Technology: Utilize technology to convey information about AIS to customers. Bank Mandiri can create video tutorials, infographics, or other educational materials that can be accessed online through their website or banking application.
c. Promotional Materials: Include information about AIS in Bank Mandiri's promotional and marketing materials. For example, in brochures, pamphlets, or advertising campaigns, banks can highlight the benefits of AIS in improving efficiency and customer experience.
d. Q&A Sessions: Conduct regular Q&A sessions at Bank Mandiri branches. In these sessions, customers can ask questions directly about the AIS and bank officers can provide explanations and solutions to the questions raised.
e. Collaboration with Educational Institutions: Strengthen cooperation with educational institutions, such as Indo Global Mandiri University, to organize guest lectures, seminars, or other special events that discuss AIS and its applications in the banking world.

By applying these various socialization methods, Bank Mandiri can increase customer understanding of the AIS and increase its acceptance and utilization in daily banking activities (Ramadhan, et al., 2023: Hertati,et,all, 2023). New employees or those who are already working need to take part in training because of the demands of work that can change due to changes in the work environment, strategies and so on, thus training is education to learn knowledge and improve the technical abilities of employees in their current jobs or jobs that will be held immediately with systematic procedures in a short period of time and prioritize practice over theory (Berliana et al., 2022: Hertati, 2023).

Figure 2. Bank Mandri customers, 2024

3. Result and Discussion

Employee accounting information systems have not been able to utilize accounting information systems properly and have not adjusted themselves in carrying out their duties using the system so that accounting information systems have no effect on employee performance (Romli & Hertati, 2024; Hertati,et,all, 2020). The success of the accounting information system depends on how the system is used and run for the user and the utilization of accounting information employees have not been able to utilize the accounting information system properly and have not adjusted themselves in carrying out their duties using the system so that the accounting information system has no effect on employee performance (Sadana et al., 2023: Iriadi, et,all, 2023: Hertati,et,all, 2023).

Figure 3. Socialization of Bank Mandiri Customers, 2024

Accounting information systems play a lot of roles in the operational activities of a company. In a company there is a value chain that contains organizational activities that can be divided into two types of activities, namely main activities and supporting activities (Hertati, Asharie, et al., 2023). The main activities consist of inbound logistics, operations, outbound logistics, marketing and sales, and service (Yansi et al., 2023). When categorized according to the value chain model, it is explained that the accounting information system is a supporting activity included in the company's infrastructure, which can add value to the organization by providing accurate and timely information (Sari et al., 2024). The things that accounting information systems can do are Improve quality and reduce costs to produce products or services.

a. Improve efficiency
b. Improve decision-making
c. Knowledge sharing In order for an operation in a company to have good harmonization between its activities, it is necessary to collect data from each of these activities.

Basically every organization both from the Center and even those in the regions, where human labor is one of the important roles in carrying out these activities for companies / organizations need to provide job training training before the workforce is placed in a company / organization the training process is carried out after employee recruitment (Aliefia et al., 2024). For companies/organizations that accept truly skilled employees, of course, the training provided is less than for companies/organizations that accept inexperienced employees (Aprilia et al., 2024). Training is not only about practical skills but also contains the meaning of an effort to improve skills and knowledge so that it contains the meaning of employee development and employee education in an effort to improve the quality of these employees (Hertati et al., 2024).

Some opinions about job training (training) training as a series of activities designed to improve knowledge skills, experience or change the attitude of an individual Training is an effort to improve the technical, theoretical, conceptual and moral abilities of employees in accordance with the needs of work or position through education and training (Hertati, Syafitri, et al., 2023). Training is the process of teaching skills that employees need to do their jobs. According to Presidential Instruction No. 15 of 1974, training is part of education concerning the learning process to acquire and improve skills outside the applicable education system, in a relatively short time and with methods that prioritize practice over theory (Journal et al., 2023). Training is one of the efforts to improve the quality of human resources in the world of work (Hertati, 2024).

The system is used and run for users and utilization of accounting information systems used in the company. Frequent training is considered the most visible and most common activity of all employee activities. Good training can also support the success of a company in achieving its goals (Wulandari, 2021). The existence of this training will create high employee performance so that it can support the success of the company (Aziza et al., 2021). Employee performance is very important in the company's efforts to achieve goals. With the high performance of employees, it is hoped that the desired company goals can be achieved (Tamiah et al., 2023). An interactive workshop involving students and Bank Mandiri officers. This workshop may focus on case studies, role plays, or group discussions to provide a deeper understanding of the use of AIS in banking decision making.

4. Conclusion

Accounting information systems and job training affect employee performance. With this it can be concluded that the more the accounting information system and job training increase, the better the employee performance at the company. In order to provide added value for employees in a company, it must increase job training to improve employee performance. This is because in the accounting information system employees have not been able to utilize the accounting information system properly and have not adjusted themselves in carrying out their duties using the system so that the accounting information system has no effect on employee performance That is, the success of the accounting information system depends on how the system is used and run for the user and the utilization of the accounting information system used in the company. Job Training affects employee performance. This is because frequent training is considered the most visible and most common activity of all employee activities. Good training can also support the success of a company in achieving its goals. The existence of such training will create high employee performance so that it can support the success of the company. Employee performance is very important in the company's efforts to achieve its goals. With the high performance of employees, it is expected that the desired company goals can be achieved.

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