

Strategy to Increase Investment Portfolio at Retired Priority Banking Customers of PT Bank Rakyat Indonesia Yogyakarta Adisucipto Branch Office

Vira Putri Indra Kusuma*¹
Bagus Panuntun²

^{1,2} Management Study Program, Faculty of Economics and Business,
Islamic University of Indonesia, Indonesia
*e-mail: 20311110@students.uii.ac.id¹

Abstract

This study aims to determine the strategy of increasing investment portfolio for retired priority banking customers at PT Bank Rakyat Indonesia Yogyakarta Adisucipto Branch Office. Bank Rakyat Indonesia Yogyakarta Branch Office Adisucipto is a company under the auspices of the Head Office of Bank Rakyat Indonesia located in Yogyakarta. The research method used in this study is by using observation, interviews, and documentation. This research data is sourced from primary data obtained through data collection techniques based on the process of observation, documentation, and interviews conducted directly to companies and retired priority banking customers who meet the criteria, as well as secondary data obtained from quoting books, internet, and so on containing information about priority banking Bank BRI. Therefore, researchers are able to draw conclusions descriptively. The interview was conducted with 5 respondents who are employees and customers of retired priority banking Bank BRI Yogyakarta Branch Office Adisucipto. The results of this study show what investment products are suitable to be offered to retired priority banking customers and how the profitability of investment products owned by retired priority banking customers for BRI Prioritas. The author recommends increasing the offering of certain investment products and the Bank strengthening the implementation of ESG especially Environmental principles.

Keywords: *Investment portfolio, profitability, retired priority, banking customers*

INTRODUCTION

PT Bank Rakyat Indonesia Persero Tbk is a state-owned bank or also called a State-Owned Enterprise (BUMN) under the supervision of Bank Indonesia. Bank Rakyat Indonesia is one of the largest state-owned banks in Indonesia. Bank Rakyat Indonesia was established in Purwokerto on December 16, 1895 by Raden Aria Wiriarmaja. In 2013, Bank Rakyat Indonesia became the first bank in Indonesia to provide self-service banking services through BRI Hybrid Banking. In 2016, Bank Rakyat Indonesia made a big history by launching a satellite called BRI Sat which made it the first and only bank in the world to own and operate its own satellite.

Indonesia's wealth management market research analyzes Indonesia's wealth savings and investment and retail markets, including the overall size of the affluent market. Emerging wealthy investors hold most of their wealth in deposits. BRI Wealth Management is a comprehensive and cohesive system that aims to preserve and protect, accumulated and growing assets, as well as transition assets. BRI Wealth Management has BRI Private and BRI Prioritas services. BRI Private is a form of service to serve the interests of customers with large liquid assets or high wealth. Meanwhile, BRI Prioritas is a form of service for selected individuals (mass affluent) to support the lifestyle of its customers with various special services and privileges. BRI Prioritas has several investment products such as mutual funds, bonds, sukuk, and saving bonds retail, as well as bancassurance such as, davestera, aurora, and oto proteksi maxima.

METHOD

In this study, researchers used a qualitative approach. Qualitative research is a form of research in which the designated researcher or core researcher collects and interprets data, making the researcher part of the research process a participant of the data they provide. This study analyzed the results of observations and interviews using descriptive data analysis

techniques, because the data used requires descriptive explanations from respondents. Descriptive data analysis is defined as research that seeks to describe, record, analyze, and interpret things to be researched (Mardalis, 1995). After observations and interviews with internal Bank BRI Priority Banking Officer, Assistant Operations Manager, Funding Officer Supervisor and external parties, namely retired priority banking customers, researchers will analyze the data and describe the answers given by informants. This research data is sourced from primary data and secondary data. Primary data is obtained through data collection techniques based on the process of observation, documentation, and interviews conducted to companies, especially in the fields of Priority Banking Officer, Assistant Operations Manager, Funding Officer Supervisor and external parties, namely retired priority banking customers. Therefore, researchers are able to draw conclusions descriptively. Meanwhile, secondary data is obtained from books, the internet, and so on which contain information related to Bank BRI Priority Banking Yogyakarta Adisucipto Branch Office

RESULTS AND DISCUSSION

Result

1. Observation

In this internship report, researchers conducted practical work at Bank BRI Yogyakarta Adisucipto Branch Office in the Fund and Services (DJS) section. During the internship, researchers carry out work and observe the work process in the DJS field. The results of observations during the internship activity, namely Bank BRI Yogyakarta Adisucipto Branch Office, especially in the BRI Prioritas section, there are obstacles in offering and increasing customer investment portfolios, especially for retired priority banking customers because customers have not as much salary as before, so there is a problem how BRI Prioritas can educate or invite customers to be able to invest in BRI Prioritas with the condition of retired priority banking customers

2. Interview

In this section, researchers interviewed the internal parts of Bank BRI Yogyakarta Branch Office Adisucipto, namely, assistant operational managers, funding officer supervisors, and priority banking officers. As for interviews outside Bank BRI, namely retired priority customers. Interview activities are carried out directly and indirectly. Direct interviews are conducted when researchers carry out internship activities and after internship activities. As for indirect interviews, researchers use zoom meeting media and google forms to reinforce informant answers and so that the data needed is stored automatically. The following are the questions used in the interview with the internal Bank BRI Yogyakarta Branch Office Adisucipto:

- 1) How many years have you been a BRI Prioritas customer?
- 2) How many years ago did you retire?
- 3) What investment products has BRI Prioritas offered to you after you enter retirement?
- 4) Do you understand the characteristics of investment products offered by BRI Prioritas?
- 5) How many BRI Prioritas investment products do you currently have? And mention the name of the product?
- 6) What are the reasons you chose the investment product offered by BRI Prioritas?
- 7) What are the benefits that you have gained from owning the BRI Prioritas investment product?
- 8) How do you determine the right BRI Prioritas investment product or worthy of your choice?

The following are the questions used in interviews with retired priority banking customers of Bank BRI Yogyakarta Adisucipto Branch Office

- 1) What will be the impact if the number of Retired Priority Banking customers who buy BRI Prioritas investment products increases?

- 2) What is the profitability of investment products owned by Retired Priority Banking customers for BRI Prioritas?

From these questions, researchers will analyze the data and describe the answers given by informants. The answers will be used as material to analyze the right strategy to increase the investment portfolio at retired priority banking customers of Bank BRI Yogyakarta Adisucipto Branch Office.

The author will describe the results of the interviews that have been conducted. This interview focuses on the indicators of each variable. In conducting interviews, respondents provided quite detailed and detailed information, then the author presented the results of interviews from five respondents in the following table,

1. *BRI Prioritas retired priority banking customers interview*

Table 1. Results of interview.

No.	Answer	
	R1	R2
1.	5 years	8 years
2.	3 years	1 year
3.	Deposits, bonds, sukuk, and mutual funds.	Bonds, sukuk, and equity mutual funds
4.	Understand	Yes
5.	There are 3, namely equity mutual funds, sukuk, and bonds	There are 413,314,094 shares of BRI
6.	Profitable, safe, and guaranteed by the government	Safer and standard ratio value
7.	Income from investment value and profit sharing. As well as excellent service from the Bank	Can withdraw part of the dividends earned
8.	Based on advice and information from the Bank, the financial condition we have, the turnover of money for business, and for short and long term investments	View stock prices in the market

Source: Primary Data, 2024

2. *Interviews were conducted with BRI Yogyakarta Branch Office Adisucipto employees regarding BRI Prioritas investment products.*

Table 2. Results of interview

No.	Answer		
	R1	R2	R3
1.	Asset Under Management and Fee Based Income increased	Fee Based Income received by BRI will increase	Increase Fee Based Income
2.	Good profitability makes product diversification increase and provides high company value	Product diversification will definitely increase	Tends to increase due to from deposits to bonds

Source: Primary Data, 2024

Discussion

After obtaining and collecting data and informants in the form of interviews and observations, it will be explained in more detail and complete to develop the data obtained.

BRI Prioritas offers several recommended investment products for retired priority banking customers such as ORI, Mutual Funds, SBR, and Sukuk. Investment products recommended by BRI Prioritas to retired priority banking customers are fixed income mutual funds, money market mutual funds, bonds, and SBR. Bonds are the safest investment products including their risks and SBR is one of the most profitable investment products because it follows interest rates, if interest rates rise then their value increases but if interest rates fall it does not affect their value. Meanwhile, investment products that are not recommended for retired priority banking customers are equity funds and deposits because the interest is too small and difficult to adjust to the income obtained at retirement. The impact that will arise if the number of retired priority banking customers who buy BRI Prioritas investment products increases, namely assets under management or managed funds and fee based income will increase or increase. Meanwhile, the profitability of investment products owned by retired priority banking customers for BRI Prioritas will make product diversification increase so as to provide high company value because it tends to increase from deposits to bonds.

Retired priority banking customers prefer investments in the form of mutual funds, bonds, and sukuk because for them the benefits are greater than being stored in savings alone so that they can still rotate their money. Of the several investment products offered by BRI Prioritas, customers choose to invest in equity mutual funds because they think that with capital that is not too much and easy to understand even though the risk is high but they will get high and fast returns as well so that it is balanced between the risk and return obtained, and seen from the IHSG Bank BRI shares are stable and profitable because they have high growth potential. As for investing in sukuk and bonds which are government bonds guaranteed by the government, customers choose bonds because from lending money to the state there is reciprocity given by the government in the form of coupons or high interest that is obtained periodically with a given period of time until maturity to get the money back. Retired priority banking customers determine the right investment product or worthy of choice by looking at stock prices in the market, based on advice and information provided by BRI Prioritas, the financial condition that customers have, the turnover of money for business so as to choose which investment product is more profitable, and for short-term and long-term investments.

CONCLUSION

Based on the problems that arise, researchers draw several conclusions made by BRI Prioritas Yogyakarta Adisucipto Branch Office in offering investment to increase the investment portfolio of BRI retired priority banking customers Yogyakarta Adisucipto Branch Office. The implementation of the strategy carried out by PT. Bank BRI Yogyakarta Branch Office Adisucipto in increasing the investment portfolio of retired priority banking customers, namely BRI Prioritas offers the right investment products for retired customers based on customer income that is reduced or not as much as before and the customer's ability to invest. Of the several investment products offered by BRI Prioritas, the most appropriate investment products for retired priority banking customers are Bonds (ORI), Fixed Income Mutual Funds, Sukuk, and SBR. However, Fixed Income Mutual Fund is the right investment product for customers who have a conservative investment risk profile. This investment is most appropriate for a period of between 1-3 years. The yield or return obtained from fixed income mutual funds is around 7-9% per year. In addition, Fixed Income Mutual Funds can be used as an option to diversify investments when economic conditions are not stable. One of the investment products in Fixed Income Mutual Funds offered in accordance with the return and risk obtained is the investment product Manulife Obligasi Negara Indonesia II Kelas A.

Investment product offering of Manulife Obligasi Negara Indonesia II Kelas A aims to increase customers' investment portfolios which will have an impact on Bank BRI so that fee-based income can increase. Bank BRI Yogyakarta Adisucipto Branch Office must also strengthen

the implementation of ESG (Enivironmental, Social, and Governance) principles. The application of ESG is not only to pursue profits but to measure the company's exposure to ESG risks and the management of these risks. Bank BRI Yogyakarta Adisucipto Branch Office can provide services exceeding stakeholder expectations for sustainable investment. Thus, the results of this research can be developed so that it can be used for future studies.

BIBLIOGRAPHY

- Arifah, G. (2021). Analisis Strategi Pemasaran Priority Banking Officer (PBO) dalam Meningkatkan Jumlah Nasabah Priority pada PT BANK SUMUT Kantor Cabang Syariah Medan.
- Bareksa. (2024). Investasi. Retrieved from Kamus Investasi: <https://www.bareksa.com/kamus/i/investasi>
- Harahap, A. S. (2020). Strategi Tabungan Prioritas Bank SUMUT SYARIAH dalam Meningkatkan Jumlah Nasabah Prioritas di PT. Bank SUMUT Cabang Syariah Padangsidimpuan.
- Ibnu Syawali Manurung, J. H. (2023). Analisis Strategi Pemasaran Perusahaan Sekuritas Untuk Menarik Minat Masyarakat dalam Berinvestasi. *Jurnal Ilmiah Wahana Pendidikan*, 348-359.
- Jakarta Terkini. (2024, January 13). Bisnis. Retrieved from J Trust Bank Memperkuat Komitmen ESG untuk Mendukung Bisnis Berkelanjutan: <https://jakartaterkini.id/bisnis/j-trust-bank-memperkuat-komitmen-esg-untuk-mendukung-bisnis-berkelanjutan>
- Lembaga Sertifikasi Profesi Perbankan. (2015). *Wealth Management*. In *Wealth Management* (p. 2). Jakarta.
- Manulife Investment Management. (2024). Produk: Reksa Dana Pendapatan Tetap. Retrieved from Manulife Obligasi Negara Indonesia II Kelas A: https://www.manulifeim.co.id/content/dam/wam/id/id/funds/factsheet/MONI_II_A-factsheet.pdf
- Otoritas Jasa Keuangan. (2016). Seri Literasi Keuangan Segmen Pensiunan. In *Seri Literasi Keuangan Segmen Pensiunan* (pp. 8-31). Jakarta.
- Otoritas Jasa Keuangan. (2017). Bank Umum. Retrieved from Publik: <https://ojk.go.id/id/kanal/perbankan/Pages/Bank-Umum.aspx>
- Otoritas Jasa Keuangan. (2019). Menu : Investasi. Retrieved from INSTRUMEN INVESTASI YANG BIKIN HATI TENANG: REKSA DANA PENDAPATAN TETAP: <https://sikapiuangmu.ojk.go.id/FrontEnd/CMS/Article/40690>
- PT Bank Rakyat Indonesia (Persero) Tbk. (2022, December). ESG Overview. Retrieved from ESG Performance Highlights: <https://www.ir-bri.com/esg/home.html>
- PT. Bank Rakyat Indonesia (Persero) Tbk. (2024). *Wealth Management BRI*. Retrieved from BRI Prioritas: <https://bri.co.id/web/bri-prioritas>
- Rukajat, A. (2018). Pendekatan Penelitian Kualitatif. In A. Rukajat, *Pendekatan Penelitian Kualitatif* (p. 8). Yogyakarta: CV Budi Utama.