

Analisis Strategi BPRS Di Sumatera Utara Dalam Menghadapi Kompetisi Di Era Fintech

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ABSTRACT : *BPRS as a community trust institution whose existence is able to provide banking services quickly, easily and simply to the community, especially medium, small and micro entrepreneurs in both rural and urban areas. But now the development of BPRS in North Sumatra is starting to lag behind compared to BPRS in other Provinces. This study aims to analyze the BPRS strategy in North Sumatra in the face of competition in the Fintech era. The results showed that the problems that emerged in the era of fintech SRB in North Sumatra consisted of 5 important aspects: Capital, HR, technical, legal / structural aspects, and market / communal effects. Explaining all aspects of the problem results in a priority order: 1) Most SRBs have relatively limited paid up capital; 2) The quality and quantity of human resources must still be improved; 3) Increasingly dynamic regulations; 4) Trust & public interest in BPRS tend to be low and 5) Not able to get reliable IT. Whereas the priority of policy strategies that are considered capable of competing in the fintech era consist of: 1) strengthening capital and business scale and increasing the level of efficiency; 2) increase the quantity and quality of BPRS human resources; 3) increase access to banking services by creating digital-based innovations; 4) Increase competitiveness by strengthening competitive and comparative advantages; 5) Strategic Partnership, namely the active role of regulators in connecting the BPRS Industry with third parties.*

Keywords: *BPRS, Competition, Fintech Era*

Introduction

The development of Islamic banks in North Sumatra is still very behind compared to conventional banks. Looking at Islamic finance offices, it is still minimal, 105 offices are spread across North Sumatra, and this includes regional offices, branches and sub-branches. While there are 1016 conventional offices spread across North Sumatra, but that does not mean it is not developing, there are still developments in sharia growth, but in North Sumatra conventional is still very much in demand by the people of North Sumatra. Conventional bank assets recorded in January 2019 Rp230 trillion with year on year 1.54%. Whereas for sharia banks in January 2019 it showed Rp.6.4 trillion with year on year 9.96%. Deposits including savings, current accounts and deposits are still in January 2019 at conventional banks Rp215 trillion, 1.51% YoY. While sharia banks Rp.6.3 trillion with 9.54% year on year, "In addition to conventional bank loans Rp205 trillion in January 2019, with year on year 5.18%. Islamic banks Rp6.0 trillion, where year on year 17.55%, in non-performing loans, conventional banks 2.60%, for Islamic banks 4.32%, total financing in North Sumatra was Rp17.62 trillion with the year in 11.06%, with

details of bad financing 2.02 percent, conventional financing Rp17.12 trillion, sharia financing Rp.53 trillion.

In addition to banking, the offices of Rural Credit Banks (BPR) and Islamic Rural Credit Banks (BPRS) in North Sumatra are also still small. For BPR in North Sumatra there are 84 branch offices. While BPRS have 6 branch offices in North Sumatra. The SRB industry slowed down in the past year. Its assets grow only around 10 percent on an annual basis from 2018. Whereas under normal conditions, BPRS can grow to above 20 percent. Indonesia's weakening economy has also contributed to the weakness of the financial industry. Several conditions in the country also contributed to a slowdown in business, particularly in accessing liquidity. This cannot be separated from competition among Financial Institutions, both banks and non-banks.

The technological era requires the banking industry to be familiar with change, including the Islamic People's Financing Bank (BPRS). Many business patterns have changed into the technological era. The patterns are changing, including how to bridge surpluses and deficits, something that has not been found in practice in the past. This change has an impact on all industries including rural banks in the financial sector.

To anticipate existing competition, BPRS must have a way to adapt to face the speed of change due to technology. Even small and medium scale BPRS still have the chance to survive and move forward. Although it is not easy for BPRS that have limitations, both in operational rules, regulations, which are not exactly the same as Sharia Commercial Banks or other Sharia Business Units.

With all the potentials and limitations of BPRS, there are a number of things that must be done including;

1. BPRS can consolidate with other segments in sharia banking. For example in terms of technology collaboration, service co-branding, information systems, and others.
2. SRBs must continue to prioritize aspects of value that cannot be replaced by technology, such as fostering public trust and friendship ties, because the business scale of SRBs puts forward bonding with customers. An SRB can offer something that financial technology cannot offer. There is a comfort and trust of customers that must be fought for, which can bring loyalty in the community to continue to transact with the BPRS. However there are still many people who really need deeper ties than just providing quick and easy services.
3. BPRS can build a business together with financial technology (fintech) which has taken control of the market with its technology. This can save operational costs, also foster ecosystems that embrace one another rather than compete. And can be mutually beneficial to each other with each of its strengths, by fostering collaboration will certainly be different spirits.

Literature Review

The Syariah People's Financing Bank (BPRS) based on its Sharia-based duties should play a role as a UMKM partner in expanding access to banking services for the people of North Sumatra. SRBs should be present to carry out profit-sharing efforts together, in order to grow micro businesses that want to grow together to improve the economy, both individually and in the impact on improving the national economy.

But due to business competition, especially in the millennial era so tight, which can be seen from the increasingly rampant online business, where many retail businesses have to close because they are unable to follow market competition. Very tight competition in the micro banking area is also faced by BPRS. There are quite a lot of credit actors focusing on

the area of Micro and Small and Medium Enterprises (MSMEs). It is not only the BPRS that facilitates the capital of the SMEs.

If you see the needs of the level of urgency in the homeland community, of course BPRS becomes an urgent thing to do, how is people's economy based on community, BPRS becomes an option to be strengthened and reproduced. BPRS as an intermediary bank from capital owners or those who have funds, which are needed by the poor, of course, BPRS is very urgent to be applied. This can be done research, what needs to be improved from existing policies, to give birth to ways or theories, practitioners and sharia. Actually, from many policies and practitioners will give birth to what must be regulated by the government. banking in the country refers to the sharia system. Not only Indonesia, the world has even led to the sharia system, where it can be seen that the economic policies undertaken by the Thai state which develop the sharia system in its tourism policy.

If you look at the population of Indonesia, especially in North Sumatra, which is predominantly Muslim, automatically the potential for sharia is huge. The problem is, how to make people to make sharia as their economic base, by building a roll of the BPRS model to develop maximally in North Sumatra.

In this digital era, capital is not only done by the BPRS. Currently BPRS is competing with online players such as Dompetku, Akhlakul and others. Not only that, from the banking regions supervised by SOEs, such as BTN, Mandiri, BNI, BRI, played in the micro region. Plus for private banks driven by foreign banks, BPRS must be smart in looking for input in seeing the opportunities that can be drawn from sharia practitioners in this era. BPRS must focus on how to deal with challenges to survive as well as reviewing government policies related to the current SRB.

Digitalization and electronification are not an option, and must be done by the BPRS industry so as not to lag behind commercial banks. At present, changing attitudes of customers who want to be more practical and efficient have encouraged banks to transform digitally. The current generation has different nuances, changes in customer segments are millennial, so the BPRS business model must be able to be changed to digital direction.

For Banking, digitization is not an option, but a necessity and an obligation. Because customers expect speed, convenience, flexibility, and comfort. For this reason, BPRS must invest their funds to carry out transformations in the digital sector. BPRS must have the same spirit as commercial banks, and can change the classic assumption that BPRS is a rigid industry due to a strict regulatory system. Through digital transformation, BPRS is believed to be able to grow and compete.

The technology function must support BPRS businesses to grow, to stay alive, by competing or fighting, and having to compete, like it or not, having to do digital innovation.

The era of technology is an era where people's lives and activities will be easier and more effective due to the role of the digital world. One type of startup that is on the rise is in the field of Fintech.

Definition of Fintech.

Fintech is an abbreviation for the words 'financial' and 'technology' which means an innovation in the field of financial services. The innovations offered by Fintech are very broad and in various segments, from B2B (Business to Business) to B2C (Business to Consumer).

Some examples of businesses incorporated in Fintech are:

1. The process of buying and selling shares,
2. Payment,
3. Lending in a peer to peer manner,

4. Transfer of funds,
5. Retail investment,
6. Financial planning (personal finance),
7. And others.
8. Fintech influences people's transaction habits to be more practical and effective.

Fintech also helps people to more easily get access to financial products and increase financial literacy.

Types of Fintech and its classification according to Bank Indonesia.

1. Crowdfunding and Peer to Peer Lending

Crowdfunding (mass financing or joint venture-based) and peer to peer (P2P) lending is overseen by the Financial Services Authority (OJK). Crowdfunding is very useful for fundraising such as to fund a work, help disaster victims and others.

2. Market Aggregator

Acting as a comparison of financial products, collecting and collecting financial data to be used as a reference by users, or referred to as the comparison site or financial aggregator.

3. Risk and Investment Management

It has functions such as a digital financial planner, to get the most suitable investment product in accordance with the given preferences and help the operations of a business so that it is more practical.

4. Payment, Settlement and Clearing

Payments (payment gateways) and e-wallets.

Benefits of Fintech

The existence of Fintech greatly influences the lifestyle of the economic community. The combination of effectiveness and technology has a positive impact on society at large.

There are several benefits of having Fintech in the community, including;

1. Fintech can help new developments in the field of technology startups that are mushrooming. This can help to expand employment opportunities and increase economic growth. The economic growth brings benefits.
2. Improving the standard of living of the community. Fintech can reach people who cannot be reached by conventional banking.
3. Increase the development of applications with ease of transactions and practical.
4. Fintech can also improve the macro economy. The convenience offered by Fintech can increase e-commerce sales.
5. Decrease in loan interest. With Fintech's transparency, borrowers need not be afraid to fall into the high interest of loan sharks.

Methodology

This research was conducted in the city of Medan, precisely Four BPRS in Medan, namely PT. BPRS Al Washliyah, PT. BPRS Puduarta Insani, PT. BPRS Amanah Insan Cita and PT. Gebu Prima Prima. This type of research is qualitative research. The respondents consisted of Four BPRS namely PT. BPRS Al Washliyah, PT. BPRS Puduarta Insani, PT. BPRS Amanah Insan Cita and PT. Gebu Prima Prima.

Research Findings and Discussion

Problems that arose in the North Sumatra SRB fintech era consisted of 5 important aspects:

1. Capital

Most BPRS have relatively limited paid up capital. Currently BPRS in North Sumatra (North Sumatra) seeks to meet core capital before December 2020. This is in accordance with the Financial Services Authority Regulation (POJK) Number 66 / POJK.03 / 2016 Regarding the Minimum Capital Requirements and Minimum Core Capital Fulfillment of the People's Financing Bank Sharia dated December 28, 2016.

The provision of core capital is intended to be an SRB risk buffer in carrying out its business activities. In Article 13 the POJK is explained, the minimum core capital of BPRS is set at Rp 6 billion with three provisions. First, an SRB with a core capital of less than Rp 3 billion must meet a minimum core capital of Rp 3 billion no later than December 31, 2020.

The function of capital itself is as a risk buffer. With sufficient capital, a healthy, strong and productive BPRS can be realized. Can also increase the ability of the BPRS in providing funds for the real sector, especially for micro and small businesses.

2. Human Resources (HR).

The quality and quantity of human resources must still be improved. The quality of human resources is very important to carry out operational operations in the company. An SRB must have human resources that are truly resilient and ready to work. HR is a business driver for the SRB. HR must be able to work with professionals and have high loyalty. This will affect the services provided to customers. BPRS must be able to prepare HR who are truly reliable from an early age in order to face increasingly intense competition in the banking world. In the end the BPRS can get far greater profits.

3. Technical

Not able to get reliable Teknonoli (IT) information. This is due to the need for large funds, while BPRS has limited funds. However, BPRS must be able to develop IT in order to improve operational efficiency and service quality to the public who use banking services effectively and efficiently.

4. Legal / structural aspects,

Increasingly dynamic regulations. Regulatory alignments are needed by BPRS to continue to contribute to Indonesia's economic development. Because if an SRB goes alone without any clear signs as a guide, it is not impossible that the SRB will lose its direction. SRBs are required to clean up, but SRBs also need rocks from regulators to face competition in the fintech era

5. Market / communal effects.

Public trust & interests in BPRS tend to be low. The public is still lacking in interest in depositing funds at the BPRS due to distrust of the BPRS or because of low returns and limited facilities compared to commercial banks. This is due to the lack of public knowledge regarding the existence of BPRS, both in terms of services provided, as well as knowledge of contracts which are considered relatively more complicated.

Policy Strategy

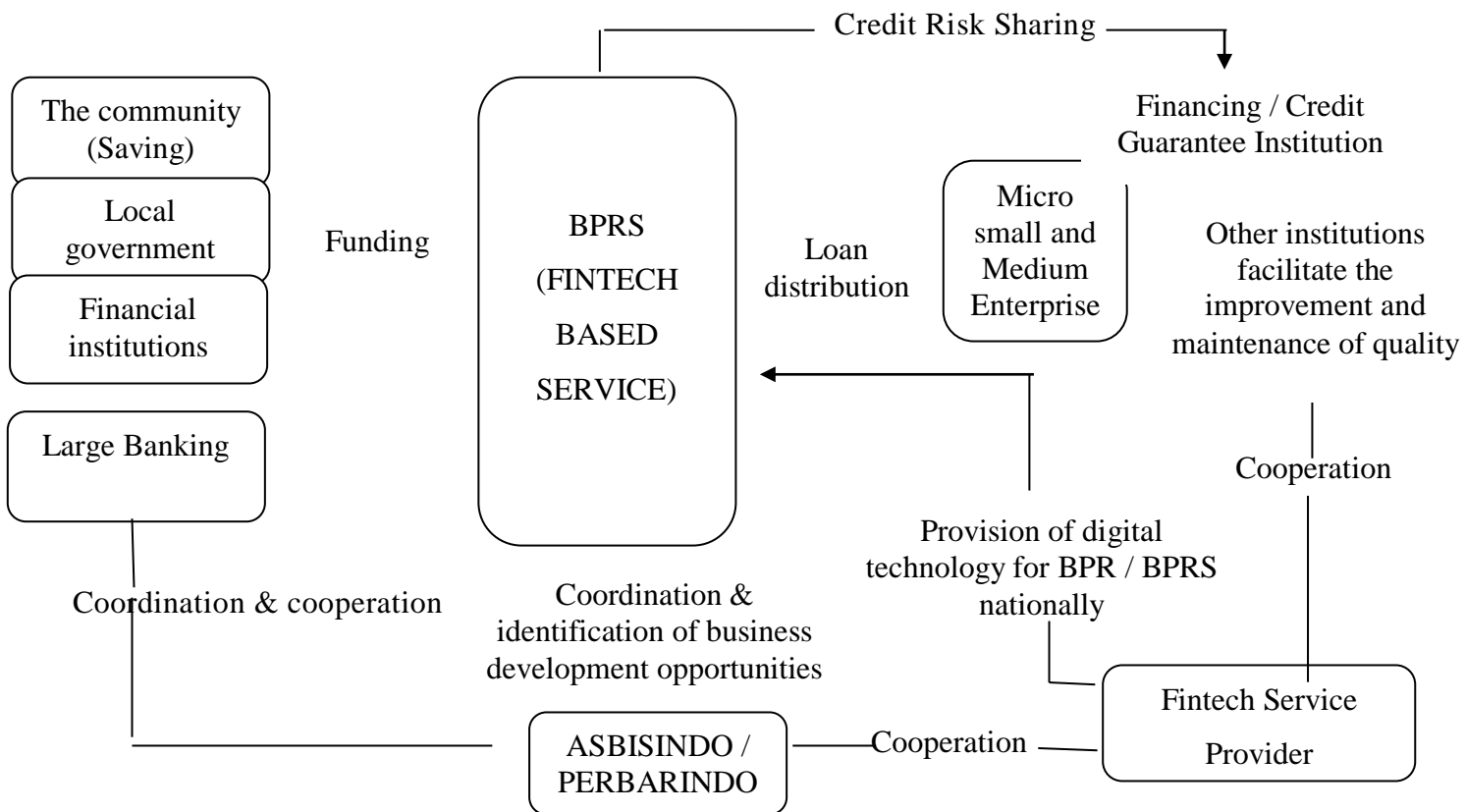
Policy strategies deemed capable of competing in the fintech era consisted of:

1. Strengthening capital and business scale and increasing the level of efficiency.
2. Increase the quantity and quality of BPRS human resources. Prepare HR competencies and agility to face the fintech era.
3. Increase access to banking services by creating digital-based innovations. Strengthening the resilience and continuity system. Building a reliable IT Security. And build a BCM (Business Continuity Management) and DRC (Disaster Recovery Center).
4. Enhancing partnerships, namely the active role of regulators in connecting the BPRS Industry with third parties, to support synergy and collaboration with Commercial Banks and Other

Institutions in working on market potential and increasing financial service penetration. Policy harmonization of regulators to keep pace with the speed of technological development so as to protect consumers and the SRB. Providing Legal Devices for the Use of Fintech in Providing Islamic Financial Services. City and regional governments in North Sumatra (North Sumatra) have not had a single Sharia People Financing Bank (BPRS) to date. Of the 164 BPRS in Indonesia, there are 24 BPRS under the auspices of the regional government. And, North Sumatra is not included in the list 24.

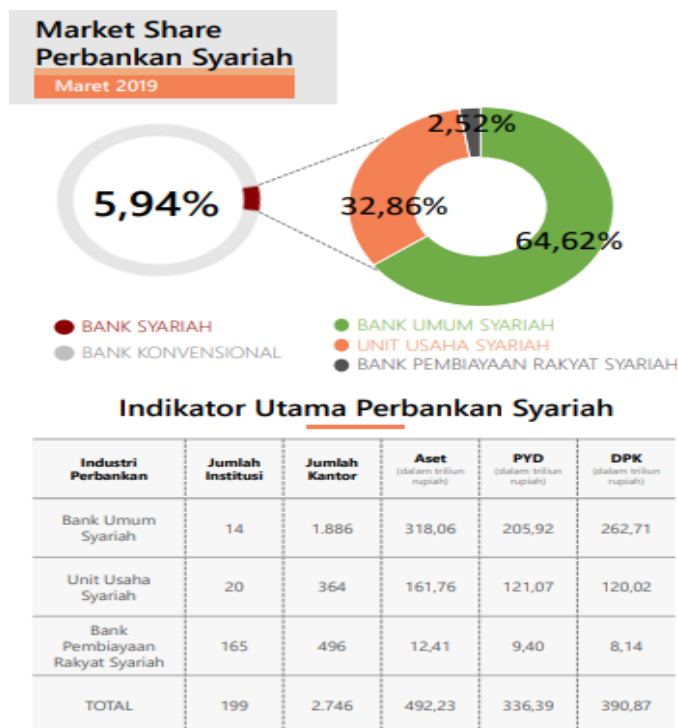
- Increase competitiveness by strengthening competitive and comparative advantages. Promoting and marketing strategies that are appropriate. Measured and sustainable customer development.

BPRS Synergy and Collaboration Design



Development of Islamic Banks





Conclusion

The development of Islamic banks in North Sumatra is still very behind compared to conventional banks. To anticipate existing competition, BPRS must have a way to adapt to face the speed of change due to technology

The era of technology is an era where people's lives and activities will be easier and more effective due to the role of the digital world.

The technological era requires the banking industry to be familiar with change, including the Islamic People's Financing Bank (BPRS).

The challenges that come for BPRS come and go. Starting from regulation, governance, to business competition. Even though the wave of tests continues to be crushed, BPRS still exists. Even when the BPRS's space is increasingly narrow, due to competition, BPRS is still able to perform in helping the development of Micro Economy. Now in the Revolution 4.0 era, the BPR industry is again being tested. Financial technology (Fintech)

continues to threaten massive moves. While the maneuver of commercial banks in the micro market also undermined the BPRS business which has been a BPRS business segment. Fintech, which has speed in service and has unlimited market penetration, encourages BPRS to respond positively. In addition to continuing to prioritize good governance of the BPRS, modernization of information technology within the body of the BPRS is also an obligation. Because if it is not done, then the BPRS will be firm on the times. Concrete steps have been conceived and carried out by Perbarindo as a "big umbrella" for BPR / BPRS throughout Indonesia. Perbarindo continues to collaborate and collaborate with IT vendors to help BPR / BPRS with the aim to modernize BPR / BPRS services to be more efficient, fast and easy.

With Fintech, the economic process will be easier and more practical. Fintech can reach people from all economic levels.

Preference

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