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Digital Information Service Portal to ASABRI Participants Batam Branch Office

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Abstract

Justified the implementation of internships at ASABRI companies is carried out to analyze problems that occur in companies engaged in this insurance sector, especially in terms of implementing digitalization. The method used in collecting information is by observing and interviewing ASABRI employees directly by visiting the ASABRI office. Problems were found, namely, ASABRI participants often lacked in fulfilling the requirements because they did not get optimal information and it was difficult to access information about claims because they had to come to ASABRI's office. because this is often an obstacle, therefore it is designed to use the platform as a container to accommodate all information related to insurance claims. there are many free websites that can be used as media and in this project linktree was chosen as the media, this project was named the ASABRI information service portal. With the creation of this portal, it is hoped that the company will continue to innovate which can facilitate the continuity of activities that occur within the company.

Keywords: *Asabri, Digital Marketing, Linktre*

Introduction

Asabri is an insurance company assigned to manage participants from TNI Soldiers, POLRI members, as well as PNS Polri and the Ministry of Defense, which according to regulations are companies under the auspices of the Ministry of BUMN (Asabri, 2022). With the task of managing insurance for the TNI and Polri as well as PNS Polri and the Ministry of Defense, automatically Asabri's market share is a captive market, in conclusion Asabri no longer has to worry about finding customers or participants. But on the other hand Asabri is required to provide excellent service to participants. With the presence of participants throughout Indonesia, of course Asabri must be able to serve all over the country, this has been handled by opening branch offices in almost all provinces in Indonesia with a total of 34 branch offices and of course in serving Asabri also collaborates with partners from banking and postal services which have more networks than Asabri's service offices. With the geographical conditions of the nation of Indonesia, different problems arise from each Asabri branch office, as an illustration for branch offices in big cities such as the island of Java and parts of Sumatra it will be easier and cheaper in terms of transportation but for areas with islands as the eastern and

western regions often face geographical conditions that are difficult and expensive in terms of transportation availability, this condition can affect the quality of Asabri's services to its participants in those regions. In this activity, the authors target the development of a digital marketing platform for equal distribution of information for ASABRI participants. Digital marketing is a marketing activity that involves branding in different ways. For example blogs, websites, email and various other social networks (Abdul Aziz, 2020).

Methods

Data collection techniques are a tool used by researchers to collect data, so that research is easier and the information obtained is valid (Syamsul Taufik, 2018). The techniques used by the author are observation and interviews. Observation is a person's ability to use perception through the work of the sense of sight, assisted by other senses. While the interview is an oral question and answer between two or more people which is carried out face to face (Setiawan, 2019). Observations made by visiting PT. ASABRI Batam branch office after applying for an internship at the company. Furthermore, interviews were conducted with the aim of analyzing existing problems which could later be carried out as outputs of community service activity. The interviews conducted were assisted by the head of the branch office and PT.ASABRI employees as resource persons. In the output design process there are various activities carried out starting from the preparation stage, then the implementation stage and the evaluation and reporting stage.

Preparation phase

At this preparatory stage, the author chooses a company that will be used as a place for community service activity. After choosing which company to go to, the next step is for the author to apply by sending his CV to the company as a formality and following the company's procedures for doing community service activity. After that the authors conducted a survey by visiting the company's location while conducting observations and interviews, explaining the intent and purpose of doing community service activity on the company. From this survey activity, it can help the author in digging up information about the company, especially the problems or obstacles it faces. After getting the information, community service activity proposals can be made and submitted to the campus.

Implementation stage

From the problems that have been found in the company, the author begins to hold discussions with company employees regarding solutions related to problems that exist in the company. A solution was found, namely by creating a digital information service portal that uses a free website as the medium. The design for creating a digital information service portal was made with all the risk mitigation preparations in mind.

Assessment stage

At this stage of the assessment, the author prepares a work report which will be checked periodically by the supervisor. For this digital information service portal, its use is realized in companies and its effectiveness is assessed by the

company until the final results are visible and a final report can be made from community service activity.

Implementation Schedule and Budget

Below is a table of activities that contain the routines carried out during the community service activity period :

Table 1

Schedule of activities	September 2022				October 2022				November 2022				December 2022			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Preparation stage (site survey, conducting problem analysis and making a work plan)																
Conduct a survey around social media PT. ASABRI (Persero) Batam branch office																
Prepare KP proposals																
Creating a new email for PT. ASABRI (Persero) Batam branch office																
Creating an Instagram account for PT. ASABRI (Persero) Batam branch office																
Creating a Facebook Page account for PT. ASABRI (Persero) Batam branch office																
Creating a YouTube account for PT. ASABRI (Persero) Batam branch office																

Making whatsapp business PT. ASABRI (Persero) Batam branch office																		
Make a report																		
Discussion of solutions related to problems at PT. ASABRI (Persero) Batam branch office																		
Creating an ASABRI information service portal																		
Designing the ASABRI information service portal																		
Compilation of KP Reports																		
Compilation of KP Reports (Guidance))																		
KP Report Revision and Finalization																		
Filing of KP Reports																		

The budget is filled with estimated costs incurred to run the community service program issued by the executor. The total budgeted costs are at least IDR 5,000,000. Some of the series of activities designed are conducting observations and interviews, designing contributions, assisting the implementation of outputs and preparing reports. The following is an overview of the budget required and the type of budget:

Table 2

No	Activity Plan	Budget Type	Volume	Unit	Unit	Amount
1	Observations and interviews	Consumption Cost	10	times	Rp 30,000	Rp 300,000
		Transportation costs	10	times	Rp 50,000	Rp 500,000

No	Activity Plan	Budget Type	Volume	Unit	Unit	Amount
		Internet Connection Fee	1	month	Rp 50,000	Rp 50,000
2	Outer design	Module Development Fee	1	piece	Rp 100,000	Rp 100,000
3	Outcome Implementation Assistance	Transportation costs	10	times	Rp 50,000	Rp 500,000
4	Report generation	Cost of Consumables	1	times	Rp 50,000	Rp. 50,000
	Total					Rp 1,500,000

Result and Discussion

Making this information service portal using the linktree application. Conceptually, this application can make it easier for users to get the information that has been entered. Linktree is an application that can create special pages containing important links that you want to share with your followers on social media. Linktree allows us to share website links, e-commerce platforms, whatsapp contacts and other links (Riskita, 2022). This application can be accessed via a link or by scanning a barcode. The results of the work plan that has been made and determined since the beginning of the internship, it can be reported that all the activities that have been scheduled in the administration and service departments have been carried out according to the specified time and are also running smoothly. Everything was done and finished on time. After implementing ASABRI services through digital marketing, it is more developed and it is obtained that ASABRI participants receive more information regarding the steps and claim requirements.

ASABRI service poster



ASABRI Service via Linktree



Picture 1.
Project Activities



Source: Writer

Conclusions

Period of community service activity at PT. ASABRI (Persero) Batam branch office ran smoothly and was completed on time. The problem faced at ASABRI Batam branch, namely in the service section regarding the claim process being hampered due to a lack of files from participants and a solution to this problem has been found, namely by making the ASABRI Batam branch Information Service Portal. The information portal has also started to be introduced to participants both from ASABRI Batam branch social media and during outreach. It is hoped that the ASABRI service information portal can continue to be utilized and refined so that it can continue to facilitate ASABRI participants and employees in providing services. It is expected that PT. ASABRI (Persero) Batam Branch Office to continue to improve quality in providing services to participants and continue to innovate that can facilitate the continuity of activities that occur within the company.

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