

FINANCIAL LITERACY ASSISTANCE IN BANKING PRODUCTS (BPRS MITRA HARMONI) TO PRIMARY SCHOOL STUDENTS IN INCREASING FINANCIAL AWARENESS FROM AN EARLY TIME (STUDY AT MADRASAH IBTIDAIYAH MALANG)

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Abstract

The importance of managing finances from an early age aims to ensure that people can manage their finances personally and become financially free. Financial institutions or schools need to take important steps to participate in providing literacy to students from the elementary school level up. The activity method consists of the Activity Planning stage, implementation stage, and closing or observation stage. The results of the literacy activities are: first, providing PowerPoint material. The material contains material that explains various financial institutions and their benefits for our lives in the future. Second, watch a video together, an animated video that contains how to carry out financial transactions at financial institutions correctly, the benefits and goodness that can be obtained when someone diligently saves and puts their money in an official financial institution, the convenience of saving facilities without having to come to a BPRS financial institution Harmony Partners. Third, distribution of financial institution literacy media in the form of brochures and registration forms. Fourth, practice saving. Students practice saving by filling in the account opening registration form as the first step that must be taken. Then the students deposit money as an initial deposit of IDR 10,000.00 to the officer in the cash car. Closing Activities or Evaluation from MI Wahid Hasyim School there are 103 customers and MI NU Sumberpasir School there are 123 customers.

INTRODUCTION

In this day and age, it is important for public awareness to know financial literacy in advancing Indonesia, so that people can manage their finances personally and achieve financial freedom. Habits need to be implemented from an early age so that you can make good decisions, especially in managing finances (Novie Ning Tyas, 2018).

Therefore, formal and non-formal education plays an important role in the formation of literacy to achieve financial system stability, increase community welfare, and be more inclusive in terms of development (Adnyani, AW, & Sugiharti, L. 2019). This knowledge will also be used as a life skill for each individual for long-term life. If everyone understands financial literacy or financial concepts, they can make short-term decisions regarding financial concepts, and long-term financial plans, and can manage economic events and conditions (Remund, D.L. 2010).

The person who must be considered to have financial literacy is to know the financial industry, for the first one, such as insurance, banking, financial institutions, pension funds, capital markets, pawnshops, and others. Before knowing financial products and services in detail, it is better to know these things. So that it is easy for people to access and utilize products and services in these financial services (Adnyani, AW, & Sugiharti, L. 2019). The results of the 2017 SNLKI (National Strategy for Indonesian Financial Literacy) increased the level of public knowledge regarding financial industry institutions, especially in the banking industry which is most familiar among the public due to the banking network services that are widely spread throughout the world. various remote villages and all financial transactions are available in it.

The second step is the benefit of deepening financial literacy, namely knowing the products and various financial services contained in them, such as knowing the characteristics of benefits, risks, features, fines, and how to obtain financing, rights, and obligations fulfilled by financial service products. From this, the benefits can be felt by the whole community. Many elementary schools and some families do not teach finances to young children (Nur Hidayatul Istiqomah et al, 2022) so that (R, 2022) from the survey results in 2019, the financial literacy index showed 38.03% and while the financial inclusion index was 76.19% this year, it has really decreased, but in 2022 it will still be relatively low or decreasing in terms of differences in levels of financial inclusion and financial literacy. in 2022 the literacy index will increase from the previous year, namely 49.68%, and the financial inclusion index for the 2022 period will be 85.10%.

Table 1.

Comparison of the Financial Literacy and Inclusion Index for 2019 and 2022

Index	2019	2022
Literacy	38.03%	49.68%
Inclusion	76.19%	85.10%

On the gender scale, this is women from the knowledge scale if starting in 2019, which is 36.13% and the male gender with achievements superior to women is 39.94%, while in the next generation in 2020 to 2022 the main priority is compared reversed, namely in the female gender it reaches 50.33% and in the male gender it is 49.05%

In the financial inclusion index in 2019, the male gender was 77.24% while the female gender was 75.15% in comparison in 2022, the female gender will remain below the male gender, namely 83.88%, while the male gender itself is superior. reached 86.28%.

Table 2.

Comparison of Financial Literacy Index Based on Gender

	Gender	2019	2022
Literacy	Man	39.94%	49.05%
	Woman	36.13%	50.33%
Inclusion	Man	77.24%	86.28%
	Woman	75.15%	83.88%

Knowledge of financial literacy by school students is very important learning, but many people postpone this learning. This is very important to learn because later they are expected to be able to manage their finances well according to their needs and not live wastefully in the future.

Meanwhile, from 2021 to 2025 SNLKI (Indonesian National Strategy for Financial Literacy) has created a multiyear strategic program. This is a program that has been structured so that each year it becomes the main priority or reference for that year. This program focuses on the power of coordination with the government to increase financial literacy, and don't forget to follow the rules that have been set.

Based on what OJK stated, there are still many people who don't know about financial literacy data or don't want to learn about it. This has resulted in a decline in economic conditions and made people more consumptive (Sari, C., Pusitaningrum, R., Nailufar, F., & Khairisma. 2022). For example: when many people shop at the mall using a credit card, they don't

understand how to use the card, so people's calculations with banks differ greatly and end up resulting in huge losses.

BPRS Mitra Harmoni is the only BPRS in Malang City, the only BPRS that has a cash car, has competent employees, and is very friendly in serving customers. The superior product owned by BPRS Mitra Harmoni is financed with a *murabahah* or multiservice contract, the process is fast, the conditions are easy, and in accordance with Sharia principles. In this bank, if you do financing for a business, you don't need a business license from the village, so it makes it very easy for customers to do financing.

There are 3 products owned by BPRS Mitra Harmoni, namely financing, savings, and deposits. Financing products consist of *murabahah* financing, *musyarakah* financing, *mudharabah* financing and multiservice financing. Savings products consist of simple savings (for students), harmony savings (can be taken at any time), Sahara savings (taken during holidays), *qurban* savings (taken to buy sacrificial animals), and dinar savings (for Hajj and Umrah). There is only 1 deposit product, namely harmony deposits with the *mudharabah* principle.

METHOD

Literacy activities for BPRS Mitra Harmoni products for school students to improve their finances from an early age have the aim of making students know about financial institutions, especially BPRS Mitra Harmoni products so that students become more aware of the importance of financial management from an early age. The methods used in this activity include:

1. Activity Planning Stage

At the planning stage, the activities carried out consist of joint coordination between the team of Funding Officer BPRS Mitra Harmoni and PKL students at Unira Malang. This coordination activity discusses the concept of socialization that will be carried out, including socialization materials, socialization participants, and socialization media (brochures, standing banners, registration forms, laptops, and savings book printing machines).

2. Activity Implementation Stage

At the implementation stage, the activities carried out are following the planning activities that have been prepared, namely:

- a. Deliver previously prepared literacy material

- b. Watch a video together about financial institution literacy
 - c. Distribution of media literacy in financial institutions
 - d. Practice saving.
3. Closing or Observation Stage

At the closing stage, Funding Officer BPRS Mitra Harmoni and PKL students at Unira Malang made observations about the students' responses or interest in transactions regarding BPRS Mitra Harmoni products.

RESULTS AND DISCUSSION

Unira Malang students carry out Field Work Practice (PKL) activities which take place at BPRS Mitra Harmoni which is located at JL. A. Yani No. 20 Blimbing Malang City which has one of its missions is to increase competitive advantage through sustainable innovation and creativity. This mission has meaning, including that BPRS Mitra Harmoni always develops strategies in the field of product outreach to the wider community. The development of this product strategy is a form of building a competitive advantage in the institutional product sector. Competitive advantage is a form of implementing company strategy in terms of market exploitation, neutralizing competitive threats, and reducing costs (Newbert. SL, 2008).

With this mission, BPRS Mitra Harmoni is required to socialize banking products so that the public is educated about the existence of banking for the surrounding community, including elementary school students and students. Unira Malang students as academics also have an obligation that is no less important in carrying out community service activities for new knowledge that can be useful for supporting human life in the future. In his research, Arnan Muflihady Martadinata, students have an important role in national development, namely as agents of change, development supervisors, and as assessors of the success of development, besides that they are also responsible for serving communities in disadvantaged areas to make them more prosperous (Arnan Muflihady Martadinata, 2019).

Unira Malang students together with BPRS Mitra Harmoni carried out community service activities, with participants consisting of elementary school level students, namely students at MI Wahid Hasyim school and students at MI NU Sumberpasir school. MI Wahid Hasyim School has 24 staff and teachers and 312 students. MI NU Sumberpasir School has 32 staff and teachers and 352 students. The two schools are in the Pakis area, Malang Regency. BPRS Mitra Harmoni financial institution product literacy activities are carried out using cash vans to add to the institution's branding. In accordance with the agreement that has been determined, Unira

students and the Funding Officer team carry out banking product literacy activities once a month on Wednesday of the first week at the beginning of the month.

1. Activity Planning Stage

The activity planning stage is an activity carried out before the core activities. The planning stage carried out consists of planning the material that will be delivered when providing literacy and planning the creation of media that will be used to support literacy activities. The activity planning activities can be described as follows:

a. Material planning stage: at this stage, the activity resource persons consisting of Unira Malang students and one of the BPRS Mitra Harmoni Funding Officer team prepared the material to be delivered using power points and animated videos. Both media materials have the theme "Getting to Know Banks and Their Products", which is material about institutional products at BPRS Mitra Harmoni as well as about the benefits and functions of financial institutions for people's future lives. By using animated videos, it is hoped that it can facilitate understanding for elementary school students.

b. The planning stage for making media: media supporting this literacy activity include: brochures, standing banners, pennant flags, and registration forms for opening account numbers. The media is designed to be simple and easy to remember for elementary school students.

c. Facilities and infrastructure planning stage: Unira Malang students and the Funding Officer team prepared the facilities that will be brought during literacy activities including a projector and LCD. This facility will be used for pupils and students to listen to material and watch videos regarding the beneficial role of the existence of financial institutions or banks and their products, especially BPRS Mitra Harmoni products, and how to save.

2. Implementation Activities are the core activities of literacy of BPRS Mitra Harmoni products carried out by Unira Malang students and teams Funding Officer. These activities can be described as follows:

a. Providing PowerPoint materials

The powerpoint material that has been prepared by the team contains various BPRS Mitra Harmoni products along with the product benefits that customers will get and the requirements that must be prepared when choosing the product. The second material is material that explains various financial institutions and their

benefits for our lives in the future. This material was delivered to elementary school students at MI Wahid Hasyim and MI NU Sumberpasir, Pakis District, Kab. Malang, teachers, and school staff as well as parents. This is because elementary school students' decisions to transact with financial institutions must be made with the knowledge and permission of the school (teachers and staff) as well as the student's parents and guardians.

b. Watch videos together

The Unira Malang student team and the Funding Officer team carried out activities to watch together an animated video which contained information about how to carry out financial transactions at financial institutions correctly, the benefits and goodness that can be obtained when someone diligently saves and puts their money in an official financial institution, the ease of saving facilities. without having to come to the BPRS Mitra Harmoni financial institution. Group viewing activities are held in each school room using the LCD and projector that have been prepared. This activity was attended by elementary school students at MI Wahid Hasyim and MI NU Sumberpasir, Pakis District, Kab. Malang, teachers, and school staff as well as parents.



Gambar 1.

Documentation of Students, Parents, and Teachers Participating in Material Delivery Activities and Watching Videos Together

c. Distribution of media literacy in financial institutions

When delivering the material and watching the video with the Unira Malang student team and the Funding Officer team, they also distributed literacy media in the form of brochures and registration forms for opening accounts especially for students so that future education costs could be prepared earlier.

d. Practice saving

The practice of saving is a practical activity carried out by students of MI Wahid Hasyim and MI NU Sumberpasir, Pakis District, Kab. Malang as a practical activity after participating in material delivery activities and watching videos together. The students practiced saving by filling out an account opening registration form as the first step that had to be taken, then the students deposited money as an initial deposit of IDR 10,000.00 to the officer in the cash car. In saving activities, students are directed to choose simple savings products on the grounds that these products have several advantages, including a child-friendly initial deposit amount of only IDR 10,000.00, very low monthly administration costs, savings withdrawals can be made every 1 once a week, every Monday – Thursday in the BPRS Mitra Harmoni cash car when visiting schools or coming directly to the BPRS Mitra Harmoni office. As for routine savings activities (every day), students can save from their respective homeroom teachers, and will be collected by the BPRS Mitra Harmoni cash van once a week when they visit the school.



Gambar 2.

Documentation of Female Students Saving in Cash Cars

3. Closing or Evaluation Activities

MI Wahid Hasyim and MI NU Sumberpasir sub-district Pakis Kab. Malang gave a very good response to this financial literacy activity. The activities of delivering material and watching videos together as well as distributing brochures and forms were successful because of the excellent feedback from them. From the MI Wahid Hasyim school there were 103 customers who opened savings accounts, these customers consisted of students, teachers and school staff. Meanwhile, at MI NU Sumberpasir school there were 123 customers who opened savings accounts, these customers consisted of students, teachers and school staff. The literacy activities carried out between Unira Malang students and BPRS Mitra Harmoni are purely providing literacy regarding the importance of understanding the role of financial institutions, while customer acquisition is a bonus obtained by BPRS Mitra Harmoni.

CONCLUSION

The Unira Malang student team and the BPRS Mitra Harmoni Funding Officer team worked together to provide a form of community service by providing financial literacy on BPRS Mitra Harmoni products to MI Wahid Hasyim and MI NU Sumberpasir students, Pakis District, Kab. Poor. The very important role of financial institutions in managing both personal and family finances is important to understand not only by adults but also by children. BPRS Mitra Harmoni is here to be a financial institution that is very close to them and is a financial institution that wants the public to be aware of the importance of financial management by involving the role of legal and bona fide financial institutions. Public awareness about financial institutions has increased rapidly as evidenced by the fact that these service activities run smoothly and are even welcomed openly by teachers, staff, students, and parents.

Both schools had a good response, including students who understood the benefits of accessing financial institutions for their future. This is shown by their high enthusiasm for saving activities. Around 50% of the students from the two schools are interested in registering to save at the BPRS Mitra Harmoni cash machine. Around 30% of these students already have accounts at other financial institutions and the remaining 20% still need to be considered further. It is not only students who save, several teachers are also willing to open new accounts with an initial deposit of Rp. 50,000.00.

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