

## Current Business Process Improvement in PT Vidio Dot Com

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### Abstract

*Merdeka Belajar – Kampus Merdeka (MBKM) is a government program to improve student's leadership skills, innovation, capacity, personality, and independence. In this era of globalization, competition becomes more challenging especially in the workplace. Therefore, students need to prepare themselves by participating this MBKM program. This MBKM program was held at PT Vidio Dot Com, a broadcasting company and number one OTT in Indonesia, as a business analyst. The primary work and responsibility a business analyst is improvement project. This project is used to improve current business process held and build neat documentation in all divisions at PT Vidio Dot Com. All MBKM activities are effective and efficient to be conducted. Students can to learn, apply, and obtain several achievements in attitude, knowledge, general skills and special skills. This MBKM program is very feasible to run by the government which students can maximize the time given to increase their abilities and achieve the goal set by the company. Even though there are several limitations and need to be improved, this program also contribute to company and society.*

**Keywords:** current business process, sops, improvement, business analyst

### Abstrak

Merdeka Belajar – Kampus Merdeka (MBKM) merupakan program pemerintah untuk meningkatkan kemampuan kepemimpinan, inovasi, kapasitas, kepribadian, dan kemandirian mahasiswa. Di era globalisasi ini, persaingan menjadi lebih menantang terutama di dunia kerja. Program MBKM ini dilaksanakan di PT Vidio Dot Com, sebuah perusahaan penyiaran dan OTT nomor satu di Indonesia, sebagai analis bisnis. Pekerjaan utama dan tanggung jawab seorang analis bisnis adalah proyek penyempurnaan. Proyek ini bertujuan untuk menyempurnakan proses bisnis yang ada saat ini dan membangun dokumentasi yang rapi di semua divisi di PT Vidio Dot Com. Seluruh kegiatan MBKM efektif dan efisien untuk dilakukan. Siswa dapat mempelajari, menerapkan, dan memperoleh berbagai prestasi dalam sikap, pengetahuan, keterampilan umum, dan keterampilan khusus. Program MBKM ini sangat layak untuk dijalankan oleh pemerintah dimana mahasiswa dapat memaksimalkan waktu yang diberikan untuk meningkatkan kemampuannya dan mencapai tujuan yang telah ditetapkan oleh perusahaan. Meskipun ada beberapa keterbatasan dan perlu ditingkatkan, program ini juga memberikan kontribusi bagi perusahaan dan masyarakat.

**Kata Kunci:** proses bisnis perusahaan, prosedur operasi standar, penyempurnaan, analis bisnis

## **INTRODUCTION**

Before entering the world of work, education is needed to shape someone's skills and abilities. Nevertheless, many cases happen in the world of work and as a fresh-graduate cannot overcome these problems. The reason is that the education provided during lectures is insufficient to face the real world of work. Furthermore, many changes occur, such as social, cultural, technological, and others. Students need to balance their abilities and themselves against these changes. They may prepare themselves by being directly involved in real situations to deal with this issue. Therefore, according to Permendikbud No 3 Tahun 2020, the government took the initiative and intervened by holding a Merdeka Belajar – Kampus Merdeka (MBKM) program, which allows students to study outside the university so that fresh graduates become more resilient and competent.

As already known also, the unemployment rate is getting higher, and even among scholars, unemployment reaches thousands of people. One reason is that the bachelor's degree is not accompanied by expertise or skills. In addition, competition in life is getting more challenging in the era of globalization, especially in work. If students have nothing, they will lose in this competition. Therefore, everyone is required to have more skills or abilities than others in order to become someone excellent. To become graduates ready to compete, students need self-preparation, one of which is participating in the MBKM program. It is hoped that by joining this program, students can become a person who has a broad knowledge and good quality resources, namely having the competence and professional ethics.

Based on the explanation above, hence the objectives of this program are improve self-quality by becoming a disciplined, responsible, and forward-thinking person, improve graduates' soft and hard skills to be more prepared and relevant to time needs, and develop students' potential according to their passion and talent.

## **Implementation Method**

The program carried out in the MBKM program is an internship at PT Vidio Dot Com, a subscription broadcasting company, for 5 months, from 23 August 2021 to 31 January 2022. In this program, finance and accounting interns are placed as business analysts. The tasks of a business analyst are understanding the current process in each division will be stated in Standard Operating Procedure (SOP), define problem and business risks that will arise during the work process, provide feedback and improvement from the current process to solve business. Interns are also given assistance from the business analyst team itself and finance manager so that students will be able to understand what and how the process of the team is.

## **Analysis and Discussion**

Business analyst intern will analyze the current process and provide improvement or feedback for the procedure. This job desk is categorized as a routine project carried out by the interns, which is called as improvement project. This project was held due to imperfect several business processes and documentation of other divisions that are and need to be improved. It also helps companies in the audit process, realize or detect errors, and prevent other things that harm the company. Therefore, the project's objectives are: (i) have clear documentation of every process carried out within the company; (ii) improve the

effectiveness of work processes, (iii) achieve targets quickly, (iv) prevent and overcome risks that may occur. In the process of improving the current workflow or SOP, several flows must be passed as the responsibility of the business analyst:

1. Collect data by interviewing related divisions to find out their current business processes.
2. Make a flowchart of the current process that has been obtained from the interview.
3. Prepare current process decks for related divisions and then ask them to review.
4. Revise the current process deck
5. Provide improvement or feedback from the final review of the currently existing process.
6. Prepare a proposal or deck improvement by creating a new flow.
7. Create a track record in Smartsheet.
8. Prepare a handbook about how to use the track record.
9. Present the proposal or deck improvement to the Deputy CEO and related divisions.
10. Socialize process of new workflow/SOP and track record to related divisions.

To carry out this project requires knowledge used to build a new system. First, to understand and summarize business process, need knowledge about flowchart itself. A flowchart summarizes how business processes and documents flow in an organization. It is also used to analyze how to improve business processes and document flow in this improvement project. The second one is System Development Life Cycle (SDLC). System developments consist of five steps which are system analysis, conceptual design, physical design, implementation and conversion, and operations and maintenance (Romney, Marshall and Steinbart 2020). These SDLC steps are used to build a new track record in Smartsheet software. Third, the process in improvement project are related with risk management, which is an activity to identify company risks that will affect company value and formulate and implement company strategies to maximize company value (Prowanta 2019). By using risk management theory, business analysts can identify risks to anticipate the occurrence of risks. If these risks are not anticipated and not managed properly, it will harm the company.

During this project, many obstacles must be faced, first, difficulty in understanding current business process due to unfamiliar term used in technology/broadcasting company. To overcome this problem, business analyst record the interview session to re-listen the business process and find out those unfamiliar terms on the internet, asking mentor, or directly to relevant divisions. Second, difficulty in contacting the representative of a particular division. It is necessary to find out the schedule of the division representative and arrange a meeting according to their available schedule. Third, difficulty in understanding Smartsheet software. Smartsheet is crucial to prepare the track record, therefore business analyst learn how to use Smartsheet from learning website, participate in the Smartsheet workshop, and when an error occurred and cannot be solved, interns will contact mentor or Smartsheet Customer Support.

## **Result and Evaluation**

Several achievements have been obtained after joined this MBKM program for all jobs done, which are knowledge, attitude, general skills, and special skills. Some

knowledge achievements obtained are understanding business ethics and professional code of ethics, understands the techniques, principles, and procedural knowledge of using information technology in innovation, analysis, and decision-making in the business world, understand the organizational structure, functions, and operations in it, understand the concepts and principles of corporate governance, risk management, and internal control.

For attitudes achievements obtained are upholding human values in carrying out duties based on religion, morals, and ethics, respect the diversity of cultures, views, religions, and beliefs, as well as the opinions or original findings of others, cooperate and have social sensitivity and concern for society and the environment, obey the law and discipline in social and state life, demonstrate a responsible attitude towards work in the area of expertise independently, and internalize the spirit of independence, struggle, and entrepreneurship.

There are some general skills achieved which are able to apply logical, critical, systematic, and innovative thinking in the context of the development or implementation of science and technology that pays attention to and applies humanities values in accordance with their field of expertise, able to demonstrate independent, quality, and measurable performance, able to make appropriate decisions in the context of solving problems in their area of expertise, based on the results of analysis of information and data, able to maintain and develop a network with mentors and colleagues both inside and outside the institution, able to document, store, secure, and retrieve data to ensure validity and prevent plagiarism, and able to present information and express ideas clearly, both orally and in writing, to stakeholders.

Meanwhile, some specific skills achieved are able to operate software applications used in business activities, able to design information system-based business processes to support management control and organizational decision making using a system development life cycle (SDLC) approach, able to identify aspects of the company's internal control and determine the level of risk in it.

The result from company's side, the level of satisfaction given is satisfied which excess standard because the output of the work done is promising. Nevertheless, there are several inputs for the result, such as should be neater and more consistent when preparing it. Another input is not too rushed in doing the work. For evaluation of the program initiated by the company is effective because the project carried out was success to achieve the targets/objectives that have been set which are having complete documentation, best business process procedures, and solving problems that occurred in the division. The program is also efficient enough due to supervision by mentor. Mentor keeps follow up and see the progress of interns' works continuously.

Besides that, the achievements obtained by interns are in line with the objectives to join MBKM program. Therefore, it can be concluded that the MBKM program effectively improves self-quality. This MBKM program is also efficient because the interns learning process is faster than the internship period offered so that their self-development is also quicker. Students may maximize their time to learn and develop their selves.

In order to achieve program effectiveness and efficiency, there are several obstacles encountered and recommendations, as follow:

1. Disinterest and ignorance from related divisions regarding this improvement project. Therefore, at beginning before the project begins, management level should provide

socialization to all divisions involved in this improvement project, such as the goals of this project and benefits of this project.

2. Imperfect existing SOPs as a start-up company. In working on this project, several divisions have not been continued for a while. The reason is management still analyzes the trends to provide the best solutions for them.
3. Different or changing business process from the previous interview. Because of this matter, business analysts need to revise all preparation (deck and track record) based on changes that have been made. The recommendation may be given is the division should notify business analyst related the updated business process.

## **CONCLUSION**

This activity is a form of community service where the younger generation is prepared to apply the knowledge they have learned so that they are ready to face a real career in society. This MBKM program is also very feasible to run by the government. Even though the work done is not relevant to study, this program improves soft skills, hard skills, self-quality, and new insights. This MBKM program is also effective and efficient. Students can maximize the time given to increase their abilities and achieve the goal set by the company.

There are several limitations of MBKM program which are lack of socialization to educational institution and lack of preparation when preparing this program. To overcome these limitations, there are some recommendation that could be considered: (1) Provide socialization and prepare the program before started appropriately; (2) Indonesian Minister of Education should discuss the regulation for this program with a representative of each university; (3) Conduct survey by making questioner for all parties involved regarding the limitations and giving recommendations for the next MBKM program; (4) The next students who will join the MBKM program expected to not hesitate because Trisakti School of Management fully supports and encourages its students to participate.

This MBKM program also gives contribution to the company and society. For company, all students participating in this MBKM program help companies carry out day-to-day operations. The company also could build good relationships with the government and the university. Besides that, companies may sharpen their employees' mentorship and leadership skills here. Meanwhile, for society, they have a young generation with competent leadership skills and abilities. The MBKM program also builds students' thinking skills to become more critical so that students are expected to contribute ideas by giving solutions to social issues. And hopefully it can improve and equalize the quality of education in society.

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