

# Implementation Of Synergy Between Post Meger Employees At Indonesian Sharia Bank Gatot Subroto Branch Office Denpasar

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## ABSTRACT

*The purpose of this study is to find out how the synergy between post-merger employees at the BSI Denpasar Branch Office. The research methodology used is qualitative research using triangulation in testing credibility as checking data from various sources in various ways and at various times. The informants in this study were employees of the Denpasar Branch of Bank Syariah Indonesia using a purposive technique. As well as data collection in the form of: Interviews and Documentation. This study describes the results under which the synergy between employees who previously came from BNI Syariah, Mandiri Syariah and BRI Syariah was well established.*

**Keywords:** synergy, post-merger , employees

## BACKGROUND

The process of merging three large Islamic banks in Indonesia is one of the milestones that will open up many new opportunities to support the people's economy nationally. Each sharia bank has its own background and history, thereby further strengthening BSI's position going forward. One of the banking strategies to attract customers or service users is to provide trust and services that can captivate customers. Customer interest and trust is not an easy thing to achieve, it takes mature strategy and calculation to get around this problem.

## THEORITICAL REVIEW

### Definition of Merger

#### a. Merger

Merger comes from the word "mergere" (latin) which means joining together, uniting, combining. Causes dissipation by absorption or swallowing of things. The definition of a merger is a merger of two or more businesses in which only one company survives as a legal entity while the others stop their activities or dissolve.

## **RESEARCH METHODS**

This type of research is field research (ahsanulkhaq, 2019) (qualitative research method) (Pridayanti et al., 2022). The research was intended to identify a number of facts about strategies for forming a religious culture to improve children's Islamic character, through interviews and observations. (rahnmawati et al., 2020) according to Sugiyono (2016: 1) "qualitative research is a research method used to examine the conditions of natural objects, where the researcher is the key instrument". The main objective is to understand a way of life from the point of view of the indigenous people and the point is to pay attention to the meaning of the actions of people's events, namely a research procedure that produces descriptive data.

Informants are people who can provide information about the situation and background conditions of the research, while the technique for determining informants in this study uses a purposive sampling technique, namely a sampling technique based on a specific purpose. This informant is needed regarding the implementation of the Merger in attracting synergies employees at the BSI (Bank Syariah Indonesia) Denpasar Branch Office.

## **RESULTS AND DISCUSSION**

The implementation of the merger is the implementation of the merger. Another definition of a merger is the process of fusion or merging of two companies with one of them still standing with the name of the company, while the other disappears with all its names and assets included in the company that remains standing. [H. Budi Untung, Merger Law, ( Yogyakarta: Andi, 2019), p.2.] Interest according to Sardiman Quoted from Sardiman's 1990 book, he stated that interest would be seen well if they could find objects they liked that were right on target and also related to those desires.

This interest also has a clear object to be able to make it easier in which direction a person should behave and also to the right object. According to Syaiful Bahri Djamarah, if someone has an interest in an activity, they can like and pay attention to that activity with pleasure.

Basically there are two kinds of factors that can influence the emergence of interest, namely: first, factors from within the individual concerned, including weight, gender, age, feeling of ability, experience and personality. While the second, namely external factors which include the environment from the family, from schools and the

community, namely the provision of facilities to carry out a combination that has an impact or effect on something.

Synergy is more ability that is obtained from combining two or more strengths. Mathematically, the value of synergy can be described in the form of a combination of numbers, namely one share plus one share equals two shares  $1+1=2$ , and with the merger to become BSI, the synergy in income and costs has changed in a positive direction compared to the previous bank, the synergy that was obtained after turning into Bank Syariah Indonesia, the interest of customers is increasing.

By implementing core moral values and changing the company's work culture as well as innovating the "superior" products of each bank, these are the steps taken by BSI bank to gain synergy, and also the steps taken can be from assimilation in 1 work unit with their respective compositions. "legacy."

## **CONCLUSIONS AND RECOMMENDATIONS**

Implementation of the merger of three Sharia Banks: BNI Syariah, BRI Syariah, Mandiri Syariah which became the Indonesian Sharia Bank Denpasar Gatsu. The joining of the three banks made the system and technology and the work system according to the compiler was quite good because during the apprenticeship there was nothing detrimental to Bank Syariah Indonesia, precisely with this merger it made some employees comfortable and made the work of employees lighter by changing the working system new. Like registering to save at Bank Syariah Indonesia, you don't use brochures, but you can use your cell phone.

Bank Syariah Indonesia's marketing strategy to attract customers received a good response from customers, as evidenced by the fact that BSI customers did not experience any problems. However, the programs, advertisements and outreach to the public should be further improved so that the public is more familiar with all regencies in the Province of Bali and generates public interest in Bank Syariah Indonesia.

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