

ABSTRACT

PT. Bank DKI, which is engaged in banking, also develop its digital banking products, namely 'JakOne Mobile'. JakOne Mobile is a featured product that is more complex than the one before 'Jak Mobile'. Employees of PT. Bank DKI is required to be able to adapt to these products in order to succeed the less cash program. The company tries to provide all information and training in this program. The purpose of this study is to analyze the application of social engineering of employees in order to improve the less cash program of JakOne Mobile product and the obstacles that occur in the process.

The method used in this research is qualitative method with case study. The data of this research has been collected with the observation, interview, and documentation. The researcher uses the concept of Social Engineering with the sub concepts are Organization Communication, Integrated Marketing Communication and Belch's Promotion Mix that be a part of the concept of Company's Social Engineering System in the JakOne Mobile Less Cash Program. In addition, the researchers also use Melton's Adaptation Theory to analyze the form of employee adaptation in the social engineering of JakOne Mobile less cash program.

The results of this research shows that the application of social engineering to the employees of PT. Bank DKI in enhancing the JakOne Mobile less cash program through three stages; (1) product introduction and confirmation stages, (2) product distribution stages and (3) product used and sale stages. The implementation of social engineering also formed PT. Bank DKI carries out an adaptation process. On the third stage, the forms of employee's adaptation in increasing less cash program of JakOne Mobile products are conformity, innovation and ritualism. The forms of employee conformity adaptation are shown in the Integrated Marketing Communication Strategies, namely, personal selling, direct selling, internet marketing, and public relations/ publicity. For advertising strategy, PT. Bank DKI did not use it as a promotional tool for JakOne Mobile products. Meanwhile, the adaptation forms of innovation and ritualism are shown in the stages of using JakOne Mobile.

Keywords: Social Engineering, Organization Communication, JakOne Mobile, Adaptation Theory

ABSTRAK

PT. Bank DKI yang bergerak di bidang perbankan juga mengembangkan produk perbankannya ke arah digital, yakni *JakOne Mobile*. *JakOne Mobile* merupakan produk unggulan yang lebih kompleks dari yang sebelumnya *Jak Mobile*. Karyawan PT. Bank DKI dituntut bisa beradaptasi dengan produk tersebut dalam rangka menyuksekan program *less cash*. Perusahaan berusaha memberikan segala bentuk informasi dan pelatihan dalam program ini. Adapun tujuan dari penelitian ini ialah untuk menganalisis penerapan *social engineering* pada karyawan PT. Bank DKI dalam rangka meningkatkan program *less cash* produk *JakOne Mobile* serta hambatan-hambatan yang terjadi.

Metode yang digunakan dalam penelitian ini adalah metode kualitatif dengan jenis penelitian studi kasus. Pengumpulan data dilakukan dengan cara observasi, wawancara dan dokumentasi. Peneliti menggunakan konsep *Social Engineering* dengan sub konsep *Organization Communication*, *Integrated Marketing Communication* dan *Promotion Mix* Belch. Selain itu, peneliti juga menggunakan Teori Adaptasi Melton untuk menganalisis bentuk adaptasi karyawan dalam *social engineering* program *less cash* produk *JakOne Mobile* tersebut.

Hasil penelitian menunjukkan bahwa penerapan *social engineering* pada karyawan PT. Bank DKI dalam meningkatkan program *less cash* produk *JakOne Mobile* melalui tiga tahapan; (1) tahapan perkenalan dan pengukuhan produk, (2) tahapan pendistribusian produk dan (3) tahapan penggunaan dan penjualan produk. Penerapan *social engineering* tersebut juga membentuk karyawan PT. Bank DKI melakukan proses adaptasi. Pada tahapan ketiga, didapatkan bentuk adaptasi karyawan dalam meningkatkan program *less cash* produk *JakOne Mobile* adalah konformitas, inovasi dan ritualisme. Bentuk adaptasi konformitas karyawan tersebut ditunjukkan dalam strategi *Integrated Marketing Communication* yakni *personal selling*, *direct selling*, *internet marketing*, dan *public relations/publicity*. Untuk *advertising* PT. Bank DKI tidak menggunakan sebagai alat promosi produk *JakOne Mobile*. Sedangkan, bentuk adaptasi inovasi dan ritualisme ditunjukkan dalam tahapan penggunaan *JakOne Mobile*.

Kata kunci: *Social Engineering*, Komunikasi Organisasi, *JakOne Mobile*, Teori Adaptasi