

## **ABSTRACT**

### ***THE PROCEDURE OF OPENING A BRITAMA SAVINGS ACCOUNT VIA ONLINE IN PT. BANK RAKYAT INDONESIA (PERSERO) Tbk. KAWALU TASIKMALAYA UNIT WEBSITE***

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*The purpose of this study was to find out the terms and procedures, obstacles, websites and solutions to obstacles in opening Britama savings accounts online through the website at PT Bank Rakyat Indonesia (Persero) Tbk Kawalu Tasikmalaya Unit. The data collection technique used was in-depth interviews with employees from PT Bank Rakyat Indonesia Kawalu Unit, then direct observation, and literature studies by collecting data from existing journals and data taken from the company's official website. Based on the results of the discussion. As well as using qualitative descriptive analysis techniques. Based on the results of the discussion, the stages of opening an account online are entering the website address [bukarekening.bri.co.id](http://bukarekening.bri.co.id), preparing documents, self-verification, and the last stage is the initial deposit. Failure when recording video, network constraints, cannot be applied to all circles of society. The solution is careful, safe surroundings, good network, socialization to the community. Thus opening a Britama savings account online through the website went as expected.*

*Keywords: Procedure, Bank, Savings, Obstacles, Solution*