



# ISENTIA ID TRENDSPOTTING STUDY

From Invasion to Innovation:  
The Rise of Digital Banking

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## Scope & Objectives

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This study covers discussions related to the digital banking industry and digital banks in Indonesia.

The data in this report was taken from two social media channels, namely Twitter and Facebook, which were harvested via Isentia's social media proprietary tools..

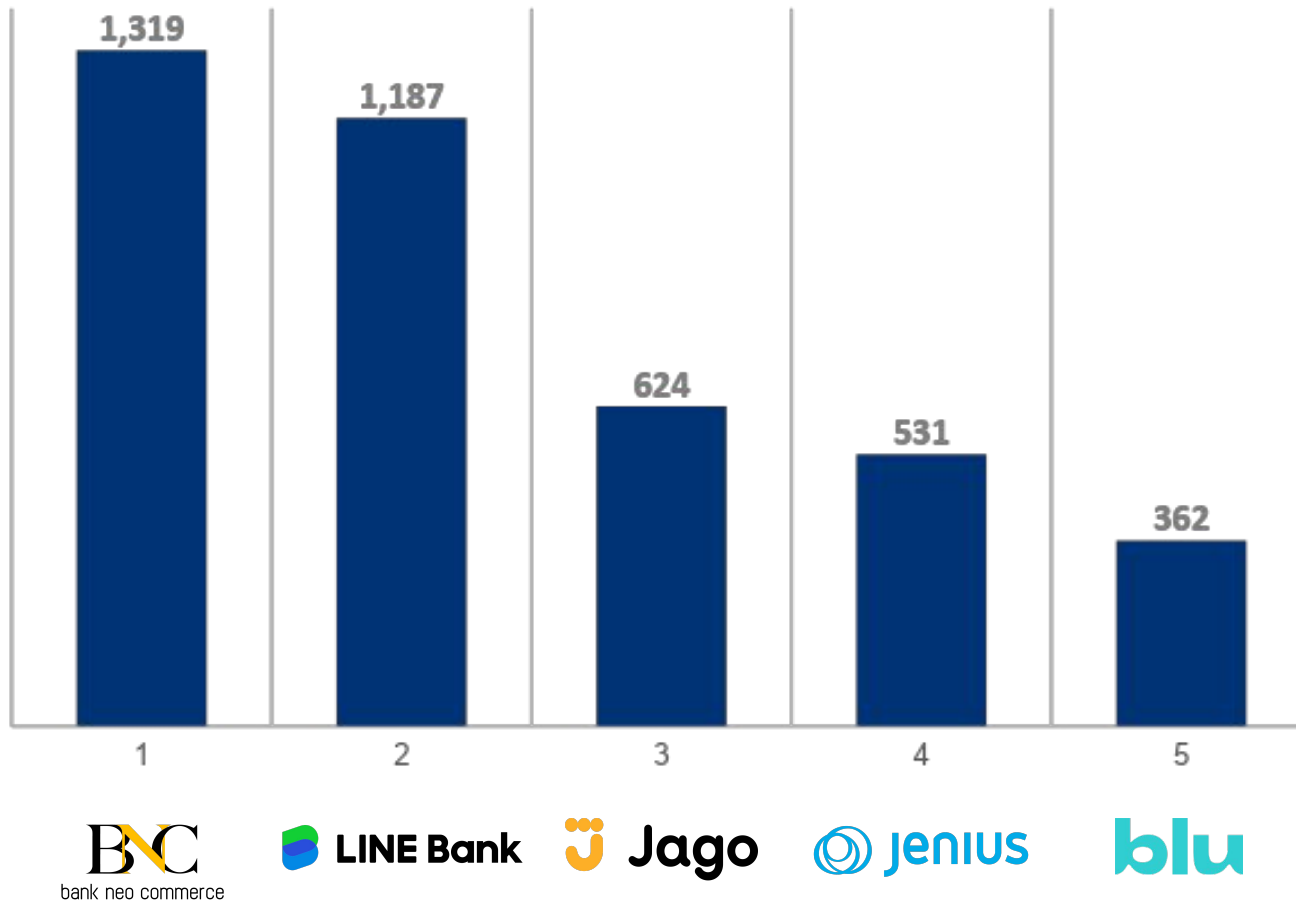
The monitoring period of this study is from November 1 to 31, 2021.

This study aims to identify the relevant trends and innovations in digital banking that banks in Indonesia have carried out and how netizens responded to the same. Furthermore, this study also intends to pinpoint how Isentia can help brands from the relevant industries use insights to further their communication objectives.





## The Big Fish in the Pond



In line with the brands that appeared in the generic buzz about 'digital bank', the top three digital banks that gathered the highest generic mention throughout November 2021 were Bank Neo Commerce, LINE Bank, and Bank Jago.

The buzz about Bank Neo Commerce was driven by netizens promoting the bank and inviting others to open an account in the bank. Besides, the rights issue plan of Bank Neo Commerce also contributed to the buzz.

Jenius from BTPN and blu by BCA Digital completed the top 5 by occupying the fourth and fifth place, respectively, in terms of volume of generic mention.

# An Inevitable Transformation

The development of digital banks was not as fast as snapping our fingers. It needed years of adjustment. The **Research Director of the Center of Reform on Economics (CORE) Indonesia, Piter Abdullah Redjalam, said that all banks would eventually transform into digital banks.** According to him, the transformation was no longer an option. Several indicators showed massive changes taking place in society, like the community's lifestyle in meeting their needs. Pieter assessed that people now rely on smartphones to meet their daily needs, starting from buying food, transportation, investment, and banking services.

**Similarly, the government also welcomes the emergence of digital banks,** as the Financial Services Authority (OJK) supports the development of digital banks in Indonesia through regulations. The Chief Executive of Banking Supervision of the OJK, Heru Kristiyana, stated that digital banking was no longer about readiness but was imperative for banks to keep growing and developing.



## The Invasion Begins

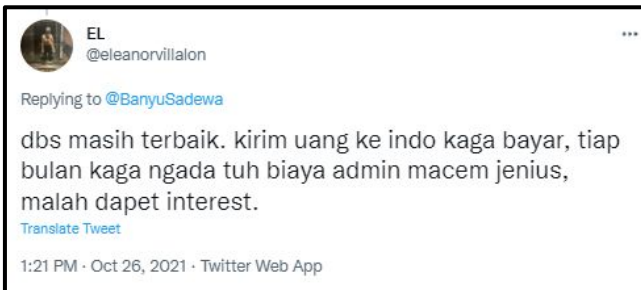


**Influencer Banyu Sadewa posted a meme on Twitter indicating he had been transferring money to various banks with no transfer fee all this time.** Banyu wrote he was thankful for different digital banks such as LINE Bank, Bank Jago and blu by BCA Digital.

**Transfer fees became one of the biggest complaints in interbank transactions.** The extra IDR 2,500 made people reluctant to transfer money to others with different bank accounts. Not to mention, some also resorted to opening accounts in various banks. While this had helped them avoid the transfer fee, dealing with multiple cards and mobile apps turned out to be a pain for them too.

With the emergence of digital banks, **people can now transfer money to any bank account with no transfer fee, causing digital banks' popularity to skyrocket in such a short amount of time.**

# More Bang for Your Buck



Many tweets were mainly from netizens who shared their pleasant experience using digital banking products. Meanwhile, some other netizens got their interest piqued as they inquired about digital banking products. Looking at the high engagement gained by Banyu Sadewa's tweet with more than 600 likes and 150 retweets, alongside the considerable volume of his followers with more than 174k, more people would be even more aware of digital banking.

Though it was posted in late October, the tweet still gathered engagements by mid-November. This reflects **people's interest and relatability in the financial benefits of digital banking, especially how crucial free administration fees and free transfer fees are for customers.**

The post could boost the brand awareness of digital banks such as LINE Bank, Bank Jago, and blu by BCA, which were mentioned in the buzz. If the benefits they offer meet people's expectations, it is a free positive publication for them, and they may attract more potential customers.



# Everybody Loves Free Fees

While mostly garnering praises, some digital banks were not recommended by netizens. In one lengthy reply section in Banyu Sadewa's tweet, netizens shared tips to avoid another administration fee by not putting much money on their account.

It was a response to **one digital bank that required customers to pay an administration fee if their balance went over a certain amount. Despite Bank Indonesia's plan to cut down interbank transfer fees from IDR 6,500 to IDR 2,500, some people still think it is a deal-breaker.**

No one wanted to spend more money than the amount they wanted to transfer. Digital banks came as a solution and immediately gained traction. However, like traditional banks, **there is fierce competition among digital banks, so it is vital to understand what the customers love to win the competition.**





# Spread the Word for a Prize

**Nvy**  
@FakeAccounts211

Replying to @tegarahardirsan

Nih kode referral gue pake aja pas buka (gratis saldo 25k)  
Kode : MHASA59WI  
Hampir sama kaya bank jago bro 10 tabungan dalam 1 rekening.  
Bedanya, kalo bank jago ada batas transaksi gratis tarik tunai di ATM.  
Sedangkan kalo BCA digital bisa bebas tarik tunai di seluruh ATM BCA.

**NEO BANK REFERRAL: DZBAL2**  
@ubemyfuture

Replying to @collegemenfess

Gue pakai aplikasi neo bank digital nder. Tanpa undang temen juga masih bisa dapet saldo setiap harinya, apalagi klo daftar pake kode referral **!!DZBAL2!!** sih, lumayan dapet saldo tanpa diundi. Gue seminggu dapet 450k Alhamdulillah. DM gue aja kalau mau tanya-tanya nder.

**haz**  
@w...

Replying to @...

daftar bank jago dulu mas abel, sini pake referal ku xixixii

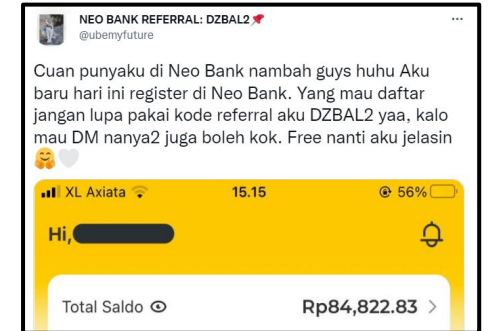
**Koko**  
@taufandamar

Siapa mau duit 25k?  
Caranya buka rekening di BANK BLU DIGITAL BY BCA. Nanti pake kode referral aku. Btw yg bisa dapet cashback kalau make kode referral khusus karyawan BCA aja ya. Aku karyawan BCA. Kalau mau, bisa DM. [#zonauang](#) [#zonaabu](#) [#zonaba](#) [#zonajajan](#) yg amanah ya. Makasih\*4

Many digital banks, such as **Bank Neo Commerce, Bank Jago, and blu by BCA Digital** allow their existing customers to invite **new customers using referral code and offer free credits or bonus as the incentive** for the existing customers.

Customers of Bank Neo Commerce were seen sharing screenshots of their total balance as the proofs of the financial benefit they got from using the referral code. **This kind of program encourages people to 'voluntarily' recommend the brands to others and gave a boost of brand awareness.**

Just like free administration and transfer fee, the credit offered by referral program is another example of how **financial benefits can serve as an effective marketing method.**



**Jasa data entry**  
@haechaniesuns

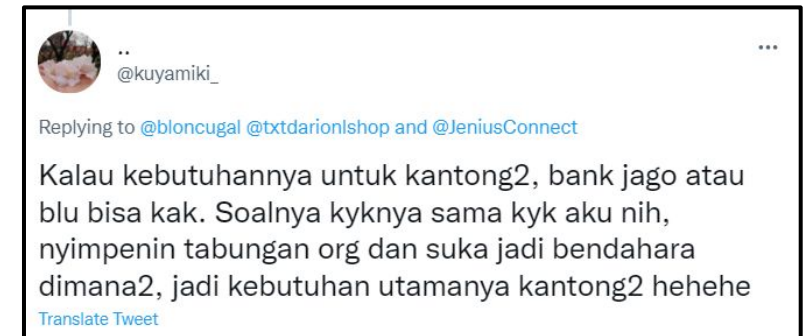
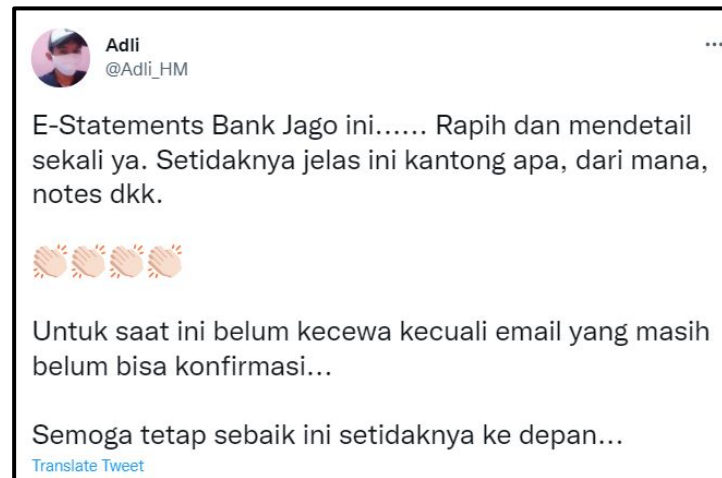
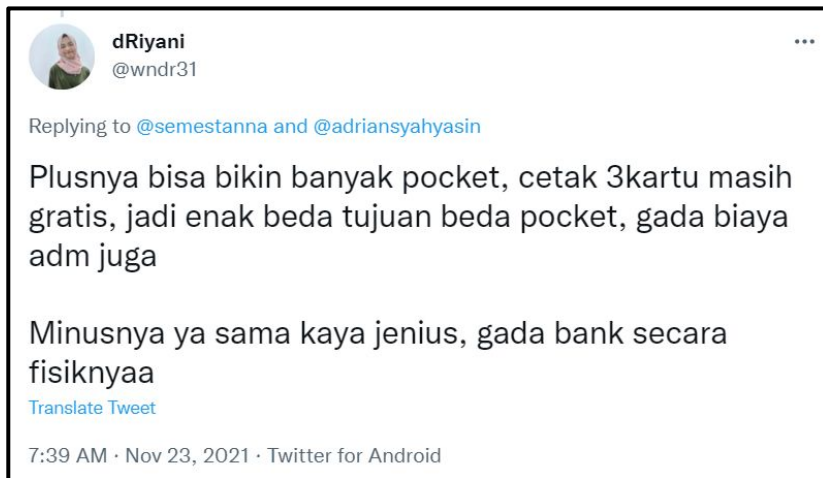
Kode referal blu digital banking bca  
CHRISU4J7  
Pakai biar dapat 25k ya!  
Syarat minimal top up 250k terlebih dahulu Purple heartPurple heartGrowing heartGrowing heart

11.02 AM - 26 Nov 2021 - Twitter Web App

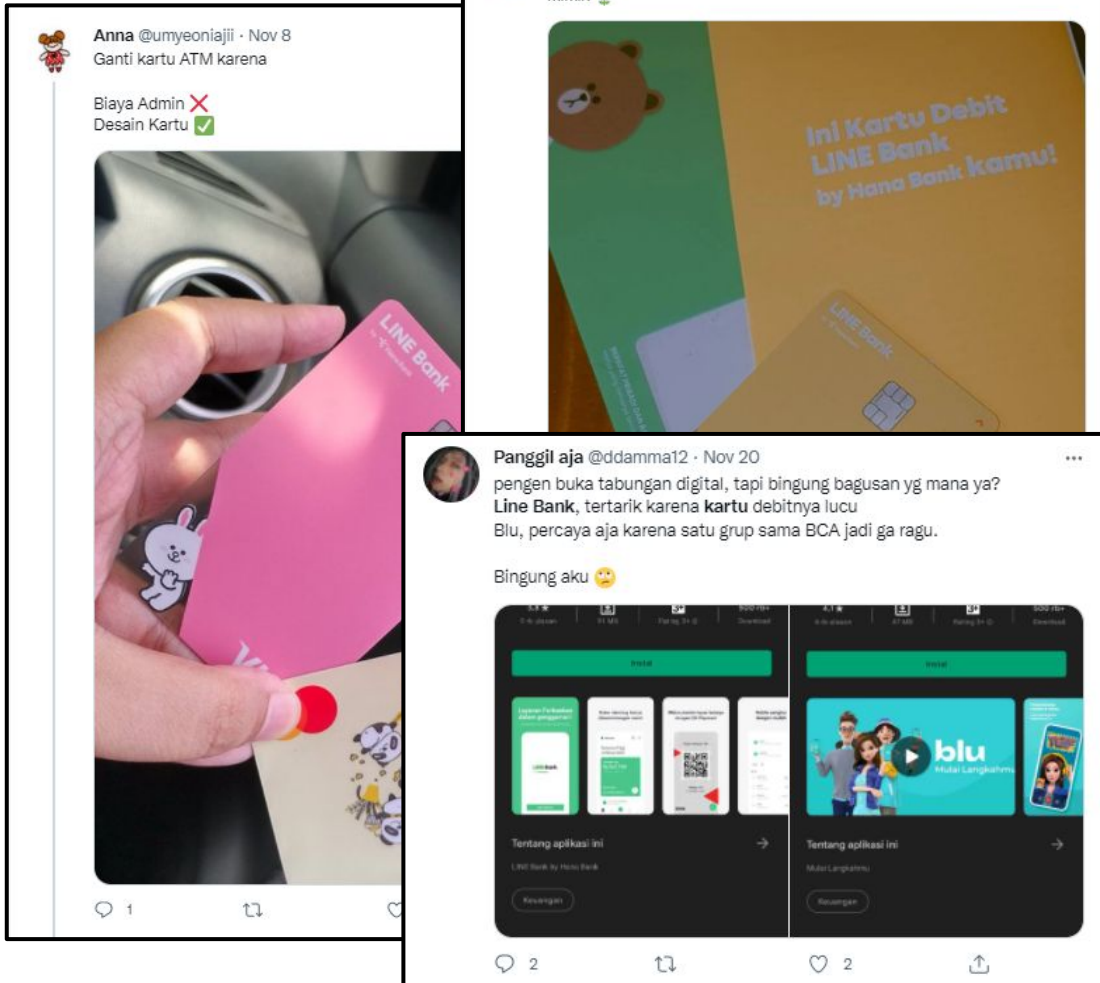
# Your Personal Organizer

With a variety of digital banks, people nowadays are more aware of what particular benefit they are looking for from a bank, other than the financial benefits. Some offer exclusive features that are unique and that make their brands stand out.

**For example, Bank Jago and blu by BCA Digital offered 'saving pockets' where people could categorize their savings into several pockets and make them more financially organized.** Other than that, the two digital banks also offered a well-organized e-statement to make their customers' life easier. The 'pockets' and tidy e-statement are things that netizens or users appreciate.



# Pull Out the Magic Card



Other than the waived administration fee, **one feature of LINE Bank that was praised by netizens was its unique physical card design.**

Netizens seemed to like the design of LINE Bank's cards. A netizen even expressed interest in opening a LINE Bank account due to the cute card design. As trivial as it may seem, the 'less formal' look of LINE Bank's cards becomes one of the digital bank's essential selling points.



As part of the card design, **the choice of colour also matters.** One netizen, who was likely a customer of LINE Bank, requested LINE Bank to issue cards with specific colours. Likewise, another netizen who might be a customer of Jenius asked whether Jenius's card's colour could be changed.

# No Tricks, Just Treat

If LINE Bank has cute card designs, **blu by BCA Digital has no physical card** at all. However, customers can still make cash withdrawals via the ATM of BCA. Thus, blu was often preferred due to the number of ATMs that it has all over the country, considering its parent company BCA is the biggest private bank in Indonesia. **While some liked blu's cardless nature, others saw it as a downside.** It looks like there are still many things that can be explored in the matter of physical cards to help digital banks win more customers.



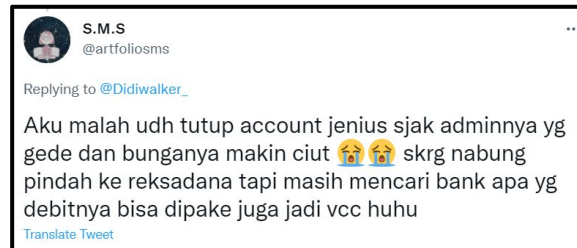
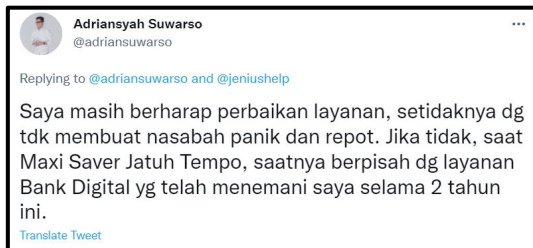
**Jenius offers a feature that allows its card to be used for various online payments that usually require a credit card.** This feature seemed to be favoured by customers as some were asking about other banks with similar features.

The existence of physical cards may still stir mixed sentiments among netizens, but **unique card features that unlock more 'treats' are sought.** Netizens often recommend digital banks that are ahead in this game.

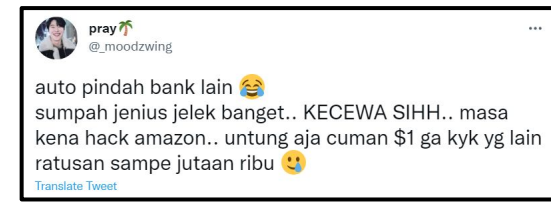
# Bank-Hopping is a Thing... Apparently

Most digital banks have a simple and easy process to open an account, which is good but also not good. With such ease, customers **are less hesitant to switch to digital banking if any inconvenience occurs.**

**Therefore, keeping up with what is trending in the digital banking industry is essential to keep the brand relevant. Listening to what people say is also necessary to flag potential crises and act quickly.** It might be as simple as establishing a decent UI/UX interface on the apps or offering cashback and discounts over time.

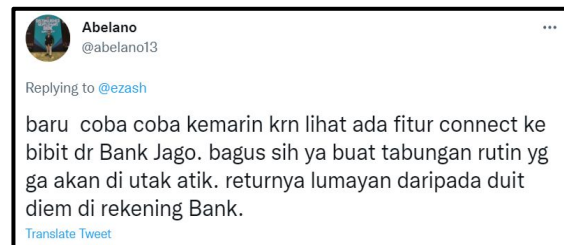


Security issues also greatly affected the loyalty of Jenius' customers. For Jenius in particular, **many customers stopped using Jenius after the brand implemented a monthly administration payment called "Feasible Fee", while many others still offered free fees.** Several netizens were spotted sharing their experience of losing money from their Jenius account, following a recent case where several customers lost USD 1 from their Jenius account for an Amazon Web service they never signed up for.



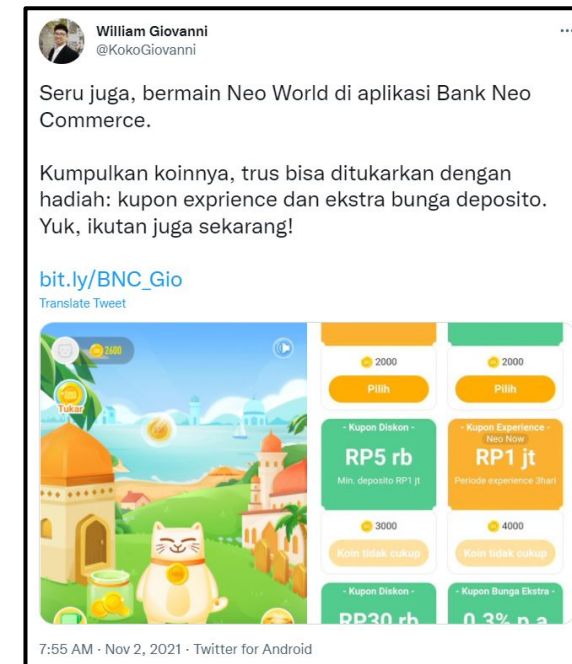
# The Next Level: Going Beyond Bank

To prevent customers from switching to digital banks, brands should go outside the box to keep their customers happy and loyal. Some digital banks evolved beyond mere banking with their innovative features or services. **Bank Neo Commerce, for example, created an in-app game where the customers could earn coins to be exchanged into real money. It excited the customers and turned them into active users.**



**Bank Jago went beyond bank through collaborations with other lifestyle/financial apps, such as Gojek and Bibit.**

Together, these brands created an ecosystem where users could enjoy integrated and straightforward transactions. **These brands' ecosystems received positive responses from netizens because it gave ease of access across apps.**



## What Isentia Can Do to Help

Social media listening is crucial for digital banks because both existing customers and potential customers use it to express their opinions. Their discussions are a valuable source of insights, and from there, Isentia can assist brands in analysing what the customers like or dislike and monitoring what the competitors are doing. **Understanding the customers and the digital banking landscape through customers' lenses can help brands leverage the right trends, eventually leading to conversion.**



By navigating brands toward the right direction of customers' needs and desires, Isentia provides opportunities to win more potential customers and maintain existing customers. The insights from **social media listening can flag potential crises and help brands manage customers' expectations early on to reduce churn rate.**

## What our Insights leaders in Indonesia say?

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**Jessica Aditya**  
Insights Manager, Indonesia

“Accelerated by COVID-19 pandemic, the rapid digitization in the banking industry has given birth to digital banks. With no physical office, digital banks rely heavily on digital channels, including social media, to interact with customers. Thus, listening to social conversations will give insights necessary for digital banks to refine their strategies.”



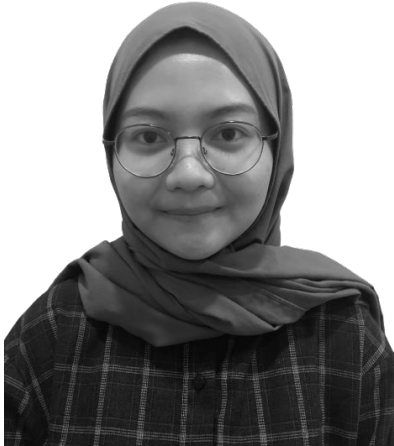
**Christian P. Valencio**  
Senior Insights Analyst,  
Indonesia

“The emergence of digital banks might be a huge disruptor for traditional banks. But then again, from a customer’s perspective, it is the wheels of change for the better as it offers ease of service for them. One important thing to note is that digital banks need to maintain their service as long as possible to stay afloat as consistent as traditional banks over the years.”



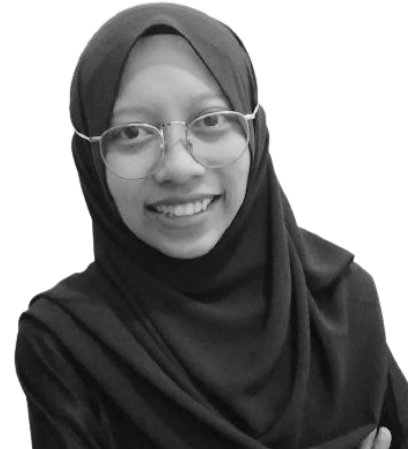
## What our Insights leaders in Indonesia say?

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**Santi Gusti Handono**  
Insights Analyst, Indonesia

"The development of digital banking is one of the ways of conventional banking to keep up with the digitalization. It helps us to live our life comfortably. With the tight competition, digital banks should understand what people want and need. People's opinions tend to change along the time, so it's important to make sure that their opinions are heard through social listening."



**Rikeu Yuliantineu**  
Insights Analyst, Indonesia

"Trendy things tend to exist temporarily, but solutions will last longer. Hopefully, digital banks in Indonesia will not only become a trend but will also continue to grow by offering solutions that can overcome people's pain points."

