

ABSTRACT

This work discusses the activity of developing the display of Simple Financial Literacy Application "KOMPLIT" that was carried out by the author in the implementation of MBKM activities at the Ultra Micro Business Division of PT. Bank Rakyat Indonesia (Persero), Tbk. The purpose of this work is to optimally empower the Ultra Micro Business (UMi) segment that has not been financially literate, as well as one of the efforts to help achieve Bank BRI's vision to become "The Most Valuable Banking Group in Southeast Asia and Champion of Financial Inclusion" in increasing 90% financial inclusion in Indonesia. The author will provide an overview of the learning applications created from display development to the application usability testing process which was carried out in depth with nine resource persons. From the results of the socialization and testing of the usefulness of the KOMPLIT application prototype, the appearance of the KOMPLIT application was considered simple, easy to understand, considered attractive and motivated UMi business actors who were interested in learning finance but did not know how to start. However, there are still many things that must be considered in empowering through the creation of learning applications to see the three symptoms found by the author, it is geography, age demographics, psychologically having an interest in saving, as well as the digital adoption habits of the UMi segment themselves.

Keywords: Ultra Micro, learning application, empowerment, financial literacy.