

DITERBITKAN OLEH:



# Bankers Update

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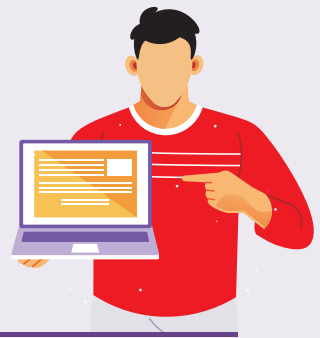
## Fostering Indonesia's Banking Potential As Pioneer Cyber Norm Entrepreneurship

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# Fostering Indonesia's Banking

## Potential As Pioneer Cyber Norm

### Entrepreneurship



"The rate of cybercrime increased by 600% during the COVID-19 pandemic" [1]. In the first half of 2021, financial service web apps were attacked 17.6 million times, which was 38% increase from the 11.7 million cyber-attack incidents in 2020 [2]. The financial industry was attacked 300 times more frequent than other industries [3] and banks were attacked 983 times on a daily basis by cyber-attacks [4]. A 2021 NTT study shows that the financial industry worldwide suffered the largest financial losses in 2020 [5] and it was estimated to be around USD 100 million, equivalent to IDR 1,420 trillion, which is the average annual financial loss caused by cyber-attacks [6]. In Indonesia, the estimated loss of public banks due to cyber-attacks was around IDR 246,5 billion from the first half of 2020 to the first half of 2021 [6].

Further research claims that the covid-19 era has been the catalyst for the growth of 21 million new digital consumers in Indonesia, contributing to a total of 201 million active internet users in 2021 [7], and 72% of them are based in the rural areas [8]. It reveals that 98% of digital merchants accept digital payments and are more tech-savvy. They also argue that the internet economy in Indonesia is the largest in ASEAN, forecasted to reach USD 70 billion in 2021 and USD 146 billion in 2025. The aforementioned facts support the assertion that digitalization in Indonesia is coming up with huge economic potential, expanding quickly, and spreading both in the metropolitan and countryside areas, with a 73.7% internet penetration level [9]. The succeeding questions, however, will be to what extent are our societies fully aware about cyber risks and immediately adapt in this fast-growing digitalization era? How can the banking industry get both the advantage and contribute to a more tech-savvy societies?

To respond to the potential cyber coercions, the Indonesian government participated in the United Nation's Open-Ended Working Group (OEWG) to govern all stakeholders, including banking and civil society, and to collaborate and engage in preventing cyber threats, which are believed to pose serious impact to people's livelihood in the future [10]. Therefore, taking into account the increased number of cyber-crimes, the rapid growth of digitalization, and the need for private companies to take part in cyber-security, banking in Indonesia has the potential to pioneer cyber norm entrepreneurship.

Many cyber researchers around the world agree that "norm", in this context, refers to "collective expectations for the proper behavior of actors with given identity" [11][12][13]. Several international organizations have been making efforts to formalize cyber norms, for instance

through the organization for Security and Cooperation in Europe (OSCE) in 2013, and the United Nation's Group of Governmental Experts (UNGGE) in 2015 [14]. An example from the private sector would be how Microsoft has been encouraging cyber norm entrepreneurs to collaborate with government and society in defining the framework in cyberspace [15]. Drawing from the aforesaid findings, cyber norm entrepreneurs cover individuals, private companies, international organizations, and states to collaboratively engage in promoting specific norms in cyberspace.

Moreover, several studies find that cyber norm entrepreneur can be seen as a trust-building [15][16]. The company-customer trust and trust in cyberspace are crucial as provenly impacting on companies' profitability [17]. In addition, the increased digitalization of finance drives the need for strong frameworks to protect individual and institutional data [18]. Hence, the aforesaid reasons address the importance of cyber norm to build and sustain customers' trust. The primary objective is to make sure all stakeholders are secured in their infrastructures and transactions.

Furthermore, Microsoft is currently being a leader and key reference on how a private company act as a cyber norm entrepreneur. The company implements three strategies such as engaging with government, collaborating with industry, and having partnership with citizens [15]. Indonesia banks can adopt this approach by influencing and engaging with government in shaping the cybersecurity norm for safer and stable cyberspace. Next, internal banking industry should be developed to enhance the cyber risk management, infrastructures, and upscale all employees' capacity and skill related to cybersecurity for better applications and services. Last but not least, it is crucial to position bank as the main customer's partner in campaigning cyber-awareness and preventing cyber-crime for sustaining clients' trust.

In conclusion, the rapid growth of digitalization in the banking industry – that poses greater threats of cybercrime, is an opportunity for traditional banks to take lead in establishing a cyber norm in the industry. Potential risks that come with new innovation should not hinder any progress, but they should be treated with clear definitions and boundaries. It is essential to foster trust and encourage continuous innovation. After all, banking is a business of trust.

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# Telah Terbit

## Daftar Buku Ikatan Bankir Indonesia

Rp. 80.000,00   Rp. 80.000,00   Rp. 78.000,00   Rp. 68.000,00   Rp. 115.000,00   Rp. 88.000,00   Rp. 75.000,00   Rp. 72.000,00   Rp. 150.000,00   Rp. 115.000,00



Rp. 108.000,00   Rp. 88.000,00   Rp. 88.000,00   Rp. 90.000,00   Rp. 99.000,00   Rp. 98.000,00   Rp. 65.000,00   Rp. 85.000,00   Rp. 115.000,00   Rp. 80.000,00



Rp. 95.000,00   Rp. 105.000,00   Rp. 105.000,00   Rp. 99.800,00   Rp. 108.000,00   Rp. 115.000,00   Rp. 89.000,00   Rp. 84.000,00   Rp. 128.000,00   Rp. 125.000,00



### PROFIL IBI

Ikatan Bankir Indonesia (IBI) berdiri pada 12 Desember 2005 sebagai hasil merger antara Institut Bankir Indonesia dengan Bankers Club Indonesia. Pendirian tersebut disaksikan oleh Gubernur Bank Indonesia dan Menteri Keuangan RI. Visi IBI adalah menjadi asosiasi profesi bankir di Indonesia yang memberikan manfaat bagi anggotanya dalam bidang pengembangan profesi, praktik perbankan yang sehat, dan penerapan tata kelola yang baik untuk membantu pemerintah mengembangkan ekonomi nasional yang kuat melalui 6 kegiatan utama: (i) Menyatakan bankir dari seluruh bank yang beroperasi di Indonesia; (ii) Meningkatkan profesionalisme dan integritas bankir; (iii) Membantu para anggota; (iv) Menyediakan sertifikasi kompetensi profesi bagi para anggota; (v) Menjadi mitra profesional bagi otoritas perbankan dan pemerintah untuk mewujudkan sistem perbankan yang sehat; dan (vi) Mewujudkan anggota yang disiplin melalui Kode Etik Bankir Indonesia.

### PROFIL LSPP

Lembaga Sertifikasi Profesi Perbankan (LSPP) didirikan oleh IBI, Perbanas, Himbara, Asbisindo, Asbanda, dan Perbarindo pada tahun 2006 di bawah lisensi Badan Nasional Sertifikasi Profesi (BNSP). LSPP menyediakan sertifikasi untuk 9 unit kompetensi yaitu Manajemen Risiko, Audit Internal, *General Banking*, *Treasury Dealer*, *Compliance*, *Funding and Services*, *Operations*, *Credit* and *Wealth Management*. Sertifikasi kompetensi yang dikelola oleh LSPP meliputi 3 aspek yang ditentukan oleh BNSP yaitu Pengetahuan, Keahlian, dan Perilaku, untuk menghadapi tantangan industri modern perbankan. Sejak 2008 sampai dengan 2017, LSPP telah mensertifikasi tidak kurang dari 144.000 bankir dari seluruh bank di Indonesia.

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