

Managing Fund Digital Wallet Applications: Important Strategies in Financial Management

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Abstract

The goal of this research is to understand the management of digital wallet applications and identify key strategies in financial management. The research findings reveal that effective and efficient financial management heavily relies on fund management and the use of digital applications like DANA. We can conclude that fund management plays a crucial role in attaining financial objectives for individuals, businesses, and governments alike. We can manage financial resources efficiently to achieve stability and sustainable economic growth through the right strategy. Digital applications such as DANA have an important role in facilitating fund management by providing various features and services to make it easier for users to carry out daily financial transactions. The use of technology in managing funds can increase the efficiency, accessibility, and security of financial transactions. Technological innovation continues to encourage the development of better and more affordable financial services for the public.

Keywords: *digital wallet, strategy, financial management.*

INTRODUCTION

Fund management and application is a key concept in the financial domain that has significant implications in a variety of contexts, from personal finance to corporate and government scales. An in-depth background on the importance of this strategy can help understand its complexity and identify associated challenges and opportunities (Alif and Pratama, 2017). Dynamic changes in the financial environment The financial environment has undergone significant changes in recent decades. Globalization, developments in information technology, and market volatility are some of the factors that influence the way we manage and allocate funds. These changes demand a flexible and adaptive approach to financial management.

With the increasing complexity of personal finance at the individual level, financial management has become increasingly complex. Individuals not only encounter challenges like rising costs of living and changing spending patterns, but also encounter a variety of investment options and financial instruments that necessitate a thorough understanding. Lack of understanding or poor planning in managing personal finances can have a negative impact on a person's financial stability and future (Amoroso, D. L., & Magnier-Watanabe, 2016).

Business growth and innovation, Fund management in the business world encompasses not only cash management and investment, but also funding strategies, product development, and market expansion. Companies that are effective in managing

funds can create added value for shareholders, increase competitiveness, and strengthen their position in the market. The government budget is complicated. At the government level, managing funds is becoming increasingly important, given the complexity of the budget and public demand for quality public services. The government needs to allocate funds wisely to ensure economic sustainability, infrastructure development, and the delivery of basic services to citizens.

Technology's role in financial transformation: Technology has changed the financial landscape by driving innovation in financial products and services. Developments such as fintech, digital payments, and data analysis have changed the way we manage funds, providing wider access and increasing efficiency in financial processes (Arikunto, Suharismi, 2013).

RESEARCH METHODS

Fund management and application is a concept that encompasses a series of actions and decisions taken to organize, allocate, and use funds efficiently and effectively. Fund management strategies involve planning, decision-making, and implementing actions aimed at achieving set financial goals, whether for individuals, companies, or government entities (Atriani, 2020). By using funds wisely, both individuals and financial entities can achieve long-term financial sustainability, optimize the use of financial resources, and create long-term value. Thus, the management and application of funds is an important strategy in financial management that plays a crucial role in achieving financial success and sustainable economic growth.

RESULTS AND DISCUSSION

The result of Fund Management and Applications: Important Strategies in Financial Management is that fund management and the use of digital applications such as DANA have a crucial role in effective and efficient financial management.

Fund Management's Importance: Fund management is an important practice for achieving financial goals at both the individual, business, and government levels. We can manage financial resources efficiently to achieve stability and sustainable economic growth through the right strategy.

Role of Digital Applications: Digital applications such as DANA have an important role in facilitating fund management by providing various features and services to make it easier for users to carry out daily financial transactions.

Benefits of Technology: The use of technology in managing funds can increase the efficiency, accessibility, and security of financial transactions. Technological innovation continues to encourage the development of better and more affordable financial services for the public.

CONCLUSION

The conclusion from Fund Management and Applications: Important Strategies in Financial Management is that fund management and the use of digital applications such as DANA have a crucial role in effective and efficient financial management. We can infer several conclusions from the preceding discussion: The Importance of Fund Management: Fund management is an important practice in achieving financial goals at both the individual, business, and government levels. We can manage financial resources efficiently to achieve stability and sustainable economic growth through the right

strategy. Role of Digital Applications: Digital applications such as DANA have an important role in facilitating fund management by providing various features and services to make it easier for users to carry out daily financial transactions. Benefits of Technology: The use of technology in managing funds can increase the efficiency, accessibility, and security of financial transactions. Technological innovation continues to encourage the development of better and more affordable financial services for the community.

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