

ABSTRACT

APPLICATION OF THE 5C PRINCIPLES MAKING COMMERCIAL CREDIT DECISIONS PD. BPR ARTHA GALUNGGUNG TASIKMALAYA

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The purpose of this study is to determine the application of the 5C principle in making commercial credit decisions in PD. BPR Artha Galunggung Tasikmalaya. The research approach uses a descriptive approach, in-depth interview techniques and participant observation. The data collection technique used is primary and secondary data. Secondary data is taken from the company and the official website of PD. BPR Artha Galunggung, while the primary data were taken from interviews with bank employees. The procedure for granting credit is the most important thing in making credit decisions, because if an error occurs in the procedure, it creates the risk of bad credit. So that before creditors provide credit to prospective debtors, they must be more careful in assessing prospective debtors through the principles known as the 5C principle, namely character, capacity, collateral, capital, and condition of economy. Based on the result of observations and discussion of this final project on PD. BPR Artha Galunggung in making credit decisions, the principle that is most prioritized is the principle of character.

Keywords: Credit, credit granting procedures, 5C principle, bank