

A Descriptive Study on the Role of the Post Office in Mail Services in the Digitalization Era: The Post Office at Jl. Pelita IV, Medan Perjuangan

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ABSTRACT

Technological developments in the digital era have changed the communication system, including mail delivery. PT Pos Indonesia as a state-owned enterprise in the field of postal and financial services faces challenges in the form of a decrease in mail volume. However, the delivery of official documents such as power of attorney and land certificates still requires postal services because of its legality. Pos Indonesia's advantage lies in its service coverage to remote areas and operations on holidays. This study uses a descriptive qualitative method with interview techniques with one Pos Indonesia employee, Fatimah Rengkuti, at the Post Office on Jl. Pelita IV, Medan. The results show that despite declining public interest, Pos Indonesia still plays an important role through digital service innovations such as the PosPay application to maintain relevance in the digital era.

Keywords : POS, Digitalization, Shipping, Receiving, PosPay

INTRODUCTION

From time to time, technological advances continue to develop, starting from the era of agricultural technology, the era of industrial technology, the era of information technology, and the era of communication and information technology (Danuri, 2021). The development of digital technology has had a significant impact on communication systems and information exchange. As we know, communication is a fundamental element in human life that serves as a bridge to convey ideas, emotions, and information. (Ummah & P, 2025). Therefore, this technological transformation makes people increasingly rely on digital media, such as electronic mail and instant messaging applications, in their daily lives. So with the presence of Smartphones, the facilities provided in communicating are increasingly diverse, ranging from sms, mms, chat, email, browsing and social media facilities.(Minat & Generasi, 2023). Consequently, conventional mail delivery services through the POS office have experienced an adjustment in delivery from usual, both in terms of volume and frequency of use. However, the need to send official documents that have legal force, such as power of attorney and land documents, makes POS services still relevant for some people.

Although digitalization is becoming mainstream in modern communication systems, there are certain aspects that cannot be completely replaced by technology. PT Pos Indonesia's

advantage lies in its wide service coverage, reaching out to remote areas, as well as operations that continue to run on holidays. In addition *Digital platform* also has a very significant function in the ongoing interaction of long-distance communication (Eka Yuda Wibawa, 2021). As Pos Indonesia also innovates through application-based services such as PosPay as an adaptive effort to changes in consumer behavior.

Based on this background, this research aims to find out how the role of the post office in sending and receiving letters in the current digitalization era. To answer these objectives, the author uses a qualitative approach with a direct interview method with one Pos Indonesia employee, Fatimah Rengkuti, who is assigned to the Post Office Jl. Pelita IV, Sidorame Barat II, Medan Perjuangan District, Medan City, North Sumatra.

METHODS

This research uses a qualitative approach with a descriptive method. This method aims to obtain an in-depth understanding of the phenomenon under study, namely the role of the post office in sending and receiving letters in the digital era. As stated by (Moleong 2017), a qualitative approach is used to understand the phenomena experienced by research subjects holistically by describing them in the form of words and language, in a special natural context.

To achieve this goal, the study uses a qualitative approach with a descriptive method that focuses on a detailed description of the real conditions that occur in the field related to the implementation of these regulations. (Baru, 2024). Researchers sought to describe the actual conditions of post office service activities, including challenges and forms of adaptation to technological developments. This research was conducted at the Post Office on Jl. Pelita IV, Sidorame Barat II, Medan Perjuangan District, Medan City, North Sumatra. The main informant in this research is Mrs. Fatimah Rangkuti, a permanent employee who has worked at the post office for a long time.

Data collection was conducted through in-depth interviews, which aimed to extract information directly from the interviewees regarding the development of mail, shipping, delivery, and operational dynamics of post offices in the digital era. Interviews were conducted directly at the research location from October 12, 2024 to January 6, 2025. This technique was chosen because it allows researchers to obtain in-depth and meaningful data (Sugiyono, 2016).

RESULT AND DISCUSSION

Based on an interview with Fatimah Rangkuti, an active employee at the Post Office on Jl. Pelita IV, Sidorame Barat II, Medan Perjuangan Sub-district, Medan City, it is known that the Post Office still maintains its existence amid competition with private delivery services. According to her, the Post Office remains the people's choice because of its excellence in delivery speed, and it continues to operate even on national holidays. Services that do not recognize holidays are one of the added values that other delivery service providers do not always have.

This finding is in line with the opinion of (Kotler and Keller 2016) which states that service excellence and commitment to customer satisfaction are the main keys to maintaining user

loyalty. In this context, Pos Indonesia is able to maintain service quality by reaching remote areas that have not been reached by private services. This shows that, although digitalization brings great changes, the existence of conventional services remains relevant if it is able to answer the specific needs of the community.

In addition, the perceived difference between the past and current Post Office also lies in the filing system. According to Fatimah Rangkuti, archiving in the past was still done manually and made it difficult to find documents. But now, the post office has developed a more modern and efficient filing system. This shows the process of institutional adaptation to technological advances. So we realize that digital transformation in a public service institution is not only in the application of technology, but also in the renewal system that has a direct impact on the effectiveness of the service.

In terms of technological adaptation, the post office now also utilizes a receipt tracking system that is directly connected to the internet. Users can monitor delivery status online, which was previously unavailable in the pre-digital era. This innovation is a tangible form of digital transformation in public services, as emphasized by (Wibawa 2021), that digital platforms are instrumental in improving interaction and speed of service in the communication sector.

When asked about her hopes for the future of the Post Office, Fatimah Rangkuti said that she hopes this institution will continue to evolve with the times, so that it can continue to provide benefits to the wider community. This hope shows optimism for the sustainability of postal services that are responsive to technological changes and the social needs of the community.

CONCLUSION

This research shows that amidst the wave of digitalization and the decline in the use of conventional mail, PT Pos Indonesia still has a strategic role in the formal communication system. Through services such as legal document delivery and operational coverage to remote areas of the country, the post office remains the first choice in certain segments. Innovations through digital platforms such as PosPay and online tracking systems prove that digital transformation does not mean erasing traditional roles, but rather integrating them into a more modern communication ecosystem. In other words, digitalization is not the end of conventional postal services, but the door to continued adaptation and relevance.

This research provides a scientific contribution in the form of empirical mapping of how classic institutions such as post offices can survive and transform through technological integration, while enriching the discourse on public service adaptation in the digital era.

SUGGESTIONS

To increase the role of post offices in the future, PT Pos Indonesia needs to strengthen the integration of digital services with traditional services that are still needed by the community. Educational campaigns to the public about new services such as PosPay and online tracking are also needed, so that trust in postal services remains high amid digital competition. In addition, further research with a wider range of areas and informants is highly recommended to obtain a more representative and in-depth picture of the transformation of postal services in this digitalization era.

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