

ABSTRACT

This study analyzes the implementation of the Banking Business Group (BBG) model in Indonesia through the case studies of Bank NTB Syariah and Bank Bengkulu, compared with Blu by BCA Digital as a non-BBG bank. A qualitative approach was used to assess BBG's alignment with PSAK 22, PSAK 65, PSAK 15, and POJK No. 12/2020 and No. 41/2019. The findings reveal that BBG structures comply with POJK regulations but do not fully meet PSAK accounting standards. In terms of financial performance, Bank NTB Syariah remained stable, while Bank Bengkulu faced liquidity challenges. Meanwhile, Blu by BCA Digital showed stronger growth. These results highlight the need for better harmonization between regulatory and accounting frameworks in Indonesian bank consolidations.

Keywords: Banking Business Group, PSAK, POJK, Financial Performance, Bank Consolidation.