ABSTRACT

Vinny Yulianti Haerunisa "Analysis Of The Development Of Practical Sadaya Savings In PT. Bank BPR Karyajatnika Sadaya Branch Bandung Period 2007-2011 " Under the guidance of Lia Yulianti., SE., M.Pd

BPR Karyajatnika SADAYA Bandung as a financial institution in Indonesia, can serve the needs and launch mechanism for the economic sector, one of which received funding from the public in the form of savings and deposito.Tabungan is one service that is in demand by the public, because the withdrawal can be done every time if needed.

On this occasion the authors conducted a study on PT. BPR Karyajatnika SADAYA Branch Bandung. The author's intent to conduct research is to determine how much progress SADAYA Practical Savings. research method used is descriptive method, descriptive method that is a form of data collection in the capture and analysis of the truth.

The results showed that the development of practical SADAYA Savings on PT. BPR Karyajatnika SADAYA London Branch had continued to rise despite a decline. The decline occurred in 2010. This is caused by a lack of interest of the community to save their money in savings. People prefer to save funds in the form of savings deposits because it provides a relatively large flowers. However, this decline occurred only in 2010 and is followed the next year.

Keywords: Development of Practical Sadaya Savings