

BPJS EMPLOYMENT COMMUNICATION STRATEGY MEULABOH BRANCH OFFICE IN SOCIALIZING SOCIAL SECURITY PROGRAM

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ABSTRACT

The importance of a good communication strategy is applied so that the program runs in accordance with the company's vision and mission. The purpose of this research is to describe the form of communication strategy of BPJS Employment at the Meulaboh Branch in Disseminating the Social Security Program and to find out what are the supporting factors and inhibiting factors faced by BPJS Ketenagakerjaan in disseminating the Program. Social Security. The type of research used is descriptive qualitative research. This research uses a communication approach. The data collection method is through interviews and documentation. The results show that (1) the strategy used by BPJS Ketenagakerjaan in Disseminating the Social Security Program is by making materials related to the delivery of the program and then how our way of communicating, the benefits of the Social Security Program, registration procedures, as well as coordinating directly with the community leader or if socializing to the company coordination with company management regarding the Social Security Program Socialization, (2) Barriers faced by BPJS Employment namely Language, Technology and Lack of insight of participants in knowing the difference between BPJS Employment and BPJS Health. Based on the results of the research, suggestions that can be given are: (1) BPJS Employment of the meulaboh branch should further increase the quantity of socialization in order to increase public interest in using social security programs (2) officers who cannot speak Acehnese can be given training to make it easier for officers to communicate well to people who cannot speak Indonesian.

Keywords: BPJS Employment, Social Security Program, Communication strategy

1. INTRODUCTION

Employment Social Security Administering Body, hereinafter referred to as BPJS Ketenagakerjaan, is a public legal entity established under Law Number 24 of 2011 concerning Social Security Administering Bodies. (BPJS Employment website)

BPJS Employment is a public legal entity that is responsible for President where BPJS Ketenagakerjaan provides protection to all Indonesian workers, both in the formal and informal sectors and foreigners who work in Indonesia for at least 6 months. The protection provided is in the form of: Work Accident Insurance (JKK), Death Insurance (JK), Old Age Security (JHT), Pension Security (JP), .(BPJS of Employment website).

Government Regulation number 37 of 2021 concerning the Implementation of the Job Loss Guarantee Program (JKP). This is a derivative rule of Law number 11 of 2020 concerning Job Creation. BPJS Employment will provide benefits that can be received by participants affected by Termination of Employment (PHK). This is on condition that you are registered as a participant for 24 months, with a 12-month contribution period and pay dues consecutively for 3 months. The regulation also stipulates that JKP participants must be registered as participants in all BP Jamsostek programs, namely Work Accident Insurance (JKK), Old Age Security (JHT), Death Security (JKM), and Pension Security (JP) and registered as a participant (JKN). National Health. (KEMENKO PMK)

The communication strategy allows a communication action to be carried out for the communication targets designed as the target of change. That in a marketing communication strategy, the main target is first, how to make people aware that they need a product, service, or value and if attention has been awakened, then the most important target is so that people are loyal to buy that product, service or value (Bungin, 2015).

Problems that are still common today, especially in Aceh, there are many people who cannot distinguish between the BPJS Employment office and the BPJS Health office. Where the public also

**BPJS EMPLOYMENT COMMUNICATION STRATEGY MEULABOH BRANCH OFFICE IN
SOCIALIZING SOCIAL SECURITY PROGRAM**

Tasyia Maulian Sari, Safrizal

does not want to know and even assume the same office even though these two offices have big differences both in terms of the guarantee program as well as the vision and mission. Another problem that also occurs is that BPJS Employment employees who carry out socialization of social security programs to the community are still constrained by language because many of these BPJS Employment employees come from outside Aceh and other obstacles are in technology where some areas in Aceh Barat are networked. limited technology.

The purpose of this study was to determine the BPJS Employment communication strategy in disseminating the social security program, the inhibiting factors and supporting factors for the BPJS Employment plan and solutions to the problems faced.

2. METHOD STUDY

This study uses a qualitative research type. Data collection was carried out in the month of March to May 2022 at BPJS Employment Meulaboh Branch, West Aceh Regency.

The data obtained from the results of this study came from the results of interviews and documentation.

The informants who were interviewed were 5 informants, including:

- 1) Informant 1 is BPJS Employment Participant Employee
- 2) Informants 2 is BPJS Employment Participant Employee
- 3) Informants 3 BPJS Employment Employees Participant Section
- 4) Informants 4 BPJS Employment Employees Participant Section
- 5) Informants 5 BPJS Employment Staff Adm Marketing Manager

Data analysis was carried out by transcribing the results of the interviews by playing back the recorded interview results, listening carefully and then writing down the words that were heard according to what was on the recording. and easy to understand.

3. RESULTS AND DISCUSSION

The social security program is intended to enable everyone to fully develop themselves as a useful human being; as in the 1945 Constitution of the Republic of Indonesia Article 28 H paragraph (3), "Everyone has the right to social security that allows his full development as a useful human being."

The existence of this social security program provides certainty for the ongoing flow of family income as a replacement for part or all of the lost income. Labor social security has several aspects, namely:

- a. Provide basic protection to meet minimum living needs for workers and their families
- b. It is an award for workers who have contributed their energy and thoughts to the company where they work.

Respondents' Responses to the BPJS communication strategy in disseminating the social security program

The first informant said that "The strategy applied in socializing the social security program is by door to door or by coming directly to the participating companies. Especially for those who are not yet participants, they come to the participants by door to door, so they can write a letter explaining what BPJS Employment is, the benefits and how to register, so it's more direct Personality. For participants who are already participants, so they already know the benefits, they only socialize what is the latest info from BPJS Ketenagakerjaan and that can be done

This can be done directly to all participants or can be represented through the company's management, and can also be done virtually or via email or WhatsApp information blasting ".

This was further reinforced by the second informant who said that "the communication strategy is carried out to promote the social security program, namely at the beginning of the socialization, the most important thing is making materials related to the delivery of the program and then how we communicate, in socializing it depends again on the participants we communicate with." because in Meulaboh itself, the participants who were socialized were very varied, some were from the government, some were from village officials or from participants who were self-employed and some were highly educated and some were not in school, so socialization in the field depends on

how the audience is, they also see how the current conditions are. socialization and how the participants respond. If you get a lot of information, because in getting the attention of the participants, sometimes we have to improve in the field, whether it's interspersed with jokes or so on, so BPJS employees don't socialize too much explanations that confuse them, they discuss more . Where one of the goals of this communication or socialization is to convey the BPJS Employment Program. The goal is for participants to understand what is being conveyed, so by discussing it we can better understand the actual extent to which this audience or participants have understood and there also participants can ask things that are confusing and can provide a detailed explanation.

The other informant's response said that "the communication strategy carried out by BPJS Employment in the Meulaboh Branch is to coordinate directly with community groups or directly to the head of community groups, for example, the agricultural community, fishing community and others after coordinating the informants and community leaders to determine the schedule for the socialization. " .

Based on the results of the interview, it can be concluded that the form of strategy used is: BPJS Employment is by (1) Coordination with the head of the community or with the management of the company (2) Making materials, as for the material prepared by BPJS Ketenagakerjaan regarding social security programs, benefits and the vision and mission of BPJS Ketenagakerjaan (3) Establishing methods, methods used by BPJS Ketenagakerjaan Meulaboh Branch are by direct method, via blasting email, or door to door.

Strategy is a plan that is made in detail as a long-term plan that will later be implemented by an institution, in which there is a technical plan and what steps will be carried out within an institution, so that it can be a reference for the institution in achieving its goals (Rahayu, 2017).

Communication strategy is the beginning of communication activities that always occur within the company daily life, both in the scope of interpersonal communication, group communication, and in mass communication. Likewise, in organizational life, it will definitely be colored by public relations activities, both directly and indirectly, because public relations is one method of communication (Suryanto, 2015)

In formulating a communication strategy, in addition to formulating clear objectives, it also takes into account the conditions and situations of the audience. The steps for introducing audiences and targets according to (Suprpto, 2011) are as follows:

1. Getting to Know the Audience

Knowing the audience must be the first step for communicators in an effective communication effort. The audience is not passive but active so that between the communicator and the communicant there is not only a relationship, but also mutual influence. That is, the audience can be influenced by the communicant or audience. To establish communication between the communicator and the communicant, there must be equality of interest.

2. Composing Messages

After getting to know the audience and their situation, the next step in formulating a strategy is to compose a message, namely choosing friends and materials. The main requirement in influencing the audience is being able to arouse attention. This is in accordance with the *Attention To Action Procedure (AA Procedure)*, which is to generate attention (*attention*) which then moves a person or many people to carry out an activity (*action*) according to the formulated goals.

3. Setting Method

In the world of communication, the delivery method can be seen from two aspects, namely: according to the way it is implemented and according to the form of its content. It is further explained that the first one merely looks at the communication itself in terms of its implementation by letting go of the communication itself attention to the content of the message. While the second is to look at the communication in terms of the form of the statement or message and the intent it contains. Therefore, the first (according to the way

**BPJS EMPLOYMENT COMMUNICATION STRATEGY MEULABOH BRANCH OFFICE IN
SOCIALIZING SOCIAL SECURITY PROGRAM**

Tasyia Maulian Sari, Safrizal

implementation), can be realized in two forms, namely *redundancy* (*repetition*) and *canalizing* . While the second according to (according to the form of the content) is known as the informative, persuasive, deductive and cursive method.

4. Media Selection and Use

The use of media as a means of channeling ideas, in order to seize influence in society, in the early 21st century is a must. The mass media can reach a large number of audiences, and today it seems impossible to live without letters, radio and television. All of these tools are communication tools, apart from functioning as a channeling tool, they also have complex functions. In addition to having to think in living the communication factors

as well as its relation to socio-psychological situations, must be taken into account because each medium has its own capabilities and weaknesses as a means of communication.

5. Barriers to Communication

When delivering a message, from the communicator to the communicant, it often happens that understanding is not achieved as desired, on the contrary, misunderstandings arise that the message is not perfectly received due to differences in symbols or language between what is used and what is received. Or there are technical barriers that are used with those that are accepted which lead to the idea of a smooth communication system for both parties.

Respondents' responses to the inhibiting factors and supporting factors of the BPJS Employment communication strategy in disseminating the social security program.

1. Obstacle factor

The informant also conveyed that the factor that became an obstacle and a supporter in disseminating this Social Security Program was technology. The supporting factor of this technology is that it is easier to communicate, if the inhibiting factor is itself namely, because the technology network is limited, such as in the aceh area, there are some participant areas that have insufficient technology, so access to participants is somewhat limited, so the solution is to socialize it to the company management and it is the job of the company administrators who will inform the participants later. So according to Mr. Teuku Emir Rizky, the supporting and inhibiting factors are the same, namely technology and communication limitations to the company

“Another inhibiting factor is language and lack of knowledge insight Public. One of the things they often get in the field, especially in Meulaboh, is that many still use regional languages in their daily lives so it is rather difficult to understand the language. Indonesia is one of the obstacles, especially for BPJS Employment employees who are not from Aceh, the solution that BPJS Employment does is use a translator or coordinate with village heads or village officials who can explain in regional languages.

Insight of public knowledge that is still lacking is also an obstacle in socializing the Social Security Program because many of the people still do not know the difference between BPJS Employment and BPJS Health. it is in terms of the guarantee program as well as its vision and mission. So the solution made by BPJS Employment is that before conducting socialization, they usually explain first what the difference is between BPJS Employment and BPJS Health”.

2. Supporting factors

According to the Supporting Informants in conducting socialization, namely "For the Communication Factors themselves, there are many actually it is also continuous with the communication strategy they socialize. This Communication Factor can be in the form of data, either participant data or claim data where they can display and participants can see how BPJS So far, the program has been running well.

Other supporting factors can also be through stories or experiences that we get in the field so that this can attract the attention of participants and can also build motivation and also a sense of desire from participants to be able to become BPJS Employment participants. what they do to the

participants so that they not only convey the rules and then the benefits but are also supported by stories in the field and facts that we have obtained in the field so that they can support the success of

communication or socialization that we do to participants”.

4. CONCLUSION

From the results of the study it can be concluded that (1) the Communication Strategy carried out by

BPJS Employment Meulaboh Branch in Disseminating the Social Security Program, namely for the beginning in socialization, the most important thing is making material related to the delivery of the program then for how we communicate, in socializing it (2) The inhibiting factors in socializing this Social Security Program are language, technology, and lack of community insight. Supporting factors in doing this

This socialization is through stories or experiences that we get in the field so that this can attract the attention of participants and can also build motivation and also a sense of desire from participants to be able to become BPJS Employment participants and other Supporting Factors This communication can be in the form of data whether it's participant data or claim data where they can display and participants can see how BPJS has been running the program well (3) The solution used by BPJS Ketenagakerjaan depends on the problems in the field as described above The socialization is very varied so the problems they face meet in the field is different.

5. Suggestion

Based on the results of the research, suggestions that can be given are: (1) BPJS Employment for the meulaboh branch must further increase the quantity of socialization in order to increase interest the community to use the social security program (2) officers who cannot speak Acehnese can be given training to make it easier for officers to communicate well with people who do not speak Indonesian.

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***BPJS EMPLOYMENT COMMUNICATION STRATEGY MEULABOH BRANCH OFFICE IN
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