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Integrated Marketing Communication for BPJS Ketenagakerjaan: Understanding Communication Design and Channel to Improve Membership Ratio Among Indonesian Migrant Workers

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Abstract: The number of Indonesian Migrant Workers continue to increase due to increasing demand for workforce needs from various countries. In accordance with the mandate of Law of the Republic of Indonesia Number 18 of 2017, BPJS Ketenagakerjaan must expands its role to Migrant Worker. However, the suboptimal participation level of Indonesian migrant workers still become one of the main issue. With membership ratio stands at 12.6%, indicating that there is still a gap between BPJS Ketenagakerjaan services and its awareness. This study aims to formulate prioritization for integrated marketing communications channel and design that is relevant for BPJS Ketenagakerjaan in reaching migrant workers. Data was collected using a quantitative method with surveys and analyzed using a weighted scoring method. The respondents consisted of Indonesian migrant workers in key destination countries such as Malaysia, Hong Kong, Taiwan, South Korea, and Japan. Research findings show that social media and community events are the most relevance communication channels. Additionally, in the aspect of communication design, research found that collaboration with trusted institutions and the marketing communication based on benefits and user experience are relevant. Meanwhile, communication activities such as billboards, direct marketing and collaboration with influencers have lower relevance.

Keyword: BPJS Ketenagakerjaan, Indonesian Migrant Workers, Integrated Marketing Communication (IMC), Communication Design, Communication Channel

INTRODUCTION

In the world of globalization, it is increasingly easier for every individual to work and seek a living outside the country where he was born. Access to information, language and transportation continues to develop to support human migration. Movement and relocation between countries is also unavoidable to meet each country's need for labor and the needs of job seekers for jobs. This is in accordance with the concept of supply and demand for labor in the world, various countries that experiencing labor shortages will open up opportunities for citizens of other countries to work in their country.

Indonesia is one of the countries of origin for migrant workers in the some countries. In 2023, Indonesian migrant worker contributed 227 trillion foreign exchange to Indonesia (Badan Perlindungan Pekerja Migran Indonesia, 2024). This illustrates the role of migrant workers in the Indonesian economy. Adapting to the labor needs in various countries, the departure trend of Indonesian migrant workers has continued to increase in recent years, through intergovernmental (G2G) cooperation programs, private-to-private (P2P) cooperation or individual departures.

Behind the increasing number of demand and supply of Indonesian migrant worker in recent years, as well as the high interest of Indonesian people in becoming migrant workers, there are several risks associated with migrant worker activities. Referring to the various risks, the government through Law no. 18 of 2017 that concerning the Protection of Indonesian Migrant Workers has given the mandate for BPJS Ketenagakerjaan to provide social security programs and services, specifically for Indonesian migrant workers. In general, this program provides special benefits for Indonesian migrant workers and has been adapted to the needs and risks that migrant workers may face such as Old Age Security (JHT), Work Accident Insurance (JKK), Death Insurance (JKM). This program created by BPJS Ketenagakerjaan is a realization of the mandate of the law as a form of protection by the Indonesian government for migrant workers.

To support the various product services that have been prepared, BPJS Ketenagakerjaan has carried out various marketing activities for Indonesian migrant workers, so the migrant worker will register as member for BPJS Ketenagakerjaan social protection program. Based on the efforts, following is the number of active members of BPJS Ketenagakerjaan for migrant workers until June 2024.

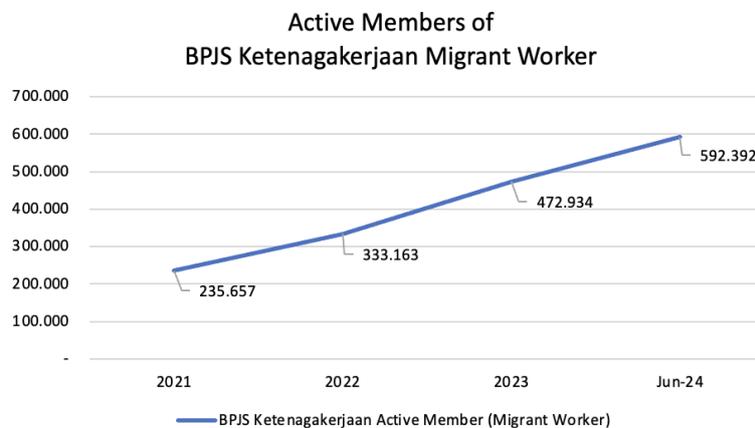


Figure 1. Active Members of BPJS Ketenagakerjaan Migrant Worker

Source: BPJS Ketenagakerjaan (2024)

Based on Figure 1, it can be concluded that the number of migrant workers as an active member of BPJS Ketenagakerjaan has increased every year, from 2021 to June 2024. There was an increase of 356.825 members, from previously 235.567 (2021) active members to 592.392 (2024) active members of migrant worker (BPJS Ketenagakerjaan, 2024). However, the increased that has occurred is still quite low compared to the total number of Indonesian migrant workers abroad.

Through the official website of the Ministry of State Apparatus Utilization and Bureaucratic of the Republic of Indonesia in 2023, the Head of BP2MI (Indonesian Migrant Worker Protection Agency) conveyed the number of legal Indonesian Migrant Workers that recorded in SISKOP2MI (Indonesian Migrant Worker Protection Computer System) reached around 4.7 million workers. Refer to that, if the number of BPJS Ketenagakerjaan migrant worker members is compared with the total number of Indonesian migrant workers (592.392

active members: 4.700.000 total migrant workers), there is a gap of around 4.1 million migrant workers who have not been registered as active member of BPJS Ketenagakerjaan. An illustration of this gap can be seen in the following table.

Table 1. Membership Ratio of BPJS Ketenagakerjaan Migrant Worker

Total Active Member (BPJS Migrant Worker)	Total Number of Migrant Worker	Number of Gap	Membership Ratio
592.392	4.700.000	4.107.608	12,6%

Source: Research Data

One of the reasons for the low membership ratio is the lack of awareness of migrant workers regarding the program features of BPJS Ketenagakerjaan (benefits, how to register, how to pay, etc). Migrant workers will not register if they do not have awareness of various BPJS Ketenagakerjaan product and services, even though it offered a good product. It was identified that the current marketing communication activities were not optimal in reaching Indonesian migrant workers.

In general, the main concept of this research refers to the concept of Integrated Marketing Communication which consists of the sub-concept of communication design by Kotler & Keller (2012) and promotion mix by Kotler et al., (2020). The combination of relevant communication channels and design will have an impact on marketing activity. Kotler et al., (2020) stated that communication channel generally consists of Personal Selling, Public Relations, Direct Marketing, Sales Promotion, Advertising, and Digital Marketing. Meanwhile, in designing communications, it must be able to answer three main questions, namely what to say (message strategy), how to say it (creative strategy) and who should say it (message source) (Kotler & Keller, 2012). According to Kotler and Keller (2012), this approach helps companies build a strong brand image and increase sales by ensuring each message has continuity across all communication channels. In addition, Refer to Kotler et al., (2020) companies must carefully integrate and coordinate the marketing channels to deliver a clear, consistent and compelling message about its product. IMC functions is to align all company marketing communication initiatives so that they work synergistically to achieve the goal (Kotler, Keller, and Chernev, 2021).

The main objective of this research is to formulate integrated marketing communication that is relevant to Indonesian Migrant Workers as the target market of BPJS Ketenagakerjaan for Migrant Workers. With the future planned marketing initiative, it is hoped that it could increase product awareness of BPJS Ketenagakerjaan for Migrant Workers. This statement is reinforced by the statement of Kotler et al., (2020) that marketing and promotional activities have an influence on product awareness. By increasing product awareness of BPJS Ketenagakerjaan for Migrant Workers products, it will have an impact on increasing the membership ratio and become one of the action plans for the low membership ratio issue of BPJS Ketenagakerjaan for Migrant Workers. Figure 2 Shows the formulation of conceptual framework.

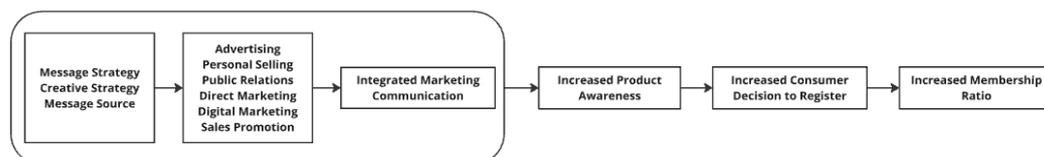


Figure 2. Conceptual Framework

Source: Research Data

METHOD

During the field study, primary data were gathered using the quantitative approach with survey method as the data collection technique. A questionnaire was employed as the instrument for this survey, which distributed to respondents who meet the specific criteria for this research. The development of the questionnaire was carried out by researcher with the aim of being able to find out the preferences level and importance level from migrant workers for BPJS Ketenagakerjaan marketing communication channel and design. With this questionnaire, researcher can formulate and prioritize integrated marketing communication initiatives that is relevant to migrant workers. To address the standard, this research was conducted by distributing questionnaires via to 150-200 samples of Indonesian migrant workers that have been working for more than 1 year in the top 5 Indonesian migrant worker destination countries (Taiwan, Malaysia, Hong Kong, South Korea, Japan).

In addition to field studies, literature studies are also performed during data collection. According to Neuman (2014), secondary data can be collected through books, scientific journal articles, dissertations, government documents, and policy reports. This study uses some secondary data to strengthen research through various secondary data instruments, namely government documents, BPJS Ketenagakerjaan official report, BP2MI (Indonesian Migrant Worker Protection Agency) report, scientific journal articles, books, and other sources that are credible and accountable.

Based on the data collection process, an analysis is performed to determine the outcomes of the data. In this study, the data analysis technique that will be use is a quantitative approach, which involves processing numerical data using weighted scoring method, that calculating the respondent weights to each criterion according to its importance and its preferences from customer. Overall, the weighting scoring method is used to evaluate and resulting in a more accurate decision-making process (Odu, 2019), and the ranking process will be carried out based on the results obtained from the data collection.

RESULTS AND DISCUSSION

In ranking analysis, researcher evaluate the overall weighted score results. By understanding the ranking of each indicator in the communication design and communication channel variables, priorities can be determined, from highest to lowest.

Communication Design Ranking

The process of communication design ranking is carried out from ranks 1 to 7, according to the number of indicators in data collection. Rank 1 indicates the indicator with the highest weighted score, which is considered the main priority for implementation. On the other hand, rank 7 is the indicator with the lowest weighted score, which is given the lowest priority in communication design.

Table 2. Communication Design Ranking

Communication Design	Weighted Scores	Rank (Priority)
Service System & Product Benefit	6,41	2
User Journey & Experience Testimonials	5,92	3
Creative & on Trend Campaign	5,63	4
Collaborate with Influencer	3,83	7
Collaborate with Government Officials	4,32	6
Collaborate with Community Leaders	5,22	5
Collaborate with Reputable Experts & Institutions	6,75	1

Source: Research Results

Table 2 shows the results of weighted score analysis using respondent questionnaire data. Priority indicators formulated to understand the most relevant communication design

elements for Indonesian migrant workers. This priority setting shows the elements that must be the focus of BPJS Ketenagakerjaan communication initiatives.

The indicator with the highest ranking is Collaborate with Reputable Experts & Institutions with a weighted score of 6.75. This shows that collaboration with trusted experts and institutions is the main element that is highly valued by respondents. Collaboration with reputable experts and trusted institutions creates a sense of security for migrant workers, who often need validation of information from trusted parties. This approach is in accordance with the research by Morgan & Hunt (1994), that trust is an important element in building a committed relationship between service providers and consumers. Apart from that, collaborating with reputable experts and institutions can improve the quality of the communication to make it more credible.

Second rank is occupied by Service System & Product Benefits with a weighted score of 6.41. This indicator shows that communication design with elements of product and system benefits is a focus for migrant workers. This is in accordance with the statement from Kotler & Keller (2016), that the purpose of marketing is to ensure that products or services meet customer needs. Having clear information about the service system and product benefits will provide significant added value, especially for products that aim to help meet the needs of Indonesian migrant workers.

The User Journey & Experience Testimonials is in third place with a score of 5.92. Respondents valued user experience and testimonials, reflecting the importance of user storytelling and real experience-sharing in building emotional connections and trust. As explained by Pulizzi (2013), storytelling can educate, entertain, engage, and impact audiences because the content goes beyond the scope of the product or service.

Indicators with low rankings, such as Collaborate with Influencers at rank 7 (score 3.83) and Collaborate with Government Officials at rank 6 (score 4.32), show that migrant workers do not prioritize communication through public figures or the government. The above results similar with the research results from Hughes et al., (2019), that if the audiences prioritizing product utility over trends, influencer may have limited impact. Furthermore, in term of BPJS Ketenakerjaan services, migrant workers value the credibility and clarity of information more than the popularity of figure.

The results show that BPJS Ketenagakerjaan communication strategy for Indonesian migrant workers needs to prioritize the element of collaboration with reputable experts & institutions and also the highlights of services system & benefits. Elements such as user experience & testimonials, creative & on-trend campaigns, and collaborating with community leaders also need to be considered to increase communication relevance. Conversely, an influencer-based approach or collaboration with government officials can be used as a complementary element, but not the main focus.

Communication Channel Ranking

Communication channel ranking is determined based on the number of indicators in the data collection process. The indicator with the highest weighted score is placed at rank 1 as the main priority. On the other hand, the indicator with the lowest weighted score is ranked 9 as the last priority.

Table 3. Communication Channel Ranking

Channel	Weighted Scores	Rank (Priority)
Advertisement & Billboards	3,30	9
Online Face to Face Meetings	3,75	7
Offline Face to Face Meetings	4,08	5
Community & Social Events	4,76	2
Media Releases (Radio, online news)	3,92	6

Direct Marketing (WhatsApp and similar apps)	3,69	8
Content Marketing (YouTube, Blog, Podcasts)	4,49	4
Social Media (Instagram, TikTok, Facebook)	4,77	1
Official Web Optimization (SEO)	4,70	3

Source: Research Results

The prioritization results of the communication channel for Indonesian migrant workers show that social media, such as Instagram, TikTok, and Facebook, are the most relevance communication channels, with an average score of 4.77. This reflects changes in the communication behavior of migrant workers who are more likely to utilize digital platforms because of the accessibility, speed and ease of interaction they offer. In this context, Kaplan and Haenlein (2010) stated that social media allows parties to engage in timely and direct contact at relatively higher levels of efficiency than can be achieved with traditional communication tools. Furthermore, with the distance of migrant workers from Indonesia, the use of social media become a solution for marketing communication activity.

Community and social events also have an important role with a slightly different score (4.76). Physical presence in this kind of activity provides space to build solidarity and communication. This is relevant for migrant workers who often face isolation in a new workplace or environment outside Indonesia. With community activities, Indonesian migrant workers can gather in one platform and conduct activities with fellow Indonesian citizens.

Official website optimization (SEO) ranked third with a score of 4.70, highlighting the important role of well-structured digital presence in conveying clear, accessible and trustworthy information. As technology developed, search engines have become an essential tool in everyday life, Chaffey and Smith (2017) stated that people instinctively rely on search engine to find products, services, or entertainment. By implementing consistent search engine optimization, BPJS Ketenagakerjaan official website can secure the top position in search engine results, making it easier for users to find it. Migrant workers can access to the BPJS Ketenagakerjaan official website when they are interested in digging up more in-depth and credible information.

Content marketing, namely YouTube, blogs and podcasts, ranked fourth with a score of 4.49. These channels offer in-depth information that can be accessed at any time. According to Pulizzi (2013), content marketing is very effective in attracting attention and providing educational value to the audience. On the other hand, offline face-to-face meetings with a score of 4.08 remain relevant in building trust and personal relationships, especially for sensitive issues or in-depth discussions. Knapp and Daly (2002) explain that face-to-face communication has a strong emotional impact in strengthening interpersonal relationships.

Traditional media such as media releases and direct marketing scored lower (3.92 and 3.69), while advertising and billboards were the channels with the lowest score (3.30). This can be caused by irrelevant situation and limited access to these media, especially for those who don't have time to read and live outside big cities.

In conclusion, above findings suggest the importance of digitalization and community-based approach in developing marketing communication initiatives for Indonesian migrant workers. By utilizing social media, web optimization and digital content, migrant workers can be easier to access the information of BPJS Ketenagakerjaan services. This approach also needs to be balanced with community events and face-to-face interactions to strengthen personal connections and engagement.

Integrated Marketing Communication

Researcher formulated a framework based on the concept of Integrated Marketing Communication (IMC). This approach includes the process of (1) formulating communication designs and (2) selecting communication channels that are tailored to align with the needs of Indonesian migrant workers. This approach designed to ensure that marketing communication initiatives could reach migrant workers' with relevant information and in a relevant way.

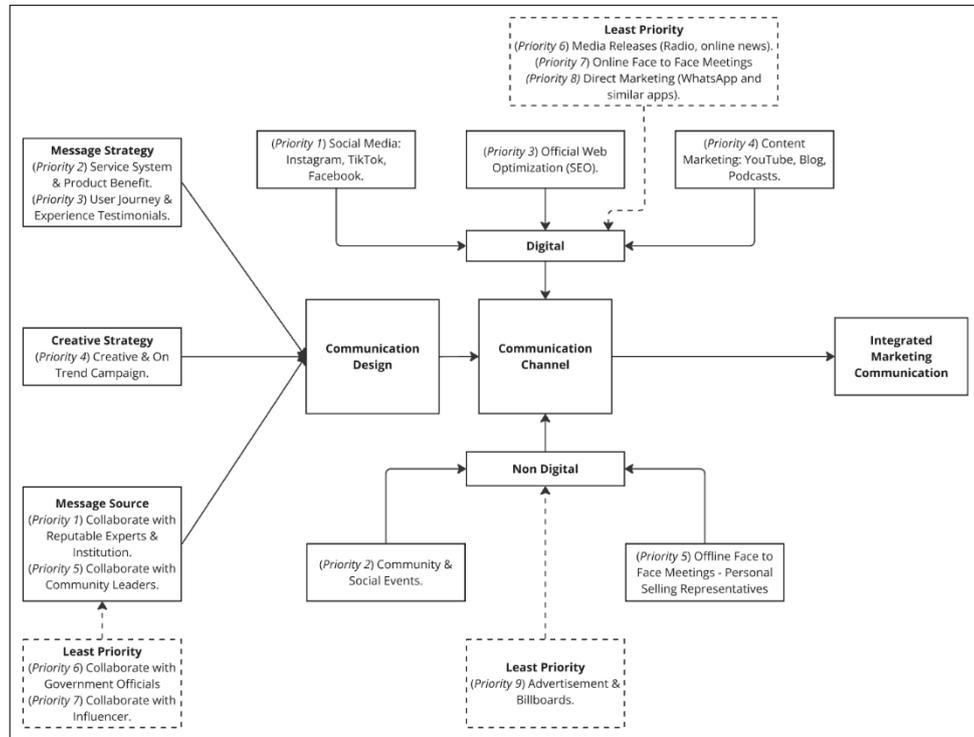


Figure 3. IMC Framework
Source: Research Results

CONCLUSION

This research began with the problem of the low level of participation of Indonesian migrant workers in the BPJS Ketenagakerjaan program. Based on the analysis results, it is known that the main cause is the suboptimal marketing communication activities, especially in the use of digital platforms. To increase awareness of migrant workers, researcher formulated an Integrated Marketing Communication (IMC) initiatives based on communication channel and communication design priorities, which were analyzed using the weighted scoring method.

Based on the ranking results of communication channels and communication design, the situation shows that Social Media (Instagram, TikTok, Facebook) and Social Communities & Events are the most relevant communication channels for reaching Indonesian migrant workers. Social media is a top priority because of its ability to reach a wide audience, convey information quickly, and present attractive visual content. In addition, community events provide opportunities to interact directly with migrant workers, strengthen trust, and build emotional connections. In contrast, channels such as Advertisement & Billboards and Direct Marketing have low relevance. In communication design, indicators of Collaboration with Leading Experts & Institutions as well as Service Systems & Product Benefits have an important role in building credibility and highlighting the real benefits of BPJS Ketenagakerjaan.

This ranking shows that BPJS Ketenagakerjaan communication strategy must focus on digital media, community events, and collaboration with trusted institutions to increase awareness and trust of Indonesian migrant workers. Digital-based approaches must be

combined with community-based strategies to create more personalized and relevant communications. Communication design elements such as emphasizing product benefits and using authentic testimonials should be a priority to strengthen marketing messages.

Furthermore, the findings of this research may serve as a reference for policymakers and other stakeholders in designing more effective communication strategies for Indonesian migrant workers. With the implementation of a more relevant and targeted communication initiative, BPJS Ketenagakerjaan is expected to enhance its role as a provider of social protection services that are accessible to all Indonesian migrant workers.

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