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Analysis of the Role of Socialization of Bpjs Program: A Study on Employee Nonparticipation in the Socialization Process

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Abstract: Socialization of the BPJS program is a strategic effort to increase understanding and participation of workers in the social security system. However, in practice, there are still employees who do not follow the socialization process, thus potentially hampering the effectiveness of the program. This study aims to analyze the role of the Social Security Organizing Agency (BPJS) in socializing the health insurance program for workers and to identify factors that cause workers' non-engagement. This research uses a qualitative approach with interview techniques, observation, and documentation analysis of employees and socialization organizers. The results showed that the role of BPJS in socializing the health insurance program has not been fully effective. The effectiveness of socialization depends on the communication strategy used, the level of involvement of company management, and the method of delivering information. Employee disengagement is caused by lack of access to effective information, lack of support from the company, and the perception that socialization does not have significant added value. Therefore, a more interactive, adaptive, and technology-based communication strategy is needed to increase employee involvement in the socialization of the BPJS program.

Keywords: BPJS, Non-Participation, Employee, Role, Socialization

INTRODUCTION

Public health is the primary concern and responsibility of both the government and the community. As a public servant, the government always strives to provide health services through budgeted programs. With regard to health, it is indeed the most important and very impactful. It is so important that health is seen as an asset to the welfare of society. Conversely, it is called very impactful, because when health experiences disturbances such as diseases or epidemics that occur in the community, of course, it will have an impact and even cause losses without exception losses to the country's economy. (Khiro, 2015, p. p. 105) Avoiding the adverse effects of health problems, the government has made various efforts to improve the quality of public health, one of which is with social security. Social security pursued by the government is not only a form of attention but also protection for the community to ensure a prosperous life. Social security is the right of the community to receive protection from the government through various social security programs for the welfare of the community,

including in health. As in the preamble of Law Number 40 of 2004 concerning the National Social Security System that basically every person or individual of the community has the same right to obtain social security in order to fulfill the needs of a decent life towards the realization of a prosperous Indonesian society. (RI, 2004, p. p. 1) In the same discussion regarding National Social Security, the government has regulated through Government Regulation Number 12 of 2013 which was refined by Presidential Regulation Number 111 of 2013 concerning health insurance that basically participation (community) in the National Social Security participation is mandatory. In connection with its mandatory nature, it is expected to be widely beneficial to help each other and benefit all people in Indonesia. Meanwhile, in order to be the organizer of the national social security, as stipulated in Law Number 24 of 2011, a special agency or institution has been formed as a social security organizer, namely the Social Security Organizing Agency or referred to as BPJS. (Khiro, 2015, p. p. 3)

The Social Security Organizing Agency (BPJS) is an institution responsible for providing health and employment protection for all Indonesian people. The existence of BPJS has no other purpose than to improve welfare and provide social security, one of which is for workers, both in the formal and informal sectors. (Mulyadi, 2015, p. p. 30) In Indonesia, the Health Insurance Provider Agency (BPJS) is divided into 2 (two), namely BPJS Health and BPJS Employment. The division of the two health insurance organizing bodies or BPJS is as stipulated in Law Number 24 of 2011 concerning the Health Insurance Provider Agency, in article 5 paragraph 2 as follows: (RI, 2011, p. p. 5)

"BPJS as referred to in paragraph (1) are: BPJS Health and BPJS Employment"

In order to achieve the objectives as mentioned earlier, in its position as (organizer) the Social Security Provider Agency (BPJS) has an obligation to stimulate this social security program, namely by conducting socialization efforts, especially in this study to workers and also to employers and generally to all Indonesian people. The intended socialization is an effort to disseminate information about the sustainability of the social security program in order to attract workers and employers as objects or targets of socialization. The socialization efforts undertaken must be with clear efforts to provide the widest possible understanding that is useful, careful, precise, and accurate so that the procedures and substance can be well understood by workers and employers in particular, and generally for the entire community in Indonesia. The provision of good understanding obtained from the socialization attended by workers and employers will certainly provide legal awareness of their rights and obligations in utilizing the government's social security program. Conversely, the non-participation of workers and employers in the socialization process will increasingly have an inhibiting effect on the BPJS program itself.

In fact, in the process of organizing socialization that is being carried out by the Social Security Organizing Agency (BPJS) for workers and employers, there are still employees who do not follow the socialization process. This will certainly increasingly have an impact and even hamper the effectiveness of the implementation of the BPJS program. It is often found that workers and employers do not understand the benefits and urgency of labor protection and their rights and obligations as workers or as employers. In connection with this, analyzing the effectiveness of the BPJS program socialization process for workers is increasingly important in order to improve understanding and success of the social security program carried out by the Social Security Provider Agency.

As far as the researcher's reading is concerned with the effectiveness of the implementation of the BPJS program, there are several previous research results that are relevant to this research, including the following: *First*, Marco Orias' research in his work entitled *"Socialization of the Employment Social Security Organizing Agency for the Ploso Village Community, Krembung District, Sidoarjo Regency"*. This research was conducted in Ploso Sidoarjo village which is the result of community service by conducting socialization of BPJS employment to provide understanding to the Ploso village community. That previously

the Ploso village community did not understand about social security in the form of BPJS Employment so that most people did not know their rights as workers. (Ories, 2023, p. p. 22)

Second, the research conducted by Melinda in her work entitled "Factors Related to Community Interest in BPJS Mandiri Participation in Bener District, Purworejo Regency". The results of this study concluded that there are two variables in relation to community interest in participating in becoming part of BPJS Mandiri in Bener Purworejo District, divided into two variables, namely variables related to community interest and variables that are not related to community interest. Variables related to community interest in participating in BPJS Mandiri include attitudes, perceptions and people's support. While variables that are not related to public interest include knowledge, economy, and behavioral control. (Melinda, 2016, p. p. 34)

Based on the results of previous studies conducted by previous researchers, it is considered relevant and has a connection with this research. Compared to previous studies as described, the focus in this study is on the roles and responsibilities of the Social Security Organizing Agency or BPJS in disseminating information regarding the BPJS program for workers and in order to increase their understanding which is precisely their right as workers to get employment protection. This study aims to analyze the role of the Social Security Organizing Agency (BPJS) on the process and effectiveness of socialization which implies employee non-participation in the socialization process and identify factors that cause employee non-participation in the socialization process.

METHOD

This research uses a qualitative approach with a case study method to analyze the roles and responsibilities in the socialization of the BPJS program as well as the factors that cause employee non-involvement in the process. (Komariah, 2014, p. p. 13) This approach was chosen because it allows a more in-depth exploration of the experiences, perceptions, and understandings of employees and BPJS parties regarding the effectiveness of the socialization that has been carried out. The research was conducted in several institutions that have the obligation to register their employees into the BPJS program, such as government offices, private companies, and small-medium enterprises (SMEs). The research subjects consisted of employees who should have participated in the socialization of the BPJS program but did not participate, BPJS parties who are responsible for organizing socialization and membership registration, and company or agency management who have a role in managing employee participation in this program.

Data was collected through several techniques, including in-depth interviews, observation, and documentation. In-depth interviews were conducted with employees who did not participate in the socialization to understand the reasons behind their non-engagement. In addition, interviews were also conducted with BPJS representatives to find out the socialization strategy that has been implemented and the challenges faced in its implementation. Company or agency management also became informants in this study to gain an understanding of their internal policies related to employee participation in the BPJS program. In addition to interviews, observations were also made by directly observing the BPJS socialization process that took place in the workplace or through the communication media used. This observation aims to see the interaction between the socialization organizer and employees to determine the extent of their participation and involvement in the socialization session. Meanwhile, documentation was conducted by collecting various socialization materials, such as brochures, presentations, and reports on the implementation of socialization by BPJS. Analysis was also conducted on company policies related to the obligation of employees to participate in the socialization of this program.

After the data was collected, it was analyzed using thematic analysis techniques. The first step in this process was to reduce the data by selecting, summarizing, and simplifying the results of interviews, observations, and documentation. Next, the collected data were grouped into main themes, such as BPJS socialization strategies, barriers to employee participation, and the impact of employee non-involvement in socialization on their understanding of the program. In the final stage, the patterns that emerged from the data were analyzed and interpreted in the context of relevant theories and policies, so that more in-depth conclusions and recommendations could be obtained. To ensure the validity and credibility of the data, this research applied several strategies, such as source triangulation, member checking, and audit trail. Source triangulation was carried out by comparing information obtained from various informants, namely employees, BPJS parties, and company management, in order to get a more objective picture. Member checking was applied by confirming the results of the interviews with informants to ensure that the interpretation of the data was in accordance with their experiences and views. Meanwhile, an audit trail was conducted by systematically recording the entire research process to maintain transparency in data processing.

Through this research method, it is hoped that a deeper insight into the roles and responsibilities of BPJS in the socialization of its program as well as the factors that cause employee disengagement can be found. Thus, more effective solutions can be proposed to increase employees' involvement in BPJS program socialization, so that it can have an impact on increasing their understanding and participation in this social security program.

RESULTS AND DISCUSSION

Research Results

This study found that the role of the Social Security Organizing Agency (BPJS) in socializing and implementing the health insurance program is still not fully effective in increasing the understanding and participation of workers. Based on interviews with employees who did not participate in the socialization, several main reasons for their non-engagement were found. Most employees admitted that they did not get clear enough information about the socialization schedule, while others felt that the socialization was not relevant to their needs. In addition, there were also employees who felt that information about the BPJS program could already be accessed independently through the internet or social media, so they considered it unnecessary to attend the socialization sessions in person.

From the organizer's side, the Social Security Administration or BPJS revealed that the main challenge in socializing the health insurance program BPJS is the lack of employee interest in attending socialization sessions. Although various socialization methods have been implemented, such as in-person seminars, use of digital media, and distribution of brochures, many employees are not involved in the socialization activities that have been conducted. Some of the factors that are thought to contribute to low participation are busy work schedules, lack of support from company management, and the perception that socialization is only administrative in nature with no real benefits for employees. Meanwhile, observations show that in socialization sessions organized by the Social Security Organizing Agency or BPJS, employee participation tends to be passive. They mostly listen without asking questions or showing further interest in the information presented. This indicates that the socialization method applied by BPJS has not been able to fully attract attention and increase interaction between employees and organizers. So that this plays a role in the low participation of BPJS employment. (Keban, 2014, p. p. 13)

Documentation analysis shows that the socialization materials used still tend to be formal and less attractive to employees. Brochures and presentations used mostly contain technical information about BPJS policies, without a more personalized and contextual

approach according to the needs of employees in various work sectors. In addition, company policies related to BPJS program socialization also vary. Some companies require employees to participate in socialization, while others only provide options without any strong encouragement.

Research Discussion

The establishment of the Social Security Organizing Agency (BPJS) is the first step of the government to be able to protect and meet the health needs of all people in Indonesia. The Social Security Organizing Agency or commonly called BPJS is a special agency that is non-beneficial in nature aimed at providing services that are beneficial and for the benefit of the people in Indonesia. Nirbala is meant, as mentioned in the principles of the national social security system, namely as a trust fund management body solely not for profit but to be developed again for the benefit of participants. In this regard, the funds mandated to the Social Security Organizing Agency (BPJS) after being collected and developed are reused for the benefit, benefit, and welfare of the community. This also has the principle of mutual cooperation between participants and other participants who in its implementation provide mutual contributions where participants who are able to help underprivileged participants, the healthy help the sick, as the obligation as BPJS participants is all Indonesian people. (Handoyono, 2018, p. p. 35)

As is well known, the Social Security Organizing Agency or more familiarly called BPJS is a special nonprofit body that has the role of organizing health insurance for the entire community. Its role as a Social Security Organizing Agency is directly proportional to its own function. The Social Security Provider Agency is a public servant that must be based on the principles of public interest, and social welfare. (Solechan, 2019, p. p. 691) In connection with realizing the social security program through the Social Security Organizing Agency (BPJS) for workers for the protection of workers, of course, it must be done in its role to socialize the health insurance program on an ongoing basis, this is increasingly being done in order to raise workers' awareness of the importance of the BPJS program. The socialization of the BPJS social security program for workers or BPJS Employment is carried out with various campaign strategies, including information dissemination in various activities and agency cooperation, counseling through customer service, and seminars or workshops. (Aseandi, 2024, p. p. 1663) But in its implementation, in the effort to socialize the expected results did not reach the maximum and many workers did not participate in the socialization process. There are several main factors that cause employee non-involvement in the socialization of the BPJS program, including lack of access to effective information, lack of support from company management, and low employee interest in socialization which is considered less interesting.

Linking in the perspective of organizational communication science, the effectiveness of socialization is highly dependent on the communication strategy used. One-way communication, such as lectures or information delivery through brochures without adequate interaction, is often less effective in increasing employee understanding and involvement. When socialization only focuses on delivering formal and technical information, employees tend to be passive and less interested in digging deeper into the socialized program. Therefore, a more interactive communication approach is crucial in ensuring that information is not only delivered but also well understood and received. (Tahir, 2014, p. p. 17) Effective communication in BPJS (Badan Penyelenggara Jaminan Sosial) socialization is a key element to ensure that both organizers and participants have a clear understanding of the program, benefits, and how to participate in this social security system. It is important for organizers to not only provide information, but also encourage active engagement from participants.

In the context of BPJS socialization, effective communication must include several aspects. *First*, the information conveyed should be clear, precise and easy to understand. The use of simple language and avoidance of technical jargon can help participants feel more

comfortable and engaged. In addition, organizers should use various communication channels, such as social media, seminars, and workshops, to reach more people. *Second*, it is important to create space for participants to ask questions and provide feedback. This can be done through Q&A sessions, surveys, or group discussions. This way, participants can feel that their voices are heard and valued, which in turn can increase their sense of belonging to the BPJS program. *Third*, organizers should be active in promoting the advantages and benefits of participating in BPJS. Educating participants about the protection they receive and how these benefits can help in unexpected medical situations can increase their participation and loyalty. *Fourth*, an inclusive approach in creating socialization materials is also very important. Content should be tailored to different segments of society, including people with disabilities, rural communities, and other vulnerable groups, so that everyone can understand and access the same information. Through effective communication, BPJS can build strong relationships with participants, ensure their active engagement, and ultimately, increase enrollment rates and participant satisfaction with the social security program. It is not just about conveying information, but also about creating a lively dialogue, where providers and participants interact and collaborate with each other to achieve national health goals.

One way to achieve this is by implementing a two-way communication method that allows employees to ask questions, express opinions, and share experiences related to the benefits and constraints of BPJS membership. (Kurniawati, 2020, p. p. 30) Open discussions that involve employees in the socialization process can create a more participatory atmosphere and increase their awareness of the importance of this program. In addition, a case study or simulation-based approach can help employees understand first-hand how the BPJS program works in real situations, so that they not only receive information but also feel its relevance to their daily lives.

The use of more adaptive communication media also plays an important role in the effectiveness of socialization. In the digital era, information delivery does not have to be limited to seminars or in-person meetings, but can be done through online platforms such as webinars, educational videos, or interactive infographics that are more accessible anytime and anywhere. Communication technology allows organizers to reach employees in a more flexible way, especially for those who have limited time to attend in-person socialization. In addition, the delivery of information through social media or internal corporate communication applications can also increase employee engagement by providing more practical and dynamic access to the information they need. (Winarno, 2012, p. p. 30)

In addition to the communication strategy used, the effectiveness of socialization also depends heavily on how the message is structured and delivered. Information that is too technical and complex tends to be difficult to understand by employees who do not have a legal or administrative background related to social security. Therefore, it is important to craft messages with simpler, clearer and contextualized language, according to the needs and characteristics of the audience. The use of narratives that are closer to employees' experiences, such as real case studies or testimonials from coworkers who have experienced BPJS benefits, can increase the attractiveness and relevance of the information conveyed. (Murtini & Agustin, 2019, pp. 45-59)

The role of company management also cannot be ignored in ensuring the effectiveness of organizational communication in BPJS socialization. If management actively supports socialization, for example by providing special time for employees to attend socialization sessions or integrating BPJS materials into employee training, then the level of employee engagement is likely to increase. Management that acts as a facilitator in organizational communication can help create a more conducive environment for employees to receive and understand BPJS-related information. (Widodo, 2018, p. p. 32) By optimizing communication strategies that are more interactive, adaptive, and relevant, BPJS socialization can run more effectively. Employees are not only passive recipients of information, but can also actively

participate in understanding the benefits of this program. This can ultimately increase the level of participation and ensure that the main objectives of this social security program can be achieved properly.

A one-way approach that only relies on passive delivery of information has proven less effective in improving employee understanding and engagement. Therefore, more interactive methods are needed, such as open discussions, case simulations, or information delivery through more attractive media, such as educational videos and easy-to-understand infographics. Law No. 24/2011 on the Social Security Organizing Agency (BPJS): This law regulates the duties and responsibilities of the BPJS in providing clear and accessible information to the public regarding social security programs. Although it does not explicitly regulate sanctions for negligent employees, this law can be the basis for BPJS internal regulations to regulate disciplinary sanctions for employees who violate the provisions. In addition, the involvement of company management also plays an important role in improving the effectiveness of socialization. If companies actively encourage their employees to participate in socialization, for example by scheduling socialization sessions during work time or providing incentives for those who participate, the level of employee engagement may increase. In some cases, companies that have strong internal policies related to BPJS membership tend to have employees who are more active in participating in socialization compared to companies that do not have similar policies.

From the BPJS policy side, innovation in socialization methods is critical to ensure that participants and potential participants clearly understand the benefits, functions, and operational mechanisms of BPJS. With the development of technology and changes in people's behavior, a more interactive and engaging approach is needed to reach a wider audience. . One way to do this is by utilizing digital media such as mobile applications and social media platforms. Through the application, participants can easily access information related to claims, insurance benefits, and the registration process. Social media can also facilitate interaction between BPJS and participants, enabling faster feedback and more active engagement. In addition, conducting seminars, workshops, and community events can be an effective method to introduce BPJS programs. Direct presence in community activities can create a stronger connection between providers and participants. BPJS can also collaborate with local companies and organizations to organize such events, so that more people can get involved. Furthermore, it is important to actively involve participants in the process of socialization. This can be done by involving them in the delivery of information. Methods such as the use of testimonials from participants who have benefited can provide a real perspective on the usefulness of BPJS. Thus, candidates can be more motivated to join.

As a result, this innovative socialization method not only improves people's understanding of BPJS but also builds better trust and transparency. In the long run, this can increase public participation in the BPJS program and help achieve its goal as an institution that provides health protection for all Indonesians. Looking at current trends, BPJS should also consider using advanced technologies, such as AI and big data, to analyze participants' needs and optimize services. Thus, the communication that is built is not only informative, but also responsive to the individual needs of participants. For example, the use of digital platforms such as interactive webinars or dedicated applications that provide comprehensive information and online consultation services can be a solution to reach employees who cannot attend in-person socialization. By understanding the factors that cause employee disengagement in BPJS program socialization, it is hoped that BPJS, companies, and employees themselves can work together to create a more effective and inclusive socialization system. This is important so that the benefits of the BPJS program can be felt optimally by all workers in various sectors.

CONCLUSION

The Social Security Provider Agency (BPJS) has a role to organize health insurance for the people in Indonesia including workers. As a special agency that is non-monetary in nature to manage trust funds, BPJS has a role as its function, in order to realize its role, socialization carried out by BPJS is very important in realizing the program. However, in its implementation it still faces various challenges that cause employee disengagement in the process. The main factors affecting low employee participation include lack of access to effective information, lack of support from company management, and low employee interest in socialization that is considered uninteresting and less relevant to their needs. Another factor was found in the organizers' perception that although various socialization methods had been implemented, such as seminars, digital media, and brochure distribution, some employees still felt that they did not get enough information or considered that the socialization did not provide direct benefits for them. In addition, internal company policies also affect the level of employee engagement, where companies that actively encourage employee participation in socialization tend to have higher levels of engagement. In response to these challenges and constraints, a more interactive and adaptive communication strategy is needed, such as open discussions, case simulations, and the use of more attractive digital media, such as educational videos and easy-to-understand infographics. In addition, the involvement of company management in encouraging employee participation is also a key factor in ensuring the success of the BPJS program socialization.

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