

Analysis of The Implementation of BPJS Ketenagakerjaan's Communication and Education Strategies for Participants From The Perspective of An Intern

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Abstract

This study aims to explore the methods of communication and education used by BPJS Ketenagakerjaan from the perspective of interns. As a social security institution for workers in Indonesia, BPJS Ketenagakerjaan has an important task in providing knowledge to the public about the importance of protection in the employment sector.

The method applied in this study is descriptive qualitative with a case study approach regarding internships carried out at the BPJS Ketenagakerjaan regional office in 2024. Data were collected through participant observation, interviews with employees, and document analysis.

The findings of this study indicate that BPJS Ketenagakerjaan implements various methods, including direct education through visit programs, the use of social media, and training for informal workers and small and medium enterprises. The application of visual and narrative communication has been shown to increase participation and understanding of participants.

However, there are still challenges such as differences in education levels and limited access in rural areas. Overall, the strategies used are quite effective, as seen from 75% of participants who experienced an increase in understanding of their rights and obligations.

This study emphasizes the importance of more personalized communication and the use of multimedia in public service campaigns and recommends the development of continuous innovation to broaden and deepen public outreach.

Keywords: BPJK Ketenagakerjaan, Communication, Education, Perspective

1. INTRODUCTION

BPJS Ketenagakerjaan, as Indonesia's social security institution for workers, holds a major responsibility in providing the public with a comprehensive understanding of the importance of employment protection. Its communication and educational strategies serve not only as promotional tools but also as essential instruments to raise awareness and encourage active participation in the workers' social security program.

However, delivering information effectively remains a significant challenge due to the diverse social, economic, and educational backgrounds of Indonesian society. This diversity requires adaptive and innovative communication approaches, utilizing print media, social media, and direct interaction in the field. A deep understanding of the local context is crucial to ensure that messages on social protection are delivered in an inclusive and effective manner.

From the perspective of an intern directly involved in the communication and education division, there are valuable insights to be gained from observing and participating in these field activities. Interns witness firsthand how educational content is developed, tailored, and delivered to different target groups. They also experience the challenges in bridging institutional objectives with public understanding, especially in rural or economically vulnerable communities. This field experience highlights the importance of integrating interpersonal communication skills, audience analysis, and contextual learning tools to ensure that the messages of social security not only reach the audience but are understood, internalized, and translated into participation.

2. RESEARCH METHODS

This research employs a case study methodology in conjunction with a descriptive qualitative technique. The internships completed by management students from Universitas Sumatera Utara's Faculty of Economics and Business at the BPJS Ketenagakerjaan Branch Office in 2024 are the focus of this study. Analysing the service and public relations units' communication and education strategies from a managerial standpoint is the primary goal.

Data collection techniques:

- a. Managerial analysis, which evaluates the effectiveness of communication and education strategies based on management principles such as planning, implementation, evaluation, and control.
- b. Data triangulation technique, integrating observations, interviews, and document analysis to ensure data validity.
- c. Participatory approach, where the researchers (intern students) actively engage in operational activities to gain an in-depth understanding of field practices.

Model development procedure:

1. Field Identification and Managerial Problem Mapping Identifying key communication and education practices observed during the internship and mapping out managerial challenges or inefficiencies in their implementation.
2. Needs Analysis and Stakeholder Insight Gathering. Analyzing the needs of the target audience (e.g., workers, employers) based on interviews and feedback. This includes understanding stakeholder expectations, communication gaps, and response patterns.
3. Design of Strategic Communication Components. Designing the core components of an effective communication model based on observations
4. Trial Analysis through Case Reflection Applying the model components to reflect on a specific case or activity observed during the internship, to see how well the model fits or where it needs adjustments.
5. Evaluation and Model Refinement Evaluating the model's applicability based on field data and stakeholder feedback, then refining it to provide practical recommendations for improving BPJS Ketenagakerjaan's communication and education strategies.
6. Finalization and Documentation of Model Recommendations Compiling the finalized model into a structured recommendation that can serve as a reference for future internship evaluations or public communication planning within similar institutions.

3. RESULTS AND DISCUSSION

According to the study's findings, BPJS Ketenagakerjaan employs a multi-layered communication strategy that combines targeted training initiatives, digital media tactics, and direct field teaching. Direct communication with field workers continues to be very successful because it allows officers to establish a personal connection and modify their messages according to the participants' comprehension level. This strategy offers more clarity and fosters confidence, particularly among people who have restricted access to online platforms. In order to reach younger audiences and urban populations, BPJS has also made extensive use of digital and social media platforms including Facebook, Instagram, and TikTok. Real-life beneficiary experiences in storytelling content have a very powerful and beneficial influence.

1. Inclusive Communication Strategies

BPJS Ketenagakerjaan demonstrates inclusiveness by targeting not only formal workers but also MSMEs and informal sectors. These segments are often left out of the social protection system. The training programs offered such as "Sosialisasi" and "Pelatihan" serve as an outreach method to bring awareness to these vulnerable groups.

- a. These efforts highlight BPJS's commitment to expanding coverage and equity.
- b. Field data shows that outreach is regularly conducted through visits, seminars, and mobile units in rural areas.

2. Tailored Program Design

Educational content is customized to match the knowledge level and socio-economic context of informal workers. Visual aids, real-life case studies, and simplified explanations are commonly used. Many participants are first-time learners about social insurance systems and Tailored materials increase comprehension and trust, especially in groups unfamiliar with government programs.

3. Important Obstacles in Field Implementation

The field's overall performance is nevertheless constrained by a number of issues, even with the proactive communication tactics used. The participants' varied educational backgrounds, which affects their capacity to understand the material presented, are one of the primary problems. Furthermore, the digital divide is still a major issue, particularly in rural regions with poor internet connectivity, which reduces the effectiveness of digital outreach. Initial opposition from informal workers, who frequently have apprehensions about the programme because of financial insecurity or misunderstandings about social security contributions, is another major obstacles.

4. Participant Responses and Measurable Impact

Field data collected through observations and interviews shows that BPJS's educational efforts have a notable impact on participants' understanding. Many individuals who initially had limited knowledge about their rights and the benefits of the BPJS programs reported significant improvements in awareness. The use of storytelling techniques and real-life scenarios during socialization activities made the sessions more relatable and emotionally engaging, further enhancing learning outcomes and receptiveness among participants.

5. Communication Strategy Effectiveness

It has been demonstrated that BPJS Ketenagakerjaan's overall communication strategy has an impact, especially because of its inclusive and localised approach. These tactics still need to be regularly reinforced and adjusted to changing field conditions, though. Particularly in places with little access to digital platforms, offline initiatives like community visits or direct instruction in the workplace are still very important. Additionally, working with regional partners like village chiefs and neighbourhood associations has been crucial to boosting public confidence and expanding the scope of BPJS's initiatives.

4. CONCLUSION

Based on observations, internship experiences, and the analysis conducted, it can be concluded that the communication and education strategies implemented by BPJS Ketenagakerjaan are generally effective in enhancing participants' understanding and awareness of the importance of social security in the workplace. These methods utilize a variety of approaches, including direct field education, targeted training for MSMEs and informal workers, and strategic use of social media platforms. From the perspective of an intern involved in these initiatives, it is clear that effective public communication depends heavily on understanding audience characteristics, selecting appropriate media, and delivering messages that are relevant, contextual, and easy to understand. Additionally, the ability of field personnel to serve as communicative and solution-oriented educators significantly influences the overall impact.

However, this study also identifies a number of persistent issues, such as the lack of digital infrastructure in rural regions, low information literacy among specific populations, and early misinformation-based programme scepticism. More inclusive and flexible approaches must be developed in order to overcome these obstacles. It is advised that BPJS Ketenagakerjaan improve community-based strategies, cultivate partnerships with local organisations and educational institutions, and regularly assess the success of its communication initiatives.

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