

Promotion Strategy Analysis On Non Wage Recipients That Turning Into The Participant Of The Labor's Health Insurance Administering Agency Of Makassar Branch

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(Received: 28 Oktober 2020; Revised: 14 January 2021; Published: 28 March 2021)

ABSTRACT

This research is a qualitative descriptive study. The purpose of this research is to find out how the promotion strategy for non-wage recipients becomes a participant of the Labors' Health Insurance Administering Agency (*BPJS Ketenagakerjaan*) of Makassar branch, as well as what are the supporting and inhibiting factors for the promotion strategy of non-wage recipients who become the participants of *BPJS Ketenagakerjaan* of Makassar branch. The informants in this study were the Head of Marketing for Non-Wage Recipients, Marketing Associates for Non-Wage Recipient Participants, and Non-Wage Recipient Workers. The data was collected through observation, interviews, and documentation. Data analysis techniques is using data reduction techniques (data reduction), data display (data presentation), and conclusions drawing / verification. The results showed that *BPJS Ketenagakerjaan* of Makassar branch only used four of five forms of promotional strategies, namely advertising, sales promotion, public relations, and personal selling. The supporting factors in the promotion strategy for non-Wage recipients to become the participants of the *BPJS Ketenagakerjaan* of Makassar Branch are doing cooperation with stakeholders and protection agents as well as support from government agencies. Meanwhile, the inhibiting factors are the lack of public awareness and understanding of the importance of the benefits of the *BPJS Ketenagakerjaan* as well as the relatively low level of education of non-wage recipients. By improving the promotion strategy it is very important to increase public understanding on the importance of the Labors' Health Insurance Administering Agency Program for socio-economic protection, especially for non-wage recipients.

Keywords: Promotion Strategy, Non-Wage Recipient.

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INTRODUCTION

Marketing activities are very important and influential factors for the company, for that the marketing department must have a solid strategy in seeing the opportunities or opportunities that exist, so that the company in the market can be maintained and at the same time can be improved. According to Boone, et al in Sudaryono (2016),

marketing is a process of planning and implementing thoughts, prices, promotions, and distribution of ideas, goods, services, organizations and events to create and maintain relationships that will satisfy the individual goals of the organization. According to Assauri (2017: 5) "Marketing as a human activity that is directed to meet and satisfy needs and desires through an exchange process".

The success of a marketing strategy is influenced by several factors, one of which is choosing the right promotion in marketing products and services. Michael Ray in Morissan (2010) defines promotion as "the coordination of all seller-initiated efforts to setup channels of information and persuasion to sell goods and services or promote an idea (Coordination of all seller-initiated efforts to establish various channels of information and persuasion to sell goods or services or introduce an idea.) Promotion strategy according to Moekijat (2000: 443), a promotional strategy is a company activity to encourage sales by directing convincing communications to buyers. Promotion strategy means an integrated integrated program of communication methods and materials designed to present the company and its products to potential customers. The promotion strategy is one of the starts in order to introduce products and services to consumers and this becomes very important because it relates to the benefits that the company will get.

The Labors' Health Insurance Admnistering Agency (*BPJS Ketenagakerjaan*) is one of the companies that pays close attention to the promotion strategy system effectively and is certain to be intense in carrying out promotional activities with various media. BPJS Ketenagakerjaan is one of the responsibilities and obligations of the State in providing socio-economic protection to the Indonesian people. The Social Security System for workers managed by BPJS Ketenagakerjaan has four protection programs, namely Salary Recipient Workers (PU), Non-Salary Workers (BPU), Construction Service Workers (JaKon), Indonesian Migrant Workers (PMI). In this case, the research focuses more on non-wage workers (BPU). Non-Receiving Wage Worker is anyone who works and earns income by carrying out economic activities or business independently. Referring to government regulation no. 44 of 2015, workers who do not receive these wages are entitled to the Work Accident Security (JKK), Death Security (JKM) and Old Age Security (JHT) programs from BPJS Labor. The benefits provided by the BPJS Ketenagakerjaan's program are very beneficial for workers who do not receive wages.

From the results of observations in the BPJS Ketenagakerjaan of Makassar branch, according to the BPJS Ketenagakerjaan, the workers who do not receive wages are indeed eligible to enter BPJS Ketenagakerjaan participants because they are considered breadwinners. In fact, according to BPJS Ketenagakerjaan, workers who are not wage recipients should receive BPJS Ketenagakerjaan services, but unfortunately their interest is still low due to the lack of knowledge of non-wage recipients regarding this program and the large number of company competition in the insurance service

sector, many people do not know about the program of Labor's Health Insurance Administering Agency.

Based on the description stated above, the researcher is interested in conducting a research entitled analysis of promotion strategies for non-wage recipients who become participants the BPJS Ketenagakerjaan. The purpose of this research is to find out the promotion strategy of non-wage recipients to become participants of the BPJS Ketenagakerjaan and to find out the inhibiting and supporting factors of promotion strategies for non-wage recipients who become participants of the BPJS Ketenagakerjaan.

METHOD

This research is a qualitative descriptive type, which is the unit of analysis in this study. Researchers conducted interviews with several informants including the BPJS Ketenagakerjaan Marketing Employees and Non-Wage Employees. Data collection techniques used was observation, interviews, and documentation. Meanwhile, the data analysis used consisted of four activity lines, namely: data reduction, data display, and drawing conclusions. This research attempts to describe and summarize various conditions and situations related to the promotion strategy of non-wage recipients becoming participants of the BPJS Ketenagakerjaan through several marketing staff and non-wage recipients as informants.

This study uses several indicators according to those stated by Tjiptono F (2015). These indicators are including: advertising, sales promotion, public relations, personal selling, direct & online marketing. Through these indicators as a standard assessment, it is hoped that this research will get results on how the promotion strategy for non-wage recipients becomes a participant of the BPJS Ketenagakerjaan of Makassar Branch.

RESULT AND DISCUSSION

Processing and presentation of data is carried out to determine the promotion strategy for non-wage recipients to become participants of the BPJS Ketenagakerjaan of Makassar Branch, which has been obtained by researchers while conducting research which is then adjusted to the grand theory that has been used by researchers, namely, the theory proposed by Tjiptono F. (2015) regarding promotional strategy indicators consisting of promotional strategies, namely advertising, sales promotion, public relations, personal selling, direct & online marketing, which are described as follows:

Advertising

Based on the results of observations and interviews with several informants, the advertising promotion strategy at BPJS Ketenagakerjaan uses several ways, namely

advertising with newspapers, radio, billboards, brochures, even prospective BPJS Ketenagakerjaan employees to create vlogs about Labor Social Security Program which will later be uploaded on several social media such as, Instagram, YouTube, WhatsApp, or other social media, so that the wider community can easily find out the importance of BPJS Ketenagakerjaan.

Sales promotion

Based on the results of observations and interviews with informants, the sales promotion carried out by BPJS Ketenagakerjaan is by means of special discounts at certain merchants if they are participants of BPJS Ketenagakerjaan. Like a discount at a Cocolicious merchant, by showing a Labor Social Security Program participant card, you will get a 5% discount, up to 10% discount at hotels, hold discounts on National days, and online shopping days.

Public Relations

Based on observations and interviews with informants, public relations conducted by BPJS Ketenagakerjaan held an event to build an image to the public. It was taken that not all people know what BPJS Ketenagakerjaan is.

Personal Selling

Based on observations and results of interviews with informants, the personal selling promotion strategy of Labor Social Security Program is to conduct socialization to the public, both from the BPJS Ketenagakerjaan who were invited to hold the socialization, or vice versa.

Direct & Online Marketing

Based on observations and interviews with informants, BPJS Ketenagakerjaan Makassar does not use direct marketing in a marketing promotion strategy because BPJS Ketenagakerjaan uses stakeholders as a third person which is useful for making it easier to find participants. With this stakeholder, it makes it easier for BPJS Ketenagakerjaan to get participants who do not receive Wages. In addition, BPJS Ketenagakerjaan also held training on the social security activator system, namely *Perisai (shield)*.

Supporting and inhibiting factors

Based on observations and interviews with informants, the supporting factors for the promotion strategy of Non-Wage Recipients, namely BPJS Ketenagakerjaan collaborates with stakeholders, local government agencies and institutions to make it easier to get participants who do not receive Wages, so BPJS Ketenagakerjaan of Makassar Branch holds stakeholders and the community, so that can easily socialize to the community. Not only that, BPJS Ketenagakerjaan is fully supported by the

government so that it is easy to conduct socialization such as in city hall offices in trade offices, Perhutani offices, and others. Support from the government to BPJS Ketenagakerjaan is in the form of participation in promoting BPJS Ketenagakerjaan to the community. Another supporting factor is that BPJS Ketenagakerjaan has also held training for the social security activating agency system, namely Perisai, where the members of this shield will later socialize to non-wage recipients such as farmers, Perhutani, fishermen, motorbikes, traders, and others.

The inhibiting factor for the promotion strategy of Non-Wage Recipients is the lack of public awareness of the benefits of being a participant of BPJS Ketenagakerjaan; the public is more familiar with *BPJS Kesehatan* than *BPJS Ketenagakerjaan*. They consider BPJS Kesehatan and BPJS Ketenagakerjaan to have the same role, so that many people only know about BPJS Kesehatan. Because of the lack of education for non-wage recipients, so that BPJS Ketenagakerjaan needs to conduct socialization using language that they can easily be understood.

Discussion

Advertising

Advertising is any form of presentation and promotion of ideas, goods or services paid for by a dedicated sponsor. For example print media advertisements, electronic media advertisements, packaging, brochures, booklets, posters, leaflets, directories, billboards, displays, point-of-purchase, symbols, logos, and others.

Regarding the data obtained at the research location, the advertising promotion strategy carried out by BPJS Ketenagakerjaan of Makassar Branch to non-wage recipients is in the form of advertising or electronic media, through the website. Besides that, it also uses outdoor media such as billboards and brochures. In this promotion through advertising, BPJS Ketenagakerjaan aims to introduce itself to the public to find out about BPJS Ketenagakerjaan. With the existence of these advertisements, it turns out that it has its own charm to lure the public to know more about BPJS Ketenagakerjaan, and emphasize consideration and attention to the provision of message delivery using the media. In accordance with Mursid's opinion in Zevi (2018) that a promotional strategy by means of advertising or by utilizing mass media is a tool to disseminate information to the target market. The function of this activity is to persuade or influence, create impressions, satisfy desires, and as a means of communication. This finding is also supported by research conducted by Zevi (2018) which suggests that the promotional strategy used is by means of advertising that utilizes online media to offer its products.

Sales promotion

A sales promotion is any kind of short-term incentive intended to encourage the trial or purchase of a product or service. For example contests, games, sweepstakes,

sample products, trade shows, demonstrations, coupons, rebates, low-interest funding, trade-in facilities, tie-ins, and others.

Regarding the data obtained at the research location, the BPJS Ketenagakerjaan of Makassar Branch uses promotional strategies in the form of sales promotions to the public by means of special discounts at merchants and at certain hotels if you are a BPJS Ketenagakerjaan participant. Like a discount at a Cocolicious merchant, by showing a BPJS Ketenagakerjaan participant card, you will get a 5% discount, up to 10% discount at hotels that have collaborated with BPJS Ketenagakerjaan. In addition, BPJS Ketenagakerjaan of Makassar Branch also holds discounts on National and Online Shopping days. Through this method, it is hoped that participants and potential participants will be more enthusiastic, especially for potential participants, because in addition to the benefits of the programs, participants also get various discounts. In accordance with the opinion of Kotler & Keller (2018: 266) that sales promotion, as the main element in a marketing campaign, is a collection of incentive tools that are mostly short-term, designed to stimulate the purchase of a certain product or service more quickly and more rapidly. The findings in this study are also supported by research conducted by Wahyuni H (2015), which explains that in carrying out sales promotions, the opportunity to increase sales of the company's products or services is greater because customers are interested in the promotions provided by the company.

Public Relations

Public Relations are various kinds of programs designed to position or protect the image of a company or its individual products such as speeches, seminars, press kits, annual reports, donations, sponsorships, publications, lobbying, events, company magazines, etc.

Regarding the data obtained at the research location, BPJS Ketenagakerjaan of Makassar Branch uses a marketing promotion strategy in the form of public relations. In this case, BPJS Ketenagakerjaan held gatherings with the community and held events that were directly involved in Employment to build an image to the community, one of the events that was often held was the event with *Makassar GRAB*, in this event the Makassar Branch BPJS Ketenagakerjaan approached the GRAB community. People who work in GRAB are those who do not receive wages. With this event, the BPJS Ketenagakerjaan marketing party is very easy to invite GRABs to register themselves at BPJS Ketenagakerjaan. In accordance with the opinion of Kotler & Keller in Budianto, M. (2015: 361) states that publicity builds good relationships with various corporate communities by obtaining the desired publicity, building a good corporate image, and dealing with or dealing with rumors, stories, and unpleasant events. The findings in this study are also supported by research conducted by Wahyuni H (2015), defining that: "There are several potentials that can be utilized by companies to increase sales through public relations, namely brand image or public perception, and costumers trust more in products or services of company services".

Personal Selling

Personal Selling is a face-to-face interaction with one or more prospective buyers to make presentations, answer questions, and get orders. Examples of sales presentations, sales meetings, incentive programs, sample products, and trade shows.

Regarding the data obtained at the research location, the promotion strategy carried out by the Makassar Branch of BPJS Ketenagakerjaan was to conduct socialization to the public, either from the BPJS Ketenagakerjaan who were invited to hold the socialization, or vice versa. The aim is to inform the public about the program from BPJS Ketenagakerjaan especially for Non-Wage Recipients, because this program is a government program, BPJS Ketenagakerjaan urges the community, especially the Makassar people to register themselves and participate in the BPJS Ketenagakerjaan program. In addition, one of the BPJS Ketenagakerjaan promotion strategies is *Ageng Prisai*. Where *Ageng Prisai* is an extension of BPJS Ketenagakerjaan in society and is one of the strategies of BPJS Ketenagakerjaan promotion strategies. In accordance with the opinion of Budianto, M (2015: 347) which states that in the concept of personal selling, companies need a lot of effective sales force, namely those who have instincts and have skills in analyzing or analytical methods and have the ability to manage customers. In the research results of Wahyuni H (2015), it defines that the opportunities from individual sales are more likely to convey complex messages about products or services that cannot be conveyed through advertisements. In addition, a closer relationship with the customer (more kinship) allows long-term sales (Repeat Order) to occur.

Direct & Online Marketing

Direct & online marketing is a form of promotion that allows companies to communicate directly with customers, by means of SMS messages, e-mails, interactive consumer websites, online advertisements, promotional letters and others.

Regarding the data obtained at the research location, BPJS Ketenagakerjaan of Makassar does not use direct & online marketing in a marketing promotion strategy for non-wage recipients because BPJS Ketenagakerjaan uses a third person or stakeholder as a third person which is useful for making it easier to find non-wage worker participants. Stakeholders here are important people or leaders in a community, forum, institution and others. With this stakeholder, it makes it easier for BPJS Ketenagakerjaan to get BPU participants. In addition, BPJS Ketenagakerjaan also held training on the social security activator system, namely *Perisai*. The same is the case with the results of Adiyani's research (2019) which explains that BPJS Ketenagakerjaan does not use direct marketing in carrying out promotional strategies for Non-Wage Recipients. However, using stakeholders as the third person is useful in making it easier to find participants who do not receive wages.

Based on the results of the research, it shows that Promotion Strategies such as advertising, sales promotion, public relations, personal selling, direct & online marketing BPJS Ketenagakerjaan only carries out several kinds of promotional strategies in finding non-wage participants, namely advertising, sales promotion, public relations, and personal selling. The reason for BPJS Ketenagakerjaan does not use direct & online marketing promotion strategies is because BPJS Ketenagakerjaan of Makassar Branch uses stakeholders and agents as third persons which are useful to make it easier to find non-wage worker participants. Its understood that ability of a city to form its competitive advantage makes the city associate globally as a world city (Henni Zainal, Hamsu Abdul Gani, Johanna Mano, Muhammad Basri, 2019; Zainal et al., 2020).

Supporting and Inhibiting Factors

Based on the data obtained at the research location, it shows that the supporting factor for the BPJS Ketenagakerjaan's promotion strategy is working with stakeholders to make it easier to find participants who do not receive Wages. In addition, BPJS Ketenagakerjaan is fully supported by the government so that it is easy to conduct socialization.

In the results of this study it was also found that there were several factors inhibiting the promotion strategy of the Makassar Branch of BPJS Ketenagakerjaan in getting BPU participants, namely the public's awareness to participate in BPJS Ketenagakerjaan of the Makassar Branch, people are more familiar with BPJS Kesehatan than *BPJS* Ketenagakerjaan, they consider BPJS Kesehatan and BPJS Ketenagakerjaan have the same role. In addition, another factor inhibiting the promotion strategy is related to the relatively low level of education of non-wage recipients, so that BPJS Ketenagakerjaan needs to conduct socialization using language that is easy for them to understand. The results of research by Wahyudi and Mahyuzar (2018) explain that the obstacles that are very often encountered by BPJS Ketenagakerjaan employees when making observations and when conducting socialization in the community are in the form of a knowledge factor due to the low level of public education. In general, many people still don't care about their safety at work, and think that BPJS Ketenagakerjaan is the same as BPJS Kesehatan, even though there are differences between the two. Through socialization, the public began to understand that BPJS Ketenagakerjaan was different from BPJS Kesehatan.

CONCLUSION

Based on the results of research on the Analysis of Promotion Strategies for Non-Wage Recipients Becoming Participants of the BPJS Ketenagakerjaan of Makassar Branch, the researchers concluded that the form of promotion strategy carried out by BPJS Ketenagakerjaan to Non-Wage Recipients is to implement four forms of promotional strategies, namely: 1) Through advertising by using outdoor media such as billboards,

brochures, and others, 2) Sales promotion by holding discounts at merchants and in certain hotels, as well as holding discounts on National days and Online Shopping days, 3) through public relations by establishing good relations with the community and holding events with the community, and 4) personal selling by conducting outreach to people in the Makassar area. The supporting factors for the promotion strategy of the BPJS Ketenagakerjaan of Makassar Branch are the support from the government and local community institutions, as well as the support of stakeholders and protection agents who help the promotional strategy process in getting participants who do not receive Wages. Meanwhile, the inhibiting factor for the promotion strategy of the BPJS Ketenagakerjaan of Makassar Branch is the lack of public awareness of the importance of the benefits of the BPJS Ketenagakerjaan's program, and the public is more familiar with BPJS Kesehatan than BPJS Ketenagakerjaan, as well as the relatively low level of education of non-Wage recipients.

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