



# Competence of Indonesian Social Security Driver (Shield) in Increasing Participation at BPJS Employment Medan City Branch

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**Abstract.** Social security is an essential thing needed by everyone, including employment social security for Indonesian workers. The *Penggerak Jaminan Sosial Indonesia* (PERISAI), an agent in social security, plays an essential role in conveying the benefits of the existing social security program to protect workers. PERISAI's competencies play a vital role in achieving maximum results in delivering information and participant acquisition. One appropriate method consistent in determining PERISAI's competencies is the Analytical Hierarchy Process method. The Analytic Hierarchy Process (AHP) is a compelling and comprehensive methodology that enables groups and individuals to link qualitative factors in the decision-making process. AHP uses a hierarchical model consisting of objectives, criteria (and several sub-criteria), and alternatives for each decision. This method was used with field surveys and field data collection to distribute the questionnaires (for this method). PERISAI's creativity is the most influential competency in increasing the participation of Social Health Insurance Administration Body (BPJS) Employment in the Medan City Branch. In other words, in conducting recruitment for PERISAI, it is necessary to pay attention to creative competence.

**Keywords:** Social security · Agent · Increased participation · Analytical hierarchy process

## 1 Introduction

In order to increase the benefits of BPJS Employment and increase the number of BPJS Employment participants in Indonesia, the management of PT BPJS formed a unit that brings together communities to become BPJS agents. Besides being an agent, this unit aims to educate many people about the benefits of BPJS Employment for workers, especially informal workers throughout Indonesia. This unit or agent is the *Penggerak Jaminan Sosial Indonesia*, known as PERISAI.

The legal basis for implementing the PERISAI is BPJS Employment Board of Directors Regulation No. Perdir/34/112017 concerning Indonesian Social Security Drivers, further amended by BPJS Employment Board of Directors Regulation No. Perdir/15/082018 concerning Indonesian Social Security Drivers, which includes

detailed information on the PERISAI agency system. Based on the BPJS Employment Board of Directors Regulation, the PERISAI has been officially established since 2017. It is hoped that PERISAI will contribute to BPJS Employment to attract informal workers and MSMEs throughout Indonesia to become BPJS Employment participants.

According to Article 2, paragraphs (1) and (2) of the BPJS Employment Board of Directors Regulation No. Perdir/15/082018, BPJS can collaborate with PERISAI and non-PERISAI members to maximize this employment social security program. This PERISAI partnership can be in the form of PERISAI Offices (institutions/companies with legal entities) or individuals who have met the BPJS Employment requirements held both domestically and abroad. This effort is expected to increase the number of active members of BPJS Employment. However, in reality, the performance of the PERISAI was not as expected.

Data on PERISAI's achievement in acquiring workers to become BPJS participants were very low.

Based on the above explanation, the problem formulation can be arranged as follows: how the competencies of PERISAI can increase BPJS Employment members in the Medan branch. Based on the formulation of the research problem, it can be determined that the purpose of this research is to investigate the competencies needed by PERISAI to increase BPJS Employment members in the Medan branch using the AHP method.

According to Nasution & Soetadi [1], competence is an essential characteristic of a person that influences the way he thinks and acts, generalizing in dealing with a system and can last long enough in the human being. Meanwhile, according to Wibowo [2], competence refers to "the ability to carry out or perform a job or task based on skills and knowledge and supported by the work attitude required". While Stewart et al. [3] defined competence as "the ability to carry out a task, the ability to integrate knowledge, skills, attitudes and personal values, and the ability to build knowledge and skills based on experience and learning carried out".

Next, according to Robbins [4], the competence aspects consist of: Intellectual, intellectual competence is the ability needed to carry out mental activities. Emotional, emotional competence is a person's ability to detect and manage emotional cues and information. And social, social competence is the ability of a person to build interpersonal relationships with other people.

Furthermore, according to Wibowo [5], the competency indicators contained in the competence dimensions are:

1. Intellectual with the indicators are:

- a. Numerical intelligence
- b. Perceptual speed
- c. Inductive reasoning

2. Emotional with the indicators are:

- a. Self-motivation
- b. Impulse control
- c. Set the mood

3. Social competence with the indicators are:

- a. Openness

- b. Initiative
- c. Assertiveness

Based on the experts' opinions above, it can be concluded that the indicators of competence variables in this study are intellectual competence, emotional competence, and social competence.

## 2 Research Methods

PERISAI's competencies play a vital role in achieving maximum results in delivering information and participant acquisition. One appropriate method consistent in determining PERISAI's competence is the Analytical Hierarchy Process method.

The Analytic Hierarchy Process, abbreviated as AHP, is a compelling and comprehensive methodology that enables groups and individuals with the ability to link qualitative factors in the decision-making process. AHP uses a hierarchical model consisting of goals, criteria (and several sub-criteria), and alternatives for each decision.

This method was used with field surveys and field data collection to further distribute the questionnaires for this method. PERISAI's creativity is the most influential competency in increasing the participation of Social Health Insurance Administration Body (BPJS) Employment in the Medan City Branch. In other words, in conducting recruitment for PERISAI, it is necessary to pay attention to creative competence.

## 3 Results and Discussion

### 3.1 Social Marketing Competency Analysis

The results of the priority analysis of BPJS Employment Social Marketing Driver Competence (Shield) have met the requirements of an inconsistency ratio of 0.1, which is 0.02, which means that the results of processing the attributes of the marketing mix can be used for further processing. If it is not consistent, then the assessment of the decision data must be corrected. Based on the processing results, the Competence that gets the first priority is Initiative with a weight of 0.4.

This is based on the condition of the Shield which has not been promoted continuously and independently, so BPJS Employment needs to carry out several promotional activities to introduce the benefits of the BPJS Employment Program to the community. Regardless of the quality of a product, if customers have never heard of it and are not sure that the product will be useful to them, they will never buy it.

Self-motivation competence is the second priority, with a weight of 0.3. BPJS Ketenagakerjaan currently applies a system of remuneration/profit sharing for every recruitment of 25 independent workers for Rp.250,000,- and if the acquisition/achievement is less than 25 workers, there will be no remuneration/profit sharing, so this affects self-motivation shield to maximize recruitment.

Speed of perception/understanding is a marketing mix competency that has a weight of 0.21, so it gets the third priority. Speed of perception/understanding or product knowledge itself has an important role because it is directly related to customer satisfaction. Therefore, BPJS Employment must continue to update/update the knowledge of the Shield in terms of the types and benefits of the employment guarantee program.

### 3.2 Analysis of Alternative Priority Social Marketing Strategies

The preparation of a marketing strategy requires influencing factors. These factors are the 4P marketing mix factors, each of which has a sub-factor to develop a marketing strategy. Previously, weighting was carried out on all sub-factors for subsequent selection of marketing strategies.

Of all the sub-factors, the lowest priority is product diversity with a weight of 0.01, while those that get the highest priority are direct marketing and advertising with a weight of 0.12. Based on the results of interviews with companies, obtained eight alternative marketing strategies that are determined according to the company's conditions. Then, three respondents gave a score for each alternative marketing strategy.

The results of the processing obtained that the strategy that became the main priority with a score of 0.62 was to do marketing through brochures, websites, and social media. The company chose this strategy because it was deemed appropriate for marketing activities for the BPJS employment program. In addition, according to the company, the costs incurred for this strategy are not too expensive, so it can save the company's expenses.

Marketing through social media is also effective because at this time there are many social media users, so it is easy to find customers. According to Boer et al. [6], social media users are dominated by about 88% by marketing and as many as 88.8% of companies use social media Facebook as a marketing tool. The high access used by marketing shows the effectiveness of marketing through social media.

The second priority strategy with a score of 0.58 is the marketing strategy of giving special prices to customers on certain days. The company chose this strategy because according to the company it would make customers loyal. Due to the bpjstk program, there is no discounted price, it is recommended that bpjstk be able to offer a guarantee of benefits by adjusting to the needs of workers from the 4 guaranteed benefit programs, so participants can choose several programs according to their needs so that the premium paid is cheaper.

The next strategy is to promote through print and electronic media with a score of 0.56. Promotion through print and electronic media is included in advertising. The company chose this strategy as the third priority, because it is a strategy that requires a lot of money, but is also an easy strategy to introduce to the public.

The next marketing strategy is to improve the quality of products and services with a score of 0.52. The company chooses this strategy because it considers that the quality of products and services is something that needs to be maintained and improved because it will provide satisfaction for customers. This causes the company to always improve the quality of products and services.

The last marketing strategy is not to make any changes to get a score of 0.36 and become the last priority. Of course, this strategy does not have to be done because, with the current situation, it is very necessary to have the right marketing strategy.

## 4 Conclusion

The results of the study show that the Competencies of the Indonesian Social Security Drivers (Shield) which are the Main Priority in increasing Participation Achievement at

BPJS Ketenagakerjaan Medan City Branch are the Initiative, Self-Motivation, and Perception Speed. The strategy that becomes the main priority for the company is marketing through brochures, websites, and social media (0.62). The strategy that becomes the last priority is not to make any changes (0.36).

It is recommended for further researchers to consider the company's external factors to be used in future research and add attributes that do not exist in this study, namely People, Physical Evidence, and Process. It is recommended to the company to continue to improve the quality and maintain product characteristics for business development and always control the marketing activities carried out so that they run as desired and get maximum results.

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