

# Persuasive Communication Strategies in Socializing BPJS Ketenagakerjaan Program

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## Abstrak

### Abstract

Persuasive communication is the process of conveying information, both verbal and nonverbal, which aims to influence a person's attitude or behavior. Persuasive communication has an important role in conveying information related to social security because it focuses on delivering messages that are inviting and have three main effects, namely: shaping, reinforcing, and changing responses. This article discusses how the persuasive communication strategy carried out by BPJS Ketenagakerjaan in socializing its programs to increase the participation of informal workers. The method used in this research is a literature study with content analysis as a data analysis technique. The results of the analysis of this study show that BPJS Ketenagakerjaan conducts persuasive communication strategies in three categories to socialize information related to the programs they offer to the wider community, such as utilizing the image of the institution, working with neighborhood heads and business entities, and simplifying the concept of its programs so that they are more easily understood and accepted by the public.

**Keywords:** *Communication; BPJS Ketenagakerjaan; Persuasive; Strategy*

## 1. PENDAHULUAN

BPJS Ketenagakerjaan is a public legal entity responsible for organizing social security programs for all workers in Indonesia, both formal and informal. BPJS Ketenagakerjaan has a function to provide protection to workers through various programs, such as Jaminan Kecelakaan Kerja (JKK), Jaminan Hari Tua (JHT), Jaminan Pensiun (JP), and Jaminan Kematian (JKM). JKK is a guarantee program that protects workers from accidents that occur in the work relationship, including accidents that occur on the way from home to work or preferably, as well as diseases caused by the work environment. JKM is a guarantee program for workers who die and are not caused by work accidents or occupational diseases so that compensation is given to ease the burden on the family. JHT is a lump sum cash benefit provided when the participant reaches the age of 56 years, permanent total disability, death, cessation of work (layoff, resignation and leaving Indonesia for ever) and taking partly for workers with a minimum of 10 years of participation. JP is a sum of money paid as a substitute for income if the participant enters retirement age, suffers permanent total disability, or dies.

BPJS Ketenagakerjaan ensures that all Indonesians get a good explanation and understanding of the social security provided by the Indonesian government. As explained in Law No.24 of 2011 Article 14 that everyone, including foreigners who work for at least six months in Indonesia, must become participants in social security programs. Generally, BPJS Ketenagakerjaan conducts socialization or counseling to convey information related to this social security. During the socialization of the BPJS Ketenagakerjaan program, effective communication skills and the application of persuasive communication strategies are needed to encourage active community participation in registering and participating in the program.

Persuasive communication means the process of delivering messages that aim to influence others. According to Nothstine (1991) three things that need to be considered in persuasive communication are (1) clarity of purpose, (2) thinking carefully about the people at hand, and (3) choosing the right strategy with respect to communication. According to Littlejohn, persuasive through communication, both verbal and nonverbal communication. Many social scientists consider that human

behavior tends to be dynamic and static, which means that humans will be easy to change depending on environmental conditions. According to Larson (1986: 8-9) in conducting persuasive communication, we should uphold the honor of the recipient, where according to him if the communicator and communicant are mutually beneficial, they will have the opportunity to influence each other. In addition, it takes observation for ourselves in persuading to be more effective in delivering persuasive messages.

Therefore, it can be concluded that persuasive communication is the process of conveying information, both verbal and nonverbal, which aims to influence a person's attitude or behavior. This is categorized as social influence. According to Perloff (2017:24), social influence is the process by which a person's behavior can change the thoughts or actions of others. Social influence can occur when others receive cues or messages that are not intentionally directed at them. Persuasion can occur when the message conveyed by the communicator is intentionally aimed at the communicant in the hope of influencing them.

Persuasive communication has an important role in conveying information related to social security because it focuses on delivering messages that are inviting and has three main effects according to Miller (1980), namely: shaping, reinforcing, and changing responses. By applying persuasive communication when conducting program socialization to the community, BPJS Ketenagakerjaan can convey messages about the benefits and obligations of membership in a more interesting and relevant way. In addition, persuasive communication also allows the community to understand the purpose of socialization and encourages them to actively participate. So that public understanding of the BPJS Ketenagakerjaan program increases, and it is hoped that the participation of informal workers will also increase.

Some persuasive communication strategies put forward by Melvin L. Defleur and Sandra J. Ball-Rocean, namely:

**a. Psychodynamic Strategy**

Psychodynamic strategies are based on the assumption that human biological traits are inherited and there are other factors that are fundamental to biology that are the result of learning. This strategy centers on emotional factors, such as the needs, fears, and attitudes of an individual can be changed by effective message delivery. Effective persuasive communication lies in learning new things on the basis of information provided by the communicator.

**b. Sociocultural Strategy**

This strategy assumes that human actions are influenced by forces external to the individual, such as the environment. Socioculturalism places the environment as a major and constructive factor in the formation of knowledge and cognitive development of a person. In the process of persuading others, communicators (persuaders) should not forget the norms and socio-culture that exist in the environment of a region or group.

**c. Meaning Construction Strategy**

This strategy is a science that can influence a person's behavior. In this strategy, the communicator (persuader) must be able to attempt to manipulate the meaning or words, and provide parables without reducing the meaning of the content to make it easier for the persuadee to understand it.

Therefore, good persuasive communication skills are needed in the process of socializing information related to BPJS Ketenagakerjaan to the community. This study aims to answer the following question which is to namely how strategies to carry out effective persuasive communication.

## **2. METODE PENELITIAN**

This research uses the literature study method to analyze persuasive communication strategies in the socialization of the BPJS Ketenagakerjaan program to increase the participation of informal workers. The literature study is conducted through a series of systematic activities, including collecting library data, critical reading, recording, and managing data from the results of research on the variables in this study objectively and analytically.

The data sources collected and used are secondary data which include research results, such as books, scientific journals, research articles, official documents, and trusted online sources relevant to the research topic. As explained by Mardalis (in Hartanto & Dani, 2020), literature studies allow researchers to compile various previous references and then draw conclusions without having to go directly to the field. This approach is in line with Zed's (2014) opinion that document-based research not only serves to prepare the research framework, but also serves to obtain research data.

In this study, researchers used the content analysis method as a data analysis technique. The analysis process begins with selecting previous research results based on their level of relevance, namely from the most relevant, relevant, and relevant enough. Next, the studies were sorted by year of publication, starting from the most recent to the previous years. The researcher then evaluated the abstract of each study to assess whether the issues discussed were in line with the focus of this study. Important and pertinent parts of the research problem were then noted for further analysis.

In addition, when conducting this literature study, researchers also considered the credibility and validity of each source used. The evaluation was done by checking the background of the author, the publishing institution, and the relevance and accuracy of the data presented. This is important to ensure that the information analyzed is truly scientific and supports the research objectives. Through this step, it is expected that the results of the analysis obtained are not only comprehensive, but also make a significant contribution to the understanding and development of effective persuasive communication strategies in the context of socializing the BPJS Ketenagakerjaan program to informal workers.

### **3. HASIL DAN PEMBAHASAN**

This study underlines the importance of choosing the right persuasive communication strategy that is tailored to the characteristics of the informal workers targeted for socialization. Informal workers, such as street vendors, online motorcycle taxis, or day laborers, generally have limited time and access to information, so a direct, simple, and contextually relevant approach is needed. An effective strategy is not only about conveying information, but also about shaping, reinforcing, and even changing the attitudes and behaviors of the target audience. In this context, the success of socialization is largely determined by the communicator's ability to adjust the message to the needs and perceptions of the communicants. For example, the interpersonal approach used in direct counseling is important because it provides space for dialogue and clarification, which is needed by informal workers who may not fully understand the benefits of the BPJS Ketenagakerjaan program.

The attitude of a person or group that can be influenced generally consists of three main elements, including:

1. Cognitive Aspects, relating to an individual's understanding of something, include knowledge, experience, or views of an object. This leans towards beliefs and the way individuals perceive things based on the information they have.
2. Affective aspect, which is the tendency of individuals or groups to choose to like or dislike an object. This is more emotionally inclined, such as a sense of pleasure, interest, or even antipathy towards certain objects.
3. The Conative Aspect, where the individual reaches the stage of being able to take real action towards the object. This tends to be action, making decisions, or doing something related to the object.

If these three aspects can be influenced, the communication carried out will be persuasive and can invite informal and formal workers to participate in the social security program provided by BPJS Ketenagakerjaan.

In conducting socialization related to understanding social security, BPJS Ketenagakerjaan carries out various strategies so that persuasive communication is carried out run effectively. The concept of persuasive communication strategy approach is in line with the strategy proposed by Melvin L. Defleur and Sandra J. Ball-Rocean.

#### **d. Psychodynamic Strategy**

In socializing its programs, BPJS Ketenagakerjaan applies the psychodynamic strategy so that the delivery of information to the wider community becomes more effective. Psychodynamic strategies in persuasive communication are used to build public awareness and participation by touching emotional and psychological aspects, not just logic and data, thereby making the messages conveyed more personal, touching and imprinting in people's memories, so that people are more encouraged to understand and participate in the employment social security program.

The examples of the application of psychodynamic strategies by BPJS Ketenagakerjaan in socializing to the wider community such as the background of social security provided are formed by the Republic of Indonesia and based on law, so that this can increase the credibility of BPJS Ketenagakerjaan. In addition, BPJS Ketenagakerjaan also has many partners who can be visited for treatment when accidents and after work accidents also make the programs offered by BPJS Ketenagakerjaan easy to access by everyone. BPJS Ketenagakerjaan also often shares real-life experiences of participants who have been helped, so that feels more emotionally connected and encouraged to participate.

#### **e. Sociocultural Strategy**

In the context of socializing social security, one of the strategies used by BPJS Ketenagakerjaan is a sociocultural strategy. This strategy emphasizes that human behavior is influenced by the external forces of the individual. Environmental factors are the main factors placed in this strategy because they are considered the most influential in the formation of knowledge and cognitive development of a person. Persuasive strategies will be more effective when persuaders try to approach people in an environment while still paying attention to the socio-cultural values of the environment.

One of the approaches taken by BPJS Ketenagakerjaan is to conduct socialization and cooperate with community leaders such as the head of the neighborhood. This approach aims to make the information conveyed easier to accept because it comes from someone who is respected and trusted by the community because it is considered more convincing than information coming from external sources that are not well known. That way, information about the importance of social security will be received positively.

#### **f. Meaning Construction Strategy**

BPJS Ketenagakerjaan uses the meaning construction strategy to effectively socialize its programs to the wider community. Although the people who get an understanding of the programs provided by BPJS Ketenagakerjaan have diverse backgrounds and education levels, through this strategy the community can understand the information conveyed well. Because of this, in socializing the program, the meaning construction strategy is very relevant. The meaning construction strategy is a parable that aims to simplify the concept of socialization. In order to make it easier for persuadees to accept the complexity of the program.

For example, BPJS Ketenagakerjaan often says that the contributions to join their program are quite cheap and get many benefits. Not only that, BPJS Ketenagakerjaan assured that the contributions can be likened to saving for self-protection. The workers never know when disaster will come, but when it does, the workers already have insurance protection to cover their medical expenses. From the things they were conveyed, BPJS Ketenagakerjaan provides a meaning by simplifying the complex concept of social security into something that is easier to understand and relevant to the general public.

Based on the results of the above analysis, it can be seen that the three main strategies—psychodynamics, sociocultural, and meaning construction—are not only effective in conveying information but also consistent with Miller's (1980) theory of persuasive communication effects, namely shaping, reinforcing, and changing responses.

### **1. Shaping**

The application of BPJS Ketenagakerjaan in shaping the initial attitudes of the public can be seen in the use of psychodynamic strategies to form the public's initial understanding of the importance of social security. The shaping process is evident when BPJS Ketenagakerjaan introduces the concept of

social protection as a basic need through campaigns such as “Saving for the Future.” This message is designed to form a new cognitive belief that BPJS Ketenagakerjaan contributions are an investment, not a burden on the public.

## **2. Reinforcing**

The reinforcing process occurs when informal workers who have already registered feel motivated to remain active after seeing tangible benefits, such as when participants can claim work accident compensation. Repeated messaging through social media and direct outreach can also strengthen participants' commitment.

## **3. Changing Responses**

BPJS Ketenagakerjaan implements a meaning construction strategy to change the resistance of informal workers who consider contributions to be an additional cost. By simplifying the complex concept of BPJS Ketenagakerjaan, it changes negative perceptions into something that is easily accepted by the community. Based on this, a change in response can be seen in the increase in the number of participants after socialization that emphasizes the long-term benefits of the program, such as JHT.

## **4. KESIMPULAN DAN SARAN**

### **A. Conclusion**

The results of this literature study show that persuasive communication plays an important role in the success of BPJS Ketenagakerjaan program socialization, especially in increasing participation of informal workers. The communication strategy applied by BPJS Ketenagakerjaan, identified from various references, includes a direct approach to the community through counseling, collaboration with community leaders, utilization of social media, and distribution of information through various digital and conventional channels. Previous studies examined suggest that personal approaches involving direct interaction are more successful in building trust and improving public understanding of the benefits of social security programs. The results of the analysis also indicate that harmonized use of verbal and nonverbal communication can generate meaningful social influence on informal workers' attitudes and choices to participate in BPJS Ketenagakerjaan.

Based on the study results, BPJS Ketenagakerjaan divides persuasive communication strategies into three categories to convey or socialize information related to the programs they offer to the wider community. In the psychodynamic strategy, BPJS Ketenagakerjaan uses the image of the BPJS Ketenagakerjaan institution which is based on the law and formed by the Indonesian government, as well as easy access to treatment for work accidents. Another thing with the use of sociocultural strategies, BPJS Ketenagakerjaan collaborates with the head of the neighborhood to educate the neighborhood community and provide an understanding of the programs offered by BPJS Ketenagakerjaan. While in the meaning construction strategy, BPJS Ketenagakerjaan discusses their low social security contributions and payment of contributions which are likened to saving for the future of workers and families. So that, based on the implementation of these three strategies, BPJS Ketenagakerjaan can carry out effective persuasive communication to the wider community regarding the socialization of its program.

The success of using this persuasive communication strategy is also in line with Miller's theory (1980), where BPJS Ketenagakerjaan successfully implemented the three processes of persuasive communication. In the shaping process, BPJS Ketenagakerjaan was able to form a new cognitive belief that BPJS Ketenagakerjaan contributions are an investment, not a burden on society. In the reinforcing process, BPJS Ketenagakerjaan successfully kept its participants actively engaged in the program after they received benefits from it. Changes in response can be seen in the increase in the number of participants in the BPJS Ketenagakerjaan program. Therefore, if this continues, BPJS Ketenagakerjaan has effectively utilized persuasive communication.

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