

The Role of Socialization and Education in Increasing BPJS Employment Contribution Compliance

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Abstract

Employment social security plays a vital role in maintaining a country's economic and social stability by providing financial protection to workers against various employment-related risks. This study aims to analyze the impact of socialization and educational programs on the compliance rate of BPJS Ketenagakerjaan (Indonesia's Employment Social Security Agency) contribution payments in Medan City during the 2023–2024 period. A descriptive quantitative approach was used, with data collected through questionnaires, semi-structured interviews, and document analysis. The findings indicate an increase in compliance from 87.0% in 2023 to 91.0% in 2024. This improvement is primarily attributed to the effectiveness of interactive socialization efforts and case-based educational activities that shifted participants' perceptions of contributions—from being viewed as a financial burden to being recognized as a long-term protection investment. Challenges identified include delays in wage reporting systems and low financial literacy among micro-entrepreneurs. The study recommends strengthening inter-agency collaboration, data integration, and continuous educational outreach to enhance more equitable compliance. Therefore, the synergy between socialization, education, and multi-stakeholder partnerships is essential to reinforcing the employment social security system in Indonesia.

Keywords: BPJS Ketenagakerjaan, contribution compliance, education, MSMEs, social security, socialization

1. PENDAHULUAN

Maintaining a nation's economic and social stability depends significantly on social security. This system helps lower poverty rates, raise living standards, and enhance overall economic stability by offering the community protection and financial security. The presence of social security helps people feel more at ease in the face of life's hazards or surprises, and it also aids in the achievement of shared welfare.

The purpose of employment social security, a government program, is to shield workers from risks like workplace accidents. In addition, this program aids in bringing about social well-being for all workers in Indonesia. This protection is vital for people who are experiencing circumstances that might result in a loss of income, such as retirement, sickness, disability, job loss, and other factors.

The uneven dissemination of information throughout the community is one of the major difficulties in putting this program into practice. Consequently, the advantages of BPJS Ketenagakerjaan are not well understood by many potential applicants. Indeed, even some active participants are frequently unclear about their entitlements and amenities, such as claim procedures, contribution payments, and other technical details.

The government established BPJS Ketenagakerjaan as a public legal organization with the mission of ensuring employment social security in Indonesia. The program includes employees from several industries, such as the formal, informal, and construction sectors. The five primary programs that the BPJS Employment covers are Job Loss Insurance (JKP), Pension Insurance (JP), Old Age Insurance (JHT), Death Insurance (JKM), and Work Accident Insurance (JKK).

In influencing a person's identity and manner of social interaction, socialization plays a key role. Socialization in this case is also a kind of marketing meant to get the word out about BPJS Ketenagakerjaan. Maintaining long-term relationships with participants through excellent service and positive experiences is achieved through the use of communication tactics that foster public interest and trust.

The Certified Independent Study Internship (MSIB) program, which allows students from different Indonesian institutions to participate in socialization initiatives, is one way that BPJS Ketenagakerjaan is working to promote the value of social security protection and extend the reach of education. The program's goals are to teach important information about social security as well as to offer practical training in marketing techniques and participant recruitment.

2. METODE PENELITIAN

In the period of 2023–2024, particularly in the city of Medan, this research employs a descriptive quantitative method to ascertain how socialization and education initiatives affect the degree of adherence to BPJS Employment contribution payments. This strategy was selected in order to use numerical and statistical data to explain events and support them with a qualitative comprehension of the outcomes of interviews and observations (Sugiyono, 2018).

Population and Sample

This study's population consists of formal businesses and MSME players who are registered as members of BPJS Employment in Medan City. The purposive sampling approach is used to choose samples depending on specific parameters, such as businesses that have participated in the BPJS Employment socialization program. The sample includes 50 organizations (businesses and MSMEs) that have been actively engaged in marketing and educational initiatives over the past two years.

Methods of Data Gathering

The data collection methods employed in this investigation are:

1. A survey that employs the Likert scale to gauge how respondents see the efficacy of education and socialization.
2. semi-structured interviews with BPJS Ketenagakerjaan, business HRD, and MSME players in order to gather corroborating information on the program's execution and perception.
3. The data for the documentation analysis came from BPJS Ketenagakerjaan Medan Branch Office's compliance reports and the execution of socialization programs (BPJS Ketenagakerjaan, 2025).

Data Analysis Techniques

The correlation between the efficiency of socialization and the degree of contribution compliance was determined using descriptive statistics and simple linear regression analysis of quantitative data. In the interim, the qualitative data were examined using Miles and Huberman's interactive paradigm, which includes data reduction, data presentation, and conclusion drawing (Miles & Huberman, 2014).

3. HASIL DAN PEMBAHASAN

Based on surveys and BPJS Employment contribution compliance data in Medan City over the past two years (2023–2024), the following picture was obtained:

Year	Number of Registered Participants	Number of Compliant Participants	Compliance Rate (%)
2023	150.000	130.500	87,0
2024	160.000	145.600	91,0

Source: BPJS Employment Medan Branch Office (processed)

1. Contribution Compliance Rate between 2023 and 2024

From 87.0% in 2023, compliance has risen to 91.0% in 2024. The increase demonstrates the efficacy of BPJS Ketenagakerjaan's socialization and education initiatives, particularly the company's HRD Training at the city level, the Employment Risk Management Workshop, and the Roadshow to MSMEs.

2. The Role of Socialization

The proactive and ongoing dissemination of information about the BPJS Employment program is seen as socialization. Siregar (2020) states, "Direct two-way socialization dialogue with stakeholders can increase understanding and commitment of participants" (p.45). The BPJS socialization team's trip to more than 300 businesses and about 500 MSMEs in Medan caused compliance to start to rise significantly.

The Role of Education

For participants, education on the value of social security coverage is essential. The importance of long-term benefit education was highlighted by Agus Prabowo (2019), who said that "without long-term benefit education, participants tend to see contributions only as a burden on company costs, not as an investment in self-protection" (p. 112). The education module included a case study of workplace incidents as well as a simulation of the amount of compensation expenses. The BPJS Ketenagakerjaan program aims to encourage participants to pay their contributions more regularly and orderly.

3. Synergy of Socialization and Education

Contextual learning is the result of a combination of education, where participants learn why it is important, and socialization, where they learn what to do. This is consistent with Kolb's experiential learning theory (1984), which asserts that the best way to learn is through direct and methodically thought-out experience.

4. Barriers and Recommendations

- a. The wage reporting system is extremely slow.
- b. The integration of Dukcapil, Disnaker, and BPJS data is enhanced in order to continually assure the validity of participant data.
- c. a lack of financial literacy.
- d. The university, the two parties, and the university have established collaboration. The goal of this cooperation is to provide a holistic course on business literacy.

4. KESIMPULAN DAN SARAN

A. Conclusion

The implementation of socialisation and education programs has resulted in an improvement in the rate of compliance with BPJS Employment contributions in Medan City, from 87.0% (2023) to 91.0% (2024). Case study training combined with interactive socialization has demonstrated its effectiveness in altering people's perceptions. Participants saw it as a long-term "protection investment" rather than a mere "cost payment." Once more, cross-institutional synergy, including the Directorate, universities, and business organizations, needs to be reinforced in addressing administrative barriers and MSME literacy. The wage reporting system must be automated and joint learning initiatives must be implemented and promoted among micro-business players in order to guarantee a more equitable distribution of compliance in the future. The primary focus of efforts to improve contribution compliance with BPJS Ketenagakerjaan should be on enhancing data integration, multi-stakeholder collaboration, and socialization and education methods.

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4. It is hoped that the findings of this study will provide a suggestion for BPJS Ketenagakerjaan to improve the effectiveness of its social and educational campaigns in order to raise the rate of compliance.

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