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## DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

# Electronic Media Marketing Mix Analysis on Increasing Participant of BPJS Ketenagakerjaan

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**Abstract:** This research was conducted to know the effect of each variable in the electronic media mix consisting of television, radio, and Internet media significantly on the increasing participant of BPJS Ketenagakerjaan in the Makassar Branch, as well as to determine the effect simultaneously or simultaneously of electronic media variables on television media, radio media, and internet media to increase BPJS Ketenagakerjaan membership in the Makassar Branch. This study uses questionnaire data, literature studies, and interviews with data analysis techniques of the quality test, classical assumption test, multiple linear regression analysis, and hypothesis testing. The study's results found that electronic media consisting of television, radio, and internet media significantly influenced BPJS Ketenagakerjaan membership in the Makassar Branch, so the first hypothesis can be accepted. Based on the results of simultaneous testing, the  $F$ -calculated = 398,637 with a significance  $< 0.01$  with an omission of 0.05, so it can be said that television media, radio media, and internet media together affect increasing Participants of BPJS Ketenagakerjaan in the Makassar Branch so that the second hypothesis proposed can be accepted and proven genuine.

**Keywords:** Television Media, Radio Media, Social Media, Participant of BPJS Ketenagakerjaan  
**JEL Classification Code:** M00, M31, M37, M38

## 1. INTRODUCTION

In this era of globalization, which is becoming increasingly sophisticated and full of technology, every company in any country is required to survive and produce quality products. On the one hand, the era of globalization has expanded the product markets of companies in Indonesia; on the other hand, this situation has led to increasingly fierce competition both within the country itself and with foreign companies. Therefore, to anticipate competition and increase sales, every company or organization must promote itself through advertising. The function of advertising as an element of persuasion to influence consumers is essential to maintain excellence in the market. Therefore, it is natural that many producers, through advertising agencies, think hard to make advertisements very attractive. With the ad, it is hoped that awareness will be created in the minds of potential consumers to encourage them to buy the products offered. Based on the hierarchy of effects framework consisting of Awareness-Knowledge-Liking-Preference-Convic-Purchase, advertising effects have three stages: cognitive response, affective response, and behavioral response (Abdussamad et al., 2022; Balkin & Werner, 2022).

To do advertising media, the flow of delivery is through electronic media. Electronic media has become a weapon in the present and future era. Along with the times, information is growing faster and changing in just seconds (Guan et al., 2020; McClure et al., 2020). This phenomenon is seen when the community's need for information is felt to be getting bigger. This can be seen by the increasing number of media vying for the opportunity to meet the community's needs in accessing the latest information (Suharto et al., 2022); . The public's need for fast information is currently being used by various mass media in their role in conveying information, education, opinions, and knowledge to their readers. In meeting the needs of these audiences, the mass media are generally always active in producing fast, warm, and original information. Mass media can be divided into two

categories: print media and electronic mass media (Balkin & Werner, 2022; Tran et al., 2022). The mass media is believed to have tremendous power in influencing people's knowledge, attitudes, and behavior (Vieira Alves, 2021). Even the mass media can easily direct people to form opinions about an event that will happen next. Mass media can control, guide, and influence life in the present and future (Brand et al., 2022; Shoemaker Brino et al., 2022).

According to Salim et al. 2022; Zhang & Strauss (2022), Advertising is a medium used by companies to remind, persuade, and provide information. In addition, advertising is a means of introducing new products, especially to consumers following the target. In other words, such as the beginning of the marketing of the new product. Advertising can be done through several media, such as television and electronic media. This media conveys advertising messages through visual, audio, and motion (Bartschat et al., 2022; Brand et al., 2022). Through television media, advertisements will be easily conveyed to consumers. For the scope of Indonesia, through television media by 53.2% - 61.1% from 1996 to 2003, the proportion of advertising costs incurred by business actors shows a very significant allocation dominance (Bartschat et al., 2022). This dominance is a shortcut to the magnitude of the consumer's allure of the intensity of viewing television. Because television has its advantages when advertising takes place. The growth of television advertisements began to be exciting after the sluggishness of the monetary crisis in Indonesia increased and filled private television programs. This has resulted in increasingly fierce competition between ads, not only between products. Advertisers are vying for the attention of the public.

The mass media is now not only dominated by print and electronic media. As technology advances faster, a new media called the internet appears. This new media is slowly becoming one of the fulfillments of the information needed by humans (Wang & Loo, 2019). Various information can be enjoyed through the internet, which later describes itself as a new media. Like a city, the internet has become more complex and complete (Saraswati, 2022). We can find all the information needed by typing a keyword in the search engine field. They started from information about our close friends to political news in other parts of the world. This is what makes the internet more popular because it has narrowed the boundaries of space and time.

Along with the development of the internet, conventional mass media compete for development, namely with media convergence. This can be seen in the print media that are integrated with online media and mass media that use internet technology to deliver their messages. The Social Security Administering Body (BPJS) was established based on Law Number 24/2011 concerning BPJS, which is a transformation of four State-Owned Enterprises (Askes, ASABRI, Jamsostek, and Taspen). Through Law No. 24/2011, 2 (two) BPJS were formed, namely BPJS Ketenagakerjaan and BPJS Kesehatan. BPJS Ketenagakerjaan organizes work accident insurance, death insurance, old age benefits, and pension benefits, and BPJS Kesehatan provides health insurance programs. With the formation of the two BPJS, the range of participation in the social security program will be gradually expanded (Qomarudin, 2012).

Law No. 24/2011 requires the government to provide five basic guarantees for all Indonesians: work accident insurance, death insurance, old age, pension benefits, and health insurance. The said guarantee will be financed by 1) an individual, 2) an employer, or 3) the government. Thus, the government will begin implementing the Universal Health Coverage policy to provide health services to the community, where previously, the Government (Central) only offered health services for Civil Servants. The implementation of Law No. 24/2011 is still being complained about by the public. This is because people are still burdened with costs for purchasing drugs, blood tests, and supporting examinations. For PNS participants, the free medicine was only given until the 3<sup>rd</sup> and 7<sup>th</sup> day, not until the 30<sup>th</sup> day like the previous health insurance. As for referral services, participants must bring repeated referral letters for the same case. In Makassar, implementing BPJS Kesehatan is considered difficult for people because the service is not good in the field. The medicines that Askes has covered are now not hidden anymore.

After the enactment of Law No. 24/2011, the next stage is implementing the law. According to (Widi et al., 2021), implementation is a series of activities to deliver policies to the community so that these policies can bring results as expected. In the context of public policy, policy implementation is the implementation of a particular decision determined by law, government, or regional regulation to achieve common goals and objectives in social life. Thus, it is necessary to implement Law No.

24/2011 so that the policies that have been prepared can directly benefit the community. Article 10 of Law No. 24/2011 states that BPJS Ketenagakerjaan has several tasks, namely: Conducting and receiving Participant registration; Collecting contributions from Participants and Employers; Receiving Contribution Assistance from the government; Managing Social Security Funds for the benefit of Participants; Collect and manage data on Social Security program Participants; Pay benefits and/or finance health services following the provisions of the Social Security program; Provide information regarding the implementation of the Social Security program to Participants and the public .

**Table 1: Data Summary**

<b>Subject</b>	Marketing Management
<b>Specific subject area</b>	Marketing Management Field, television media, radio media and internet media, and membership of BPJS
<b>Type of data</b>	Table and Figure
<b>How data were acquired</b>	Survey and Questionary
<b>Data format</b>	SPSS
<b>Parameters for data collection</b>	Sample from this study of 100 Respondents
<b>Description of data collection</b>	The research approach used in this study is a quantitative approach. Quantitative approach is a form of research based on data collected during systematic research on the facts and properties of the object under study. The research location was carried out at the BPJS Ketenagakerjaan Office, Makassar Branch. The time carried out in this study is from June 22 to August 31, 2021
<b>Data source location</b>	BPJS Ketenagakerjaan Makassar Branch

**Value of the Data**

- Whether the mix of electronic media consisting of television media, radio media and internet media each has a significant effect on increasing participation of BPJS Ketenagakerjaan Makassar Branch.
- Whether television, radio and internet media have an effect simultaneously or simultaneously on increasing the participation of BPJS Ketenagakerjaan Makassar Branch.

**Data Description**

The research approach used in this study is quantitative. A quantitative approach is a form of research based on data collected during systematic research on the facts and characteristics of the object under investigation. The research location was carried out at the BPJS Ketenagakerjaan Office Makassar Branch. The time taken in this study was on June 22 to August 31. Still, in approximately one month, there were several days where the researcher did not go out in the field due to circumstances and conditions that were not possible, for example, on Eid al-Fitr. The population in this study is formal sector workers registered with BPJS Ketenagakerjaan Makassar and located in the Makassar City Region. Still, it is possible that there are large companies located in the Makassar area but registered with BPJS Ketenagakerjaan in other regions because they use a centralized system, and the number of respondents in this study was 100. Multiple linear regression equation with three independent variables, namely:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$$

Description:

- $\beta_0$  = Constant
- $\beta_1, \beta_2, \beta_3$  = Regression coefficient

- Y = Participant of BPJS Ketenagakerjaan
- X<sub>1</sub> = Television Media
- X<sub>2</sub> = Radio Media
- X<sub>3</sub> = Social Media
- e = Standard Error

**Table 2: Description of Respondents Age**

No.	Age (Years)	Frequency	%
1.	< 25	31	31,0
2.	26-35	51	51,0
3.	36-50	18	18,0
Total		100	100,0

**Table 3: Description of the Gender**

No.	Gender	Frequency	%
1.	Man	55	55,0
2.	Women	45	45,0
Total		100	100,0

**Table 4: Overview of Respondents' Education Level**

No.	Education Level	Frequency	%
1.	Senior High School	49	49,0
2.	Diploma	7	7,0
3.	Bachelor	44	44,0
Total		100	100,0

**Table 5: Recapitulation of Respondents' Responses on Television Electronic Media Variables**

Item Question	Respondent's Answer				
	1	2	3	4	5
BPJS Ketenagakerjaan advertising media is a type of advertisement that is easy to understand.	1 (1%)	21 (21%)	17 (17%)	47 (47%)	14 (14%)
BPJS Ketenagakerjaan advertising media is a very impressive/preferred advertisement.	-	16 (16%)	21 (21%)	52 (52%)	11 (11%)
BPJS Ketenagakerjaan advertising media is an advertisement that convinces consumers not to buy other brands.	-	26 (26%)	25 (25%)	36 (36%)	13 (13%)
BPJS Ketenagakerjaan advertising media is an advertisement that can convince consumers to buy.	-	16 (16%)	28 (28%)	49 (49%)	7 (7%)
BPJS Ketenagakerjaan advertising media is a creative advertisement that can attract the attention and positive response of consumers.	-	13 (13%)	27 (27%)	46 (46%)	14 (14%)
BPJS Ketenagakerjaan advertising media can provide knowledge to consumers about a function/benefit of a product and new service.	-	14 (14%)	23 (23%)	41 (41%)	22 (22%)
BPJS Ketenagakerjaan advertising media clearly presents information and benefits of products and services.	-	11 (11%)	27 (27%)	46 (46%)	16 (16%)
The messages conveyed in BPJS Ketenagakerjaan advertising media are easy to understand.	-	20 (20%)	17 (17%)	44 (44%)	19 (19%)

**Table 6: Recapitulation of Respondents' Responses on Radio Media Variables**

Item Question	Respondent's Answer				
	1	2	3	4	5
The information on the BPJS Ketenagakerjaan program on the radio is very clear	-	25 (25%)	45 (45%)	22 (22%)	8 (8%)
The advertising message about the BPJS Ketenagakerjaan program on the radio is easy to remember	-	26 (26%)	42 (42%)	13 (13%)	19 (19%)

Item Question	Respondent's Answer				
	1	2	3	4	5
Radio advertisements about the BPJS Ketenagakerjaan program made me interested in becoming a BPJS Ketenagakerjaan participant	-	19 (19%)	37 (37%)	27 (27%)	17 (17%)
The ability of advertising messages on radio has provided information, persuaded, and reminded me about the BPJS Ketenagakerjaan program	-	17 (17%)	30 (30%)	41 (41%)	12 (12%)
Advertising messages on the radio regarding the BPJS Ketenagakerjaan program have been carried out effectively	-	20 (20%)	31 (31%)	29 (29%)	20 (20%)

**Table 7: Recapitulation of Respondents' Responses About Internet Media**

Item Question	Respondent's Answer				
	1	2	3	4	5
BPJS Ketenagakerjaan website advertising speed in maximum performance	1 (1%)	20 (20%)	32 (32%)	43 (43%)	4 (4%)
the time required for the BPJS Ketenagakerjaan website to complete a series of activities to produce certain outputs.	-	24 (24%)	29 (29%)	44 (44%)	3 (3%)
The information provided by the BPJS Ketenagakerjaan website is quite accurate because the information submitted is in accordance with the access rights of each user	-	21 (21%)	29 (29%)	44 (44%)	6 (6%)
The information on the BPJS Ketenagakerjaan website is quite relevant to the situation	-	16 (16%)	37 (37%)	40 (40%)	7 (7%)
The procedures provided by the BPJS Ketenagakerjaan website are valuable	-	8 (8%)	38 (38%)	45 (45%)	9 (9%)
The implementation of the BPJS Ketenagakerjaan program can be useful	2 (2%)	6 (6%)	40 (40%)	37 (37%)	15 (15%)
The BPJS Ketenagakerjaan website that is experiencing disruptions can be quickly repaired.	-	10 (10%)	36 (36%)	37 (37%)	17 (17%)
The security level of the BPJS Ketenagakerjaan website by displaying the eligibility value	1 (1%)	14 (14%)	28 (28%)	36 (36%)	21 (21%)
BPJS Ketenagakerjaan website has a good improvement	2 (2%)	15 (15%)	22 (22%)	45 (45%)	16 (16%)
The BPJS Ketenagakerjaan website can increase transactions. Information Systems require time, cost, thought, and energy from developers.	3 (3%)	14 (14%)	24 (24%)	35 (35%)	24 (24%)
The BPJS Ketenagakerjaan website can improve relations with BPJS Ketenagakerjaan participants.	3 (3%)	11 (11%)	28 (28%)	38 (38%)	20 (20%)
The BPJS Ketenagakerjaan website can be operated easily by BPJS Ketenagakerjaan participants.	-	14 (14%)	21 (21%)	39 (39%)	26 (26%)

**Table 8: Recapitulation of Respondents' Responses on BPJS Ketenagakerjaan Participation Variables**

Item Question	Respondent's Answer				
	1	2	3	4	5
I became a participant because the BPJS Ketenagakerjaan program has provided positive benefits for the community	-	9 (9%)	30 (30%)	45 (45%)	16 (16%)
I received information about the BPJS Ketenagakerjaan program through the radio so that I became a participant of BPJS Ketenagakerjaan	1 (1%)	23 (23%)	21 (21%)	33 (33%)	22 (22%)
I get a lot of information about the BPJS Ketenagakerjaan program through the internet so that I become a BPJS Ketenagakerjaan participant	-	20 (20%)	19 (19%)	37 (37%)	24 (24%)
I received information about the BPJS Ketenagakerjaan program through TV so that I became a participant of BPJS Ketenagakerjaan	-	15 (15%)	34 (34%)	35 (35%)	16 (16%)

Item Question	Respondent's Answer				
	1	2	3	4	5
I became a participant of BPJS Ketenagakerjaan because I get old age insurance, work accident insurance and old age insurance	-	12 (12%)	19 (19%)	49 (49%)	20 (20%)

**Table 9: Recapitulation of Validity Test Results**

Variables	Question Items	R-Calculated	Description
Television Media	X1.1	0,882	Valid
	X1.2	0,863	Valid
	X1.3	0,747	Valid
	X1.4	0,790	Valid
	X1.5	0,785	Valid
	X1.6	0,845	Valid
	X1.7	0,828	Valid
	X1.8	0,842	Valid
Radio Media	X2.1	0,769	Valid
	X2.2	0,543	Valid
	X2.3	0,559	Valid
	X2.4	0,593	Valid
	X2.5	0,734	Valid
Social Media	X3.1	0,855	Valid
	X3.2	0,860	Valid
	X3.3	0,858	Valid
	X3.4	0,785	Valid
	X3.5	0,767	Valid
	X3.6	0,716	Valid
	X3.7	0,797	Valid
	X3.8	0,865	Valid
	X3.9	0,863	Valid
	X3.10	0,788	Valid
	X3.11	0,801	Valid
	X3.12	0,794	Valid
Participants of BPJS Ketenagakerjaan	Y1	0,567	Valid
	Y2	0,585	Valid
	Y3	0,590	Valid
	Y4	0,690	Valid
	Y5	0,617	Valid

**Table 10: Recapitulation of Reliability Test Results**

Variables	Cronbach Alpha	Description
Television electronic media	0,952	Reliable
Radio electronic media	0,834	Reliable
Social Media	0,962	Reliable
Participants of BPJS Ketenagakerjaan	0,815	Reliable

**Table 11: Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	.313	.117	
Media TV	.111	.043	.122
Media radio	.015	.030	.015
Social Media	.815	.042	.860

**Table 12: R-Square**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.962 <sup>a</sup>	.926	.923	.20505

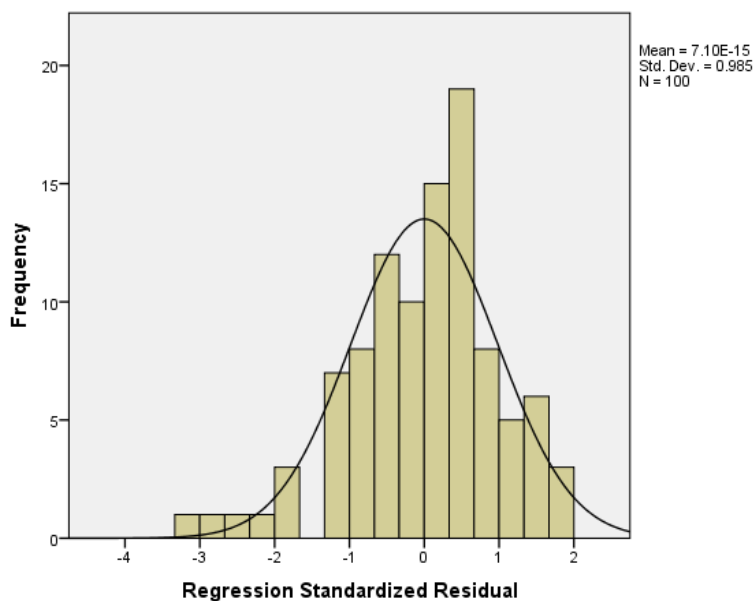


Figure 1: Normality Histogram

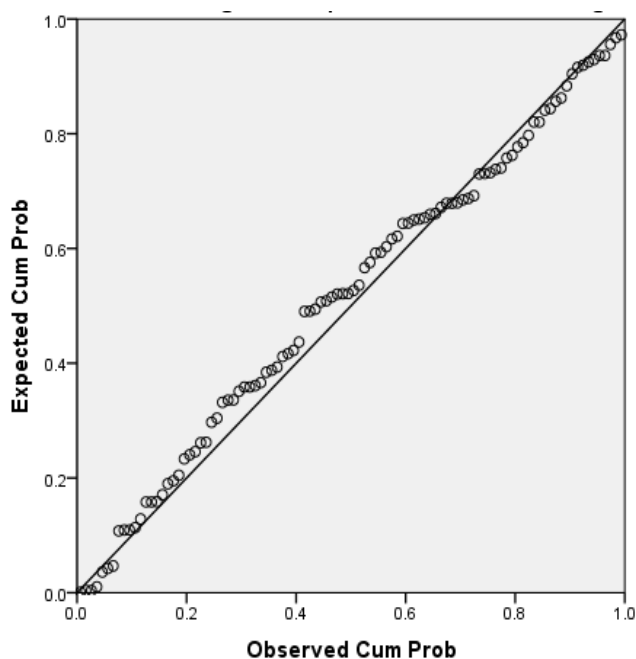


Figure 2: Normality P-Plot

Table 13: Multicollinearity Test

Model	Collinearitas Statistics	
	Tolerance	VIF
Media Televisi	0,354	2,823
Media Radio	0,806	1,241
Social Media	0,402	2,486

Table 14: Simultaneous Test (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	50.285	3	16.762	398.637	.000 <sup>b</sup>
Residual	4.037	96	.042		
Total	54.322	99			

Table 15: Partial Test (T-Test)

Model	t	Sig.
(Constant)	2.670	.009
Media TV	2.611	.010
Media radio	.495	.622
Social Media	19.607	.000

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