

## **Electronic Media Mix to Increase BPJS Employment Membership in Makassar Branch**

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### **Abstrak**

Penelitian ini bertujuan untuk menguji bauran media elektronik yang terdiri dari media televisi, media Radio dan media internet terhadap peningkatan kepesertaan BPJS Ketenagakerjaan Cabang Makassar. Data dalam penelitian ini merupakan data primer yaitu data yang diperoleh dari sumber pertama. Metode pengumpulan data dilakukan dengan cara observasi, wawancara, dokumentasi serta menyebarkan kuesioner. Jumlah populasi dalam penelitian ini sebanyak 125.123 tenaga kerja sektor formal yang terdaftar di BPJS Ketenagakerjaan Cabang Makassar. Sampel penelitian berjumlah 100 yang dihasilkan melalui formulasi Slovin. Data yang berhasil dikumpulkan akan dianalisis melalui beberapa tahapan pengujian, yaitu melakukan analisis deskriptif, uji kualitas data, uji asumsi klasik dan menguji seluruh hipotesis yang diajukan dalam studi ini yang dibuktikan melalui uji f (simultan) dan uji t (parsial). Hasil penelitian ini menunjukkan bahwa secara parsial maupun secara simultan media elektronik yang terdiri dari: media televisi, media radio dan media internet mempunyai pengaruh yang signifikan terhadap peningkatan kepesertaan BPJS Ketenagakerjaan Cabang Makassar.

**Kata Kunci:** *media elektronik; BPJS Ketenagakerjaan;*

### **Abstract**

*This study aims to examine the electronic media mix consisting of television media, radio media, and internet media to increase the BPJS Ketenagakerjaan Makassar Branch membership. The data in this study are primary, namely, data obtained from the first source. Data collection methods are done using observation, interviews, documentation, and questionnaires. The total population in this study was 125,123 formal sector workers registered at BPJS Ketenagakerjaan Makassar Branch. The research sample amounted to 100, produced through the Slovin formulation. The data that has been collected will be analyzed through several stages of testing, namely conducting descriptive analysis, testing data quality, classical assumption test, and testing all hypotheses proposed in this study as proven by f test (simultaneous) and t-test (partial). The results of this study indicate that partially or simultaneously, electronic media consisting of television media, radio media, and internet media have a significant influence on increasing BPJS Employment membership in Makassar Branch.*

**Keywords:** *electronic media; BPJS of Employment.*

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## INTRODUCTION

In this era of globalization which is increasingly sophisticated and full of technology, every company is required to survive and produce quality products (Baskoro, 2021). On the one hand, the era of globalization has expanded the product market of companies in Indonesia. On the other hand, this situation has led to increasingly fierce competition domestically and with foreign companies. Therefore, to anticipate competition and further increase sales, every company or organization needs to promote through advertising (Nasii et al., 2018). 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 think hard to make advertisements very attractive through advertising agencies. With this advertisement, it is hoped that awareness will be created in the minds of potential consumers so that they are then encouraged to buy the products offered. Based on the hierarchy of effects framework consisting of Awareness--Knowledge--Liking--Preference--Conviction--Purchase, advertising effects have three stages: cognitive response, affective response, behavioral response (Chandra, 2012; Baskoro, 2021).

The flow of delivery is through electronic media to carry out advertising media. Electronic media has become a weapon in the present and future era. Along with the times, information is growing and changing in just seconds. This phenomenon is seen when the public's need for information is felt to be getting bigger. This can be seen by the increasing number of media vying for opportunities to meet the community's needs in accessing the latest information (Mania, 2017).

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, namely print mass media and electronic mass media (Ardianto, 2004; Valentine, 2018). The mass media is believed to have tremendous power in influencing people's knowledge, attitudes, and behavior. Even the mass media can easily direct people to form opinions about an event that will happen next. Mass media can run, guide, and influence life in the present and the future (Nurudin, 2009 Kurniawan, 2017).

According to (Kotler, 2012; Nasii et al., 2018), companies use advertising to remind, persuade, and provide information. In addition, advertising introduces new products, especially to consumers who are under the target. In other words, like the beginning of the marketing of the new product. Advertising can be done through several media, such as electronic television media. With this media, advertising messages can be conveyed in visual, audio, and motion (Widyatama, 2007; Baskoro, 2021). Through television media, advertisements will be easily transferred to consumers. For the scope of Indonesia, through television media by 53.2% - 61.1% during the period 1996 to 2003, the proportion of advertising costs incurred by business actors showed a very significant allocation dominance (Thalia Clarinita Winaldi, 2019). 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, which began to be enthusiastic after the sluggishness of the monetary crisis in Indonesia, was increasing and filling private television programs. This has resulted in increasingly fierce competition

between advertisements, 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 fulfillment of the information needed by humans (Mania, 2017). Various information can be enjoyed via the internet, which later describes itself as a new medium. Like a city, the internet develops to be more complex and complete. Only by typing a keyword in the search engine field can we find all the information needed. They are starting from information about our close friends to political news in other parts of the world. This makes the internet more popular because it has narrowed the boundaries of space and time (Putra, 2018). Along with the development of the internet, conventional mass media are also competing for development, namely with media convergence. This can be seen in print media, which are integrated with online media mass media that use internet technology to deliver messages (Supeno et al., 2016).

The Social Security Administering Body (BPJS), established based on Law Number 24 of 2011 concerning BPJS, is a transformation of four State-Owned Enterprises (Askes, ASABRI, Jamsostek, and Taspen). Through Law No. 24 of 2011, 2 (two) BPJS were formed, namely BPJS Employment and BPJS Health. BPJS Employment organizes work accident insurance, death insurance, old age benefits, and pension insurance programs, and BPJS Health contains 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; Rusiyah et al., 2021).

Law No. 24 of 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) individual, 2) employer, and 3) Government. Thus, the Government will start implementing the Universal Health Coverage policy to provide health services to the community. Previously, the Government (Central) only offered health services for Civil Servants and ABRI-Police.

The implementation of Law No. 24 of 2011 is also still complained of by the public. People are still burdened with costs for purchasing drugs, blood tests, and supporting examinations. For PNS participants, the free medicine was given only until the 3rd and 7th day, not until the 30th day like the previous health insurance. As for referral services, participants must bring repeated referral letters for the same case (health.kompas.com). In Makassar, the implementation of BPJS Health is difficult for the people because the service is not good in the field. Askes no longer covers the medicines that Askes have covered.

After the enactment of Law No. 24 of 2011, the next stage is implementing the law. According to (Gaffar, 1992; Yandani 2016), implementation is a series of activities to deliver policies to the community so that these policies can bring results as expected. Policy implementation in the context of public policy is the implementation of a particular decision determined by law, government regulation, or regional regulation to achieve common goals and objectives in social life. Thus, it is necessary to implement Law No. 24 of 2011 so that the community can directly feel the policies that have been prepared. Article 10 of Law No. 24 of 2011 states that BPJS Ketenagakerjaan has several tasks, namely:

1. Conducting and receiving Participant registration.
2. Collecting and collecting contributions from Participants and Employers.
3. Receiving Contribution Assistance from the Government.

4. Managing Social Security Funds for the benefit of Participants.
5. Collect and manage data on Social Security program Participants.
6. Pay benefits and finance health services by the provisions of the Social Security program.
7. Provide information regarding implementing the Social Security program to Participants and the public.

Based on the description that has been explained, this study aims to examine the electronic media mix consisting of television media, radio media, and internet media to increase BPJS Ketenagakerjaan membership. The word advertising comes from the Greek language, which means more or less 'to lead' people to ideas (Nasii et al., 2018). The comprehensive understanding of advertising in all forms of activity is to present and promote ideas, goods, or services in a non-personal manner paid for by certain sponsors. In general, advertising is submitting non-personal information about a product, brand, company, or store that is run with specific compensation. In advertising, messages are conveyed quickly to consumers or abroad and dispersed audience, where messages are transmitted through electronic media (radio, TV) and print media (newspapers, magazines) because the press appears to convince behavior, values, and attitudes. The sender's intention is of greater importance than the recipient's (Supeno et al., 2016). In mass communication, communication that occurs is one-way, from producers to consumers. Producers or advertisers often change the old paradigm and place potential consumers into the subject, not the object, when advertisements are made for the benefit of producers. Still, it seems that the ad is made for the use of consumers (Mania, 2017).

In the beginning, the company must set goals first before creating advertisements. Goal setting is done, so the ad is right on target and becomes an effective advertisement. The purpose of advertising, according to (Kotler & Keller, 2012; Ezah, 2019), is 1) Providing information (informative advertising). 2) Persuade (persuasive advertising). 3) Remind (reminder ad). 4) Reinforce (reinforcement advertising). According to practitioners, advertising media can be divided into two categories, namely Above the Line (ATL) media and Below the Line (BTL) media.

The word media comes from the Latin *medius*, middle, intermediary, or introduction (Mahlisa, 2016). In Arabic, the media is an intermediary or introductory message from the sender to the message recipient. (Arsyad, 2011; Pascal et al., 2019), said that the media, if understood in broad terms, are humans, materials, or events that build conditions that enable students to acquire knowledge, skills, and attitudes. Print media is media that contains messages with a single topic and one thought at the same time. Several types of print media include 1) Newspapers/newspapers. 2) Magazines. 3) Electronic media.

The mass media that is very easy to access is television. Television has elements that make it attractive compared to other mass media. According to (JB Wahyudi, 1986; Thalia, 2019). Television is a live audiovisual medium, thus prioritizing motion or moving/acting; some even argue that the images shown on television must be a blend of art, motion, and technique. In addition, according to Elvinaro Ardianto (2007: 125), television is one type of electronic mass media that is audio-visual, direct, and can shape attitudes. Television comes from the words *tele* and *vision*, which have their respective meanings far (*tele*) from the Greek and visible (*vision*) from the Latin. So television means being able to see or see from a distance

a variety of shows ranging from entertainment to science are on television. Various television channels make people have many choices to watch quality shows.

The Social Security Administering Body (BPJS) is a program that, when referring to Law no. 4 of 2014, was organized by the government engaged in social security that aims to guarantee and provide a better life for the people concerned in terms of social security. In carrying out its duties, BPJS Ketenagakerjaan has the authority to collect payment of contributions, place social security funds for short-term and long-term investments, take into account aspects of liquidity, solvency, prudence, security of funds, and adequate returns, conduct supervision and checks on participant compliance and the employer in fulfilling his obligations by the provisions of the national social security legislation imposes administrative sanctions on participants or employers who do not fulfill their obligations, reports the employer to the competent authority regarding his non-compliance in paying contributions or in fulfilling other duties by the provisions laws and regulations, and collaborate with other parties in the context of implementing social security programs (Kartasapoetra & Indraningsih, 1982; Kurniawan, 2017).

The scope of BPJS Employment includes Work Accident Insurance which provides compensation and rehabilitation for workers who have an accident when they start going to work until they arrive home or suffer from occupational diseases. The company fully pays for contributions to the JKK program. Work accidents, including occupational diseases, are risks that workers must face in carrying out their work. To overcome the loss of part or all of the income caused by social risks such as death or disability due to physical and mental work accidents, it is necessary to have work accident insurance (Soepomo, 1985; An et al., 2016).

BPJS Employment is protection for workers in the form of compensation in the form of money as a substitute for lost or reduced income and services due to events or conditions experienced by workers in the form of work accidents, illness, pregnancy, childbirth, old age, and death. BPJS Employment is intended to foster independence and maintain the dignity and self-esteem of the workforce in facing socio-economic risks. Meanwhile, the goal of BPJS Employment is to reduce the uncertainty of the future of the force, which will show calm to increase labor productivity (Nim & Sunyata, 2019).

H1: There is a significant influence between television, radio, and internet media on increasing BPJS Employment membership in the Makassar Branch.

H2: There is a simultaneous influence from television, radio, and internet media about increasing BPJS Employment membership in the Makassar Branch.

## METHOD

This research uses a quantitative approach, a form of research based on data collected during systematic research regarding the facts and characteristics of the object under study. The data in this study are primary, namely, data obtained from the first source. Data collection methods are done using observation, interviews, documentation, and distributing questionnaires. The total population in this study was 125,123 formal sector workers registered at BPJS Ketenagakerjaan Makassar Branch. The research sample amounted to 100, produced through the Slovin formulation. The data collected will be analyzed through several stages of testing, namely conducting descriptive analysis, testing data quality consisting of (validity test and reliability test), classical assumption test consisting of (normality test, multicollinearity,



and heteroscedasticity) and testing all proposed hypotheses in this study as evidenced by the f test (simultaneous) and t-test (partial).

**Table 1. Variable Operations**

Variable	Code	Indicator	Reference
<b>TV Media (X1)</b>	X1.1	• Empathy	(Putro & Haryani, 2021; Rahman & Gani, 2020)
	X1.2	• persuasion	
	X1.3	• Impact	
	X1.4	• Communication	
<b>Radio Media (X2)</b>	X2.1	• Audial	(Baskoro, 2021; Nasii et al., 2018)
	X2.2	• Message delivery	
	X2.3	• Communicator	
	X2.4	• Propaganda tools	
<b>Social Media (X3)</b>	X3.1	• Performance	(Putro & Haryani, 2021; Sari, 2021)
	X3.2	• Informasi	
	X3.3	• Ekonomi	
	X3.4	• Control	
	X3.5	• Efficiency	
	X3.6	• Service	
<b>BPJS Employment Membership (Y)</b>	Y.1	• Provide positive benefits	(Pascal et al., 2019; Rahman & Gani, 2020)
	Y.2	• Via radio	
	Y.3	• Through television	
	Y.4	• Through the internet	
	Y.5	• Pension plan	

## RESULT AND DISCUSSION

Of the 100 copies of the questionnaire collected and declared eligible for further analysis, the researchers' observations about the characteristics of the respondents were obtained, which are presented in table 2.

**Tabel 2. Data Demografi**

Variable	Measurement	n	%
<b>Age</b>	< 25 Year	31	31,0
	26-35 Year	51	51,0
	36-50 Year	18	18,0
<b>Gender</b>	Man	55	55,0
	Woman	45	45,0
<b>Education Level</b>	Senior High School	49	49,0
	Diploma	7	7,0
	Bachelor	44	44,0

Based on the data in table 2, 51 respondents aged between 26-35 years, followed by respondents aged under 25 years with a total of 31 respondents, and the lowest in the age between 36-50 years, which is 18 people. Of the 100 respondents studied, it was dominated by male respondents with a total of 55 respondents; then, the rest were female with 45 respondents. Respondents with a high school / vocational education level with the number of respondents as many as 49 people, then respondents who graduated from bachelor's degrees were 44 people. The smallest were Diploma graduates, as many as seven people.

The results of the validity and reliability tests, as shown in table 3, indicate that all statement items used in this study have an r-count > 0.30 while the Cronbach Alpha value is > 0.60. These results concluded that the statement items on all variables were declared valid and reliable.

**Table 3. Validity and Reliability Test Results**

Variable	Question Items	r-calculated	Cronbach Alpha	Info
<b>TV Media</b>	X1.1	0,882	0,952	Valid dan reliable
	X1.2	0,863		Valid dan reliable
	X1.3	0,747		Valid dan reliable
	X1.4	0,790		Valid dan reliable
	X1.5	0,785		Valid dan reliable
	X1.6	0,845		Valid dan reliable
	X1.7	0,828		Valid dan reliable
	X1.8	0,842		Valid dan reliable
<b>Radio Media</b>	X2.1	0,769	0,834	Valid dan reliable
	X2.2	0,543		Valid dan reliable
	X2.3	0,559		Valid dan reliable
	X2.4	0,593		Valid dan reliable
	X2.5	0,734		Valid dan reliable
<b>Social Media</b>	X3.1	0,855	0,962	Valid dan reliable
	X3.2	0,860		Valid dan reliable
	X3.3	0,858		Valid dan reliable
	X3.4	0,785		Valid dan reliable
	X3.5	0,767		Valid dan reliable
	X3.6	0,716		Valid dan reliable
	X3.7	0,797		Valid dan reliable
	X3.8	0,865		Valid dan reliable
	X3.9	0,863		Valid dan reliable
	X3.10	0,788		Valid dan reliable
	X3.11	0,801		Valid dan reliable
	X3.12	0,794		Valid dan reliable
<b>BPJS Employment Membership</b>	Y1	0,567	0,815	Valid dan reliable
	Y2	0,585		Valid dan reliable
	Y3	0,590		Valid dan reliable
	Y4	0,690		Valid dan reliable
	Y5	0,617		Valid dan reliable

**Table 4. Multiple Linear Regression Analysis**

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

Based on the results of multiple linear regression analysis, the regression coefficient for television media variable (X1) is 0.111, radio media variable (X2) is 0.015, internet media variable (X3) is 0.815, and constant is 0.313.

The multiple linear regression equation is as follows:

$$Y = 0.313bo + 0.111X_1 + 0.015X_2 + 0.815X_3$$

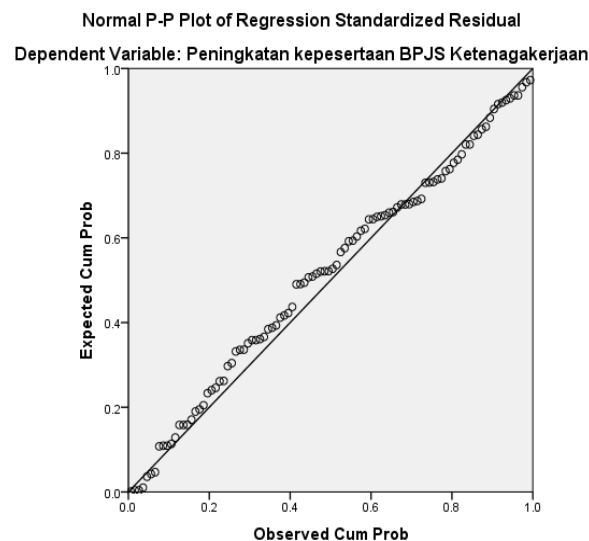
Constant 0.313 means that BPJS Employment membership will be continued at 0.313 influenced by the variables of television media (X1), radio media (X2), and internet media (X3). The television media regression coefficient (X1) of 0.111 means that the television media variable affects the increase in BPJS Employment participation by 0.111, or it is said to have a positive effect, which means that if the television media is increased one time, the number of BPJS Employment membership in the Makassar Branch will increase. The radio media regression coefficient (X2) is 0.015; this means that the radio media variable affects the increase in BPJS Employment membership by 0.115, or it is said to have a positive effect, meaning that if the radio media is increased one time, the number of BPJS Employment membership in the Makassar Branch will increase. The internet media regression coefficient (X3) of 0.815 means that the internet media variable affects the increase in BPJS Employment membership by 0.815, or it is said to have a positive effect, which means that if the internet media is increased one time, the number of BPJS Employment membership in the Makassar Branch will increase.

**Table 5. Coefficient of Determination**

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

Based on table 5, the R-value = 0.962, which means that the electronic media mix of television, radio, and internet media has a solid relationship to increasing BPJS Employment membership in the Makassar Branch because the R-value is close to 1. Then the R square figure or coefficient adjusted determination is 0.926. This means that 92.6% of the variation or change in the increase in BPJS Employment participation can be explained by television, radio, and internet media variations. At the same time, the remaining 7.4% is explained by other reasons not included in the research model.

The normality test aims to test whether, in the regression model, the dependent variable and the independent variable both have a normal distribution or not (Ghozali, 2013). The results of the normality test can be seen in Figure 1.



**Figure 1. Normal P-P Plot of Regression Standardized Residual Graph**

From the graph, it can be seen that the points spread around the diagonal line and follow the direction of the diagonal line, so it can be concluded that the regression model fulfills the assumption of normality, which means that the data is usually distributed. Furthermore, the multicollinearity test in this study was intended to test whether the regression model was used to find a correlation between the independent variables (independent). A good regression model should not correlate with the independent variables

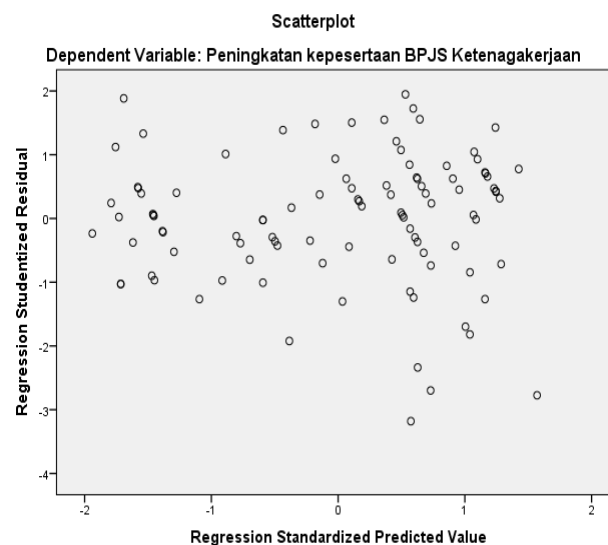


(Ghozali, 2013). Testing the multicollinearity value is done by looking at (1) the tolerance value and its opposite (2) VIF (variance inflation factor). The cutoff value commonly used to indicate the presence of multicollinearity is the tolerance value  $< 0.10$  or the same as the VIF value  $> 10$ . From the results of the multicollinearity test, the tolerance number for television, radio, and social media is  $> 0.010$ , and the VIF is  $< 10$ . This indicates that there is no multicollinearity among the research variables.

**Table 6. Multicollinearity Test Result**

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

The heteroscedasticity test tests whether there is a variable inequality from the residual of one observation to another observation in the regression model. A good regression model is that there is no heteroscedasticity. To detect the presence or absence of heteroscedasticity according to (Ghozali, 2013), it can be seen from the scatterplot between the predicted value of the dependent variable, namely ZPRED and the residual SRESID. If a specific pattern, such as the dots that form a particular regular way, then heteroscedasticity has occurred. On the other hand, if there is no clear pattern and the points are spread out, there is no heteroscedasticity. The results of the heteroscedasticity test can be seen in the scatterplot graph.

**Figure 2. Scatterplot test result**

From the scatterplot graph, it can be seen that the dots spread randomly and do not form a specific or irregular pattern. This indicates no heteroscedasticity in the regression model, so the regression model is feasible to use.

Simultaneous testing (Test F) compares the probability value with the standard value. The condition of the hypothesis can be accepted if it has a significant value  $< 0.05$ . It can also be compared between the F-count and the F-table values. If F-count is greater than the value of the F-table, it has a simultaneous effect on the dependent variable. The results of the F test using the SPSS release 24 programs can be seen in table 7.

**Table 7. Simultaneous Test (Test F)**

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			

Based on the results of the simultaneous test in table 7, it is obtained that the calculated F value = 398,637 > F table = 2,699 so that all independent variables together are significant explanations for the dependent variable and with a significance level of  $0.000 < 0.05$ . This is by the requirements above, which means the hypothesis states that simultaneously the independent variables (television media, radio media, and internet media) have a combined effect on the membership of the BPJS Ketenagakerjaan Makassar Branch.

A partial or t-test was used to test each independent variable (television media, radio media, and internet media) which significantly affected the dependent variable (BPJS Ketenagakerjaan Makassar Branch membership). Partial testing can be done by comparing the value of t-count and t-table; if the value of t-count is greater than the value of the t-table, it has a significant effect; besides that, it can also be compared between the probability value and the standard value. If the probability value is greater than the average value, it has a significant effect. The results of the t-test using the SPSS release 24 programs can be seen in table 8.

**Table 8. Partial Test Result (T-Test)**

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

Based on the table of partial test results (t-test) then, the partial test results for each research variable can be described as follows:

1. Television media variables have a significant effect on BPJS Employment membership in Makassar Branch, it can be seen from the value of t-count = 2.611, which is greater than the value of t-table = 1.661, besides that it has a probability value (0.009) which is smaller than the value of 0.05.
2. Radio media variable has no significant effect on BPJS Employment membership in Makassar Branch; this can be seen from the t-count = 0.495, then is smaller than the t-table value = 1.661, besides that it has a probability value (0.662) which is greater than the standard value ( $\alpha$ ) 0,05.
3. Internet media variables have a significant effect on BPJS Employment membership in Makassar Branch; this can be seen from the value of t-count = 19.607, which is greater than the value of t-table = 1.661, that it has a probability value (0.000) which is smaller than the value of 0.05.

## Discussion

Based on the analysis results, it is known that television media has a positive and significant influence on increasing BPJS Employment membership; this shows that the more companies promote through television media, the more direct impact on the increase in BPJS Ketenagakerjaan membership members Makassar Branch. The findings show that most of the respondents answered agreed with the existence of television media because BPJS Ketenagakerjaan advertisements are easy to understand so that the audience likes them. Then the television media is a persuasive medium because BPJS Ketenagakerjaan Makassar Branch can convince consumers not to enter into other insurance. Then most of the respondents

agreed that BPJS Ketenagakerjaan's advertising media is a creative advertisement that can attract the attention and positive response of consumers and can provide knowledge to consumers about a function/benefit of a product. Furthermore, respondents' responses to television media are communication because the BPJS Employment advertising media clearly describes information and benefits of products and services and is easy to understand. Research (Rahmawati, 2017) *The Role of Communication Media on National Health Insurance Participation in Informal Communities*. The results showed that the media used in the socialization of the JKN program were print media, electronic media, mixed media, and interpersonal media. Print media, electronic media, and mixed media have a role in informing (to inform) and educating (to educate). In contrast, the interpersonal press has a part to inform, educate and invite or persuade. While this study found that the electronic media used were: television, radio, and the internet affected the increase in BPJS Employment membership in the Makassar Branch, it can be concluded that this research is in line with research (Rahmawati, 2017).

Radio media has a positive but not significant effect on increasing BPJS Employment membership in Makassar Branch. The research results found that most of the respondents gave answers that they disagreed with and were in doubt regarding radio media because, in general, they rarely listen to the radio. It can be seen that information on the BPJS Employment program on the radio is very clearly perceived as disagreeing and doubtful, as well as that advertising messages about the BPJS Employment program on the radio are easy to remember, attracting interest in becoming BPJS Employment participants, providing information, persuading, and reminding students. Regarding the BPJS employment program and has been carried out effectively. Research (Rahmawati, 2017) shows that the electronic media used are television, radio, and the internet affect the increase in BPJS Employment membership in the Makassar Branch, so it can be concluded that this research is in line with the study conducted (Rahmawati, 2017).

Internet media has a positive and significant influence on increasing BPJS Employment membership in the Makassar Branch. From the results of distributing the questionnaires, it was found that most of the respondents answered agreed that internet media has the speed of advertising the BPJS Ketenagakerjaan website in maximum performance, the time it takes for the BPJS Ketenagakerjaan website to complete a series of activities to produce specific outputs. The information provided by the BPJS Employment website is entirely accurate because the information submitted is by the access rights of each user. Information on the BPJS Ketenagakerjaan website is quite relevant to the situation. The procedures provided by the BPJS Employment website are helpful, and the implementation of the BPJS Employment program can be beneficial. In addition, the BPJS Employment website that is experiencing disruptions can be quickly repaired; the security level of the BPJS Employment website, by displaying the feasibility value, has a good improvement that can increase transactions. Employment can be operated easily by BPJS Employment participants. Research conducted by (Rahmawati, 2017) *The Role of Communication Media on National Health Insurance Participation in Informal Communities*. The results showed that the media used in the socialization of the JKN program, namely print media, electronic media, mixed media, and interpersonal media, influenced national health insurance participation in informal communities. While this study found that the electronic media used were: television, radio, and the internet affecting the increase in BPJS Employment membership in the Makassar Branch, it can be concluded that this research is in line with the study conducted (Rahmawati, 2017).

## CONCLUSION

Based on multiple linear regression analyses processed using the SPSS release 24 program, it can be concluded that electronic media consisting of television media, radio media, and internet media have a significant influence on increasing BPJS Employment membership in the Makassar Branch. So that the first hypothesis can be accepted, and the test results simultaneously obtained a value of F-count = 398,637 with a significance of 0.000 with an omission rate of 0.05. It can be said that television, radio, and internet media together affect increasing BPJS Employment Branch membership. Makassar. So that the second hypothesis proposed can be accepted and proven genuine.

It is recommended that BPJS Employment be more active in using television media to inform, inform all BPJS Employment products in full and in detail so that people who watch can know about it and are interested in becoming participants of the BPJS Ketenagakerjaan Makassar Branch. To further increase the membership of the BPJS Employment Makassar Branch, it is recommended that BPJS Employment looks for broadcasts that are most liked by the public so that people wait interspersed with information on BPJS Employment products. It is also recommended that the internet media include all activities related to BPJS Employment Makassar Branch.

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