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Application of Blast Marketing Communication Strategy in Increasing Compliance with Contribution Payments for Wage Recipient Workers (PU) at The Bantul Branch Office of BPJS Ketenagakerjaan

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Abstract

*The blast marketing communication strategy has become one of the effective marketing communication strategies in increasing compliance with contribution payments. Social security programs like BPJS Ketenagakerjaan play an important role in protecting workers; however, compliance with contribution payments remains low, posing a challenge that must be addressed to ensure the sustainability of the program. This internship final project aims to identify communication strategies that can be implemented to enhance compliance with contribution payments. This final project employs a qualitative approach to collect data through observations, in-depth interviews, and documentation. The implementation of blast marketing has shown to assist in increasing participants' compliance in fulfilling their contribution obligations. From February to June 2023, there was a **1.57%** increase in contribution payments. This increase indicates an improvement in the stability and orderliness of contribution payments. Therefore, it is hoped that the stability and orderliness of contribution payments can be maintained to uphold the quality and services for all participants, thereby maximizing the social security program.*

Keywords: ***Marketing Communication Strategy, Blast Marketing, BPJS Ketenagakerjaan, Social Security.***

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INTRODUCTION

Human Rights (HAM) are the rights inherent to every individual that protect human dignity, freedom, and well-being. Law No. 40 of 2004 on the National Social Security System regulates the implementation of social security programs, including health insurance, work accident insurance, pension insurance, old-age insurance, and death insurance for all citizens. Other implementing regulations such as Government Regulation No. 49 of 2020 have also been issued to regulate the implementation of the social security program for workers. The purpose of this law is to provide comprehensive social security to all Indonesian people, so as to meet the basic needs of a decent life. There are several categories of participants in the BPJS Ketenagakerjaan (Workers' Social Security Agency), such as Wage Earners (PU), Non-Wage Earners (BPU), Construction Workers (JAKON), and Indonesian Migrant Workers (PMI). Workers registered in this program are required to pay contributions to receive comprehensive protection from socio-economic risks.

The sustainability of the BPJS Ketenagakerjaan program is highly dependent on the compliance of participants in paying contributions. However, until now, the awareness of program participants regarding compliance in paying contributions is still very low. Therefore, participant compliance in paying contributions becomes a challenge for the Membership Division in the implementation of the BPJS Ketenagakerjaan program. BPJS Ketenagakerjaan uses the WhatsApp application to remind participants about the obligation to pay contributions, using blast marketing techniques to increase compliance. Companies that do not register their workers will be subject to sanctions in accordance with Government Regulation No. 86 of 2013. These sanctions aim to encourage compliance in the implementation of social security for workers. Thus, it is important for all parties, both individuals and companies, to understand and comply with the existing regulations for the welfare of workers and the protection of human rights.

OBJECTIVES

Based on the background of the problem that has been explained above, the author is interested in discussing the new communication patterns used by the marketing management of BPJS Ketenagakerjaan Bantul in increasing compliance with premium payments. Some questions presented in this final assignment include:

1. What is the strategy for implementing the WA Blast marketing system used by BPJS Ketenagakerjaan Bantul?

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2. How effective is the use of the WA Blast marketing system in increasing compliance with premium payments?

THEORETICAL FRAMEWORK

Marketing Concept

Marketing, according to Kotler and Armstrong (2019), is defined as a process where a business creates value for customers and builds strong relationships to capture value from them. Marketers can sell products by understanding customer needs, creating products with greater value, setting prices, distributing, and advertising effectively.

Segmentation, Targeting, and Positioning

a. Market Segmentation: According to Kotler & Armstrong (2018), market segmentation is analyzing the market to focus marketing efforts on smaller buyer segments with different characteristics or behaviors. Segmentation can be based on demographic, geographic, psychographic, or purchasing behavior factors.
b. Target Market (Targeting): Kotler & Keller (2018) define targeting as identifying and determining the market segments to be targeted. It involves selecting segments that are attractive and potentially profitable, and reaching out to communicate value to them.
c. Positioning: Positioning is about determining the market position to differentiate a product from competitors. The goal is to make the product or brand stand out to consumers by creating a clear image.

Marketing Mix

The marketing mix components according to Kotler and Fox (2013) include seven components that must be considered: product, price, place, promotion, people, process, and essential evidence. These seven components will serve as indicators of the service marketing mix.

Marketing Communication Strategy

Marketing communication, according to Kotler and Armstrong (2009), is one of the key components in the marketing mix that enables companies to convey information to consumers. Based on the explanation from Kotler and Keller (2016), marketing communication is the means by which companies attempt to inform, persuade, and remind consumers, both directly and indirectly, about the products and brands they sell.

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The primary function of marketing communication is to build a relationship between the consumer and the company. The selection of appropriate communication channels, the creation of engaging messages, and the determination of suitable target audiences are crucial parts of a marketing communication strategy aimed at delivering marketing messages effectively. The dimensions of marketing communication include advertising, direct marketing, sales promotion, personal selling, public relations, events and experiences, online and social media marketing, and mobile marketing.

Blast Marketing

Blast Marketing according to Briandana (2020) is a marketing technique that utilizes email or mass messaging to disseminate product or service information to a large number of people simultaneously. This technique is highly relevant in today's media convergence era, where blast marketing systems leverage mobile platforms like WhatsApp to quickly and efficiently reach audiences.

SMS Blast

According to Pandrianto (2019) SMS Blast is one of the most widely used marketing media on mobile applications. It helps businesses achieve their desired consumer targets in a more direct manner. SMS Blast is considered more effective compared to other advertising tools because it can influence customer attitudes and perceptions towards the products or services offered.

Broadcast Message

According to Chaffey (2009) Broadcast Message is a part of digital marketing that is still frequently used. Broadcast messages such as SMS, WhatsApp, and direct messages on social media still have a good conversion rate despite the risk of account blocking.

Payment Reminder System (PRS)

According to BPJS Ketenagakerjaan, Payment Reminder System (PRS) is an automated billing system that sends reminders via SMS and email to participants and companies at the beginning of each month. PRS functions to enhance administrative compliance and facilitate the bookkeeping process of contributions.

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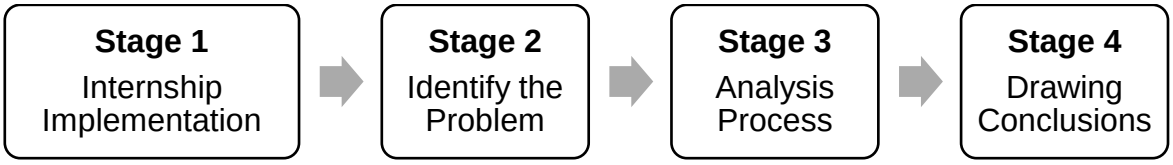
WhatsApp Blast

WhatsApp Blast is a feature that allows users to send mass messages without needing to save the recipient's number. This feature is highly effective for reaching many users at once and has the advantage of an unlimited number of recipients.

WBSPro

According to WBSPro, WBSPro is an application that supports WhatsApp Blast, allowing for mass and automated message sending without the need to save contacts beforehand. This facilitates the follow-up process and communication with potential prospects.

Research Framework



RESEARCH METHOD

Approach

This final project employs a qualitative analysis method to understand the phenomena experienced by research subjects, such as behavior, perceptions, and motivations. According to Moleong (2017), qualitative analysis aims to provide a holistic understanding of the subjects' experiences within a specific context. The approach used is an intrinsic case study at the BPJS Ketenagakerjaan office in Bantul. This case study focuses on analyzing the implementation of the blast marketing strategy conducted by BPJS Ketenagakerjaan. The final project does not aim to develop theories or generalize findings but rather to comprehensively understand the issues at hand. Two types of data are utilized in this research: primary data and secondary data. Primary data refers to information obtained directly from sources through observation, interviews, or surveys. Secondary data refers to information acquired from third parties, such as data published by government agencies or non-governmental organizations.

Unit of Analysis

The unit of analysis is the subject targeted in a research study. According to Hasan (2002), the unit of analysis refers to the object or value that will be studied within a

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population. Therefore, the unit of analysis can consist of objects or individuals that can be classified. In this final project, the term "population" is not used; instead, the approach taken is through "social situations" that consist of three elements: place, actor, and activity that interact synergistically (Sugiyono, 2019).

Data collection technique

a. Interview

According to Sugiyono (2019), interviews allow for direct interaction that can yield in-depth information and additional insights beyond the research variables. This method can be conducted face-to-face or via telephone. In this final project, the interview was conducted with a single informant who serves as the Marketing Manager at BPJS Ketenagakerjaan Bantul.

b. Observation

According to Sugiyono (2019), observation is a method that allows researchers to learn about behavior and the meaning of that behavior directly at the location to understand what is happening and to verify the truth of the research being conducted.

c. Documentation

According to Sugiyono (2019), documentation is the process of obtaining data and information in the form of books, archives, images, writings, reports, and other descriptions that can support research.

Data Analysis Techniques

a. Data collection

Data collection is the process of gathering the facts needed in research. According to Miles and Huberman (2015), data collection techniques may include observation, in-depth interviews, and document analysis.

b. Data Reduction

According to Ompusunggu and Sari (2019), data reduction is the process of focusing the analysis according to needs and systematically organizing the data. This stage aims to provide a more detailed picture, which will then be continued to the next stage to facilitate understanding.

c. Data Presentation

According to Ompusunggu and Sari (2019), data presentation is the step where all the data that has been previously described is presented in a more concise and

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easily understandable form. Data is typically presented in the form of tables or graphs.

d. Conclusion Drawing

According to Ompusunggu and Sari (2019), drawing conclusions is a stage where the results of the analysis must be able to answer the research problem formulation. Additionally, at this stage, new findings that may not have existed before are also revealed, which can take the form of descriptions or representations of the objects that have been empirically analyzed and require further investigation.

RESULTS AND DISCUSSION

Implementation of Internship

The internship lasted for four months, during which the author was placed in Marketing Management, specifically in the Membership Division. During the internship, the author had several job desks focused on WA Blast, including sending reminder messages using blast marketing, composing message texts, communicating with participants, and assisting participants who needed information about contributions and handling complaints. Other routine tasks included card retrieval, which involved printing participant cards and processing contributions using the ERP system of BPJS Ketenagakerjaan. During the internship, the author faced several challenges, such as difficulties using Microsoft Excel, printing cards, and creating mail merge letters. To overcome these issues, the author sought solutions by asking the supervisor and searching for information online. Other challenges included errors in the WBSPro application when sending WhatsApp messages and difficulties contacting participants due to invalid contact numbers. Despite facing these challenges, the author gained a wealth of information and valuable experience, such as understanding the operational processes of BPJS Ketenagakerjaan, how to market guarantee products, and the company's performance. The experiences gained included managing participant databases, completing tasks on time, and effectively serving participants. In serving participants, the author developed listening skills, interpersonal skills, product knowledge, and emotional management in communication.

Findings

Implementation of Segmentation, Targeting, and Positioning at BPJS Ketenagakerjaan Bantul

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a. Segmentation

Market segmentation in this final project refers to the grouping of companies based on categories such as type of business, location, and level of risk. BPJS Ketenagakerjaan divides membership segmentation into several types, namely PU (Pekerja Upah), BPU (Bukan Pekerja Upah), JAKON (Jaminan Kecelakaan Kerja), and PMI (Program Manfaat Individu). Once workers are registered as social security participants, they are required to pay contributions every month. Each social security program has different price variations. This segmentation helps BPJS Ketenagakerjaan tailor services and communication with participants according to the characteristics and needs of each group.

b. Targeting

The target of this final project is all companies or employers that are required to register their workers as participants in BPJS Ketenagakerjaan. At the beginning of the employment contract, it is necessary to explain to workers about the social security benefits they will receive while working at the company. This explanation includes information about the programs they can participate in, the benefits of joining the social security program, and the amount of contributions that must be paid each month. This information is very important for workers who are still unfamiliar with BPJS Ketenagakerjaan. By providing clear, effective, and efficient information, it will facilitate workers' understanding.

c. Positioning

In this final project, BPJS Ketenagakerjaan Bantul implements a product placement strategy to increase contribution penetration. Contribution penetration refers to the level of participation and compliance of companies and workers in paying contributions for employment social security programs, which include Old Age Security (JHT), Death Security (JK), Work Accident Security (JKK), and Pension Security (JP). The contributions for BPJS Ketenagakerjaan are determined based on a percentage of the workers' wages, and companies are required to pay these contributions every month. There are several payment options available, including online payments or through BPJS partners, with payment deadlines on the 1st for ITB and the 15th for ITW. Companies can also choose to pay contributions quarterly, semi-annually, or annually. Increasing contribution penetration is crucial to ensure that more workers receive social protection. With a good marketing communication strategy, companies can be persuaded to register their workers, allowing them to feel safe and protected. This

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contributes to creating a safer work environment and enhances participant loyalty in paying contributions for BPJS Ketenagakerjaan's social security programs.

Observation

The observation process was conducted over four months of internship, with a duration of 9 hours each day, focusing on the operation of blast marketing as a reminder system to enhance participant compliance in paying contributions to BPJS Ketenagakerjaan in Bantul, using WhatsApp as the social media platform. The observation also included monitoring other management processes that support the company's operations. The stages of observation began with understanding and learning WBSPro, where the author was guided by the supervisor and utilized written guides and video tutorials. After grasping how WBSPro works, the author practiced sending reminder messages to participants. The second stage involved contacting social security participants to ensure they received the necessary information and could respond appropriately. Effective communication was crucial for participants to feel valued.

The third stage was to monitor responses from contacts and follow up to ensure messages were received well. This helped the author collect data for further analysis, which could improve BPJS Ketenagakerjaan's communication strategies. The fourth stage focused on providing feedback on participants' questions or complaints. The author needed to listen carefully and provide prompt feedback, as well as inform them of the actions to be taken to resolve issues. The final stage was to monitor the intensity of contribution payments. The author regularly checked and analyzed payment data to identify participants who had not paid. If there were participants who had not completed their payments, the author would remind them of their obligations.

Interview Results

Communication Method

BPJS Ketenagakerjaan Bantul utilizes the WA Blast system integrated with the company's reporting system to enhance communication effectiveness. The reminders sent at the beginning of each month aim to establish a payment routine for companies, reflecting BPJS's commitment to assisting them in fulfilling their obligations.

Blasting System

This system is used to manage participants who have not made mandatory contribution payments. With accurate information, BPJS Ketenagakerjaan can remind

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participants of their obligations, including the amount of contributions that remain unpaid and the total penalties incurred.

Communication Speed

The implementation of the blasting system accelerates the communication flow between BPJS Ketenagakerjaan and participating companies. The choice of WhatsApp as a communication medium is due to its popularity among the public.

Frequency of Sending

The blasting system is executed three times a month to ensure that all bills receive equal attention, regardless of the amount involved.

Challenges

Challenges in message delivery include invalid numbers and the resignation of the Person in Charge (PIC) without notice, which can disrupt coordination.

Monitoring and Evaluation

Monitoring activities are conducted daily to ensure that all processes run smoothly. The effectiveness of the WA Blast system is evaluated by comparing the number of successfully sent messages with the number of participants who have completed their payments.

Positive Results

The use of WA Blast has proven effective in increasing the number of payments, indicating that the reminders sent have a positive impact on participants' payment behavior. By implementing an efficient and integrated communication system,

Discussion results

The Role of Blast Marketing

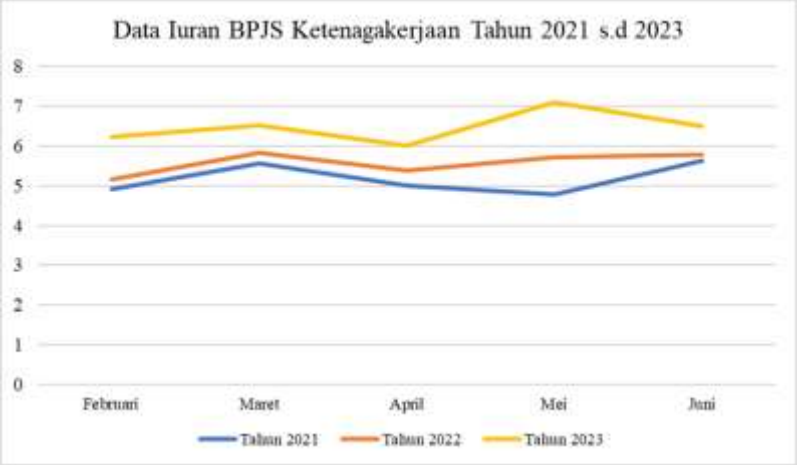
Based on the interview results, blast marketing plays an important role for BPJS Ketenagakerjaan Bantul in its marketing strategy, especially through marketing communication such as public relations with social security participants. Some of the key roles of blast marketing include:

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1. Information Dissemination Reminder: Blast marketing uses WhatsApp to send reminder messages, which supports the primary goal of increasing participants' compliance in paying contributions every month.
2. Operational Cost Efficiency: With the WA Blast system, BPJS Ketenagakerjaan Bantul can save on operational costs, as mass message delivery via WhatsApp is much cheaper compared to traditional methods like physical mail or direct visits.
3. Increasing Engagement: The right approach in blast marketing can create better interaction with participants, encouraging them to respond and make contribution payments.
4. Measurement and Analysis Tool: Blast marketing allows BPJS Ketenagakerjaan to track campaign effectiveness in real-time, helping analyze participant behavior and adjust future marketing strategies.
5. Building Better Relationships: Although mass in nature, blast marketing conducted personally and relevantly can help build better relationships with participants, especially in overcoming payment difficulties.

With fast, targeted, and accurate reminder messages, participants can receive important information directly, speeding up the communication process and ensuring all participants receive the same information at the right time.



Source: Internal Data from BPJS Ketenagakerjaan Bantul

Figure 1. BPJS Ketenagakerjaan Contribution Data for Bantul 2021 to 2023

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This contributes to an increase in premium payments, with data showing a premium increase of 7.65% from 2021 to 2022, and 18.43% from 2022 to 2023. During the author's internship, there was an increase of 1.57% between February 2023 and June 2023, reflecting public awareness of the importance of social protection. Overall, the use of WA Blast in information delivery provides convenience and benefits for participants, as well as enhances the effectiveness of premium management. The increase in the number of participants and effective communication strategies are important steps to strengthen the social security system in Bantul.

CONCLUSION

Role of Blast Marketing. Blast marketing functions as a communication tool that strengthens the relationship between BPJS Ketenagakerjaan and participants. By disseminating relevant information, BPJS can build trust and loyalty among participants. This personal communication approach in a mass context helps create better interactions, which is at the core of an effective public relations strategy. In addition, blast marketing allows BPJS to track the effectiveness of communication campaigns in real-time, enabling them to adjust future marketing strategies.

Use of the WBSPro Application. The WBSPro application is used for effectively sending messages by organizing the data to be entered and recording messages that were not sent due to invalid contact numbers. The author is also involved in providing support to participants regarding payment inquiries. This experience enriches the author's understanding of the functions and responsibilities of each department within BPJS Ketenagakerjaan Bantul.

Effective Marketing Communication System. BPJS Ketenagakerjaan Bantul has implemented an effective marketing communication system through WA Blasting, which assists in reminding participants about premium payments and improving company discipline. The increase in the number of registered participants indicates public awareness of the importance of social protection. Through effective marketing communication strategies, BPJS Ketenagakerjaan Bantul can enhance interactions with participants and encourage discipline in premium payments, ensuring optimal quality and service for all participants.

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