

ABSTRACT

Background: BPJS Ketenagakerjaan is tasked with ensuring that individual rights are fulfilled and creating welfare in all levels of society. According to the BPJS Ketenagakerjaan Jambi report, the number of work accident cases increased by 20.64%, of which 1,119 cases in 2022 increased to 1,350 cases in 2023. This study aims to examine how the implementation of the employment social security program for BPU workers in Jambi City, in order to provide recommendations that can improve the effectiveness and quality of services for program participants.

Method: Qualitative method with descriptive approach. Informants consisted of the head of the participant division, branch head, 1 participant staff, and 5 BPU participants. Data were collected through in-depth interviews, observations, and document reviews, and analyzed using NVivo with data and source triangulation.

Results: The results show that from the communication aspect there are still several challenges that need to be improved. Inconsistent changes in information, as well as participant dependence on BPJS for administration indicate that communication is not yet fully optimal. The number of human resources and facilities is considered sufficient, but there are still complaints regarding the limited service personnel and service desk facilities. Disposition is good as seen from the friendliness, politeness, and empathy of officers in implementing the program. The bureaucratic structure has been running according to procedure, but administrative complexity is often an obstacle for participants, especially in the claims process which requires various forms and delays in completion due to technical constraints and document verification.

Conclusions: The implementation of the program at BPJS Ketenagakerjaan Jambi City went well, especially in terms of disposition. However, challenges arose in terms of communication, such as inconsistent changes in information, and participant dependence on BPJS in administration. Although human resources and facilities are sufficient, complaints regarding limited officers and facilities still exist. The bureaucratic structure is in accordance with procedures, but the complexity of administration and technical constraints in claims need to be improved.

Key Words: Implementation, BPJS Ketenagakerjaan, Not Wage Recipients

ABSTRAK

Pendahuluan: BPJS Ketenagakerjaan bertugas untuk memastikan terpenuhinya hak-hak individu dan menciptakan kesejahteraan di seluruh lapisan Masyarakat. Menurut laporan BPJS Ketenagakerjaan Jambi jumlah kasus kecelakaan kerja naik sebesar 20,64% yang mana 1.119 kasus pada tahun 2022 naik menjadi 1.350 kasus pada tahun 2023. Penelitian ini bertujuan untuk mengkaji bagaimana implementasi program jaminan sosial ketenagakerjaan bagi tenaga kerja BPU di Kota Jambi, guna memberikan rekomendasi yang dapat meningkatkan efektivitas serta kualitas pelayanan bagi peserta program tersebut.

Metode: Metode kualitatif dengan pendekatan deskriptif. Informan terdiri dari kepala bidang kepesertaan, kepala cabang, 1 staf kepesertaan, dan 5 peserta BPU. Data dikumpulkan melalui wawancara mendalam, observasi, dan telaah dokumen, serta dianalisis menggunakan NVivo dengan triangulasi data dan sumber.

Hasil: Hasil menunjukkan dari aspek komunikasi masih ada beberapa tantangan yang perlu diperbaiki. Perubahan informasi yang kurang konsisten, serta ketergantungan peserta pada pihak BPJS untuk administrasi menunjukkan bahwa komunikasi belum sepenuhnya optimal. Jumlah SDM dan fasilitas dinilai cukup, tetapi masih ada keluhan terkait keterbatasan petugas pelayanan dan fasilitas meja pelayanan. Disposisi Sudah baik dilihat dengan keramah, kesopan, dan empati petugas dalam melaksanakan program. Struktur birokrasi telah berjalan sesuai prosedur namun kompleksitas administrasi sering menjadi hambatan bagi peserta, terutama dalam proses klaim yang memerlukan berbagai formulir serta keterlambatan penyelesaian akibat kendala teknis dan verifikasi dokumen.

Kesimpulan: Implementasi program di BPJS Ketenagakerjaan Kota Jambi berjalan baik, terutama dalam aspek disposisi. Namun, tantangan muncul dalam aspek komunikasi, seperti perubahan informasi yang belum konsisten, dan ketergantungan peserta pada BPJS dalam administrasi. Meskipun SDM dan fasilitas cukup, keluhan terkait keterbatasan petugas dan fasilitas masih ada. Struktur birokrasi sesuai prosedur, namun kompleksitas administrasi dan kendala teknis dalam klaim perlu diperbaiki.

Kata Kunci: Implementasi, BPJS Ketenagakerjaan, Bukan Penerima Upah