

Electronic Media Marketing Mix to Increase Health Insurance Participation: Empirical Studi on BPJS Ketenagakerjaan Jayapura Branch

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ABSTRACT

This study was conducted to know the effect of each variable in the electronic media mix, consisting of television, radio, and internet media, significantly on increasing BPJS Ketenagakerjaan membership in the Jayapura Branch. This study uses questionnaire data and multiple linear regression analysis as research methods. The results of the study found that electronic media, consisting of television media, radio media, and internet media, had a significant influence on increasing BPJS Ketenagakerjaan membership in the Jayapura City Branch. Based on the results of simultaneous testing, the F-calculated value = 398,637 with a significance of 0.000 with an omission rate of 0.05, so it can be said that television media, radio media, and internet media together influence increasing BPJS Ketenagakerjaan membership in the Jayapura City Branch. So that the second hypothesis proposed can be accepted and proven true.

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh masing-masing variabel bauran media elektronik yang terdiri dari media Televisi, Radio dan media internet secara signifikan terhadap peningkatan kepesertaan BPJS Ketenagakerjaan Cabang Jayapura. Penelitian ini menggunakan data kuesioner, dan analisis regresi linear berganda sebagai metode penelitian. Hasil penelitian menemukan bahwa media elektronik yang terdiri dari: media televisi, media radio dan media internet mempunyai pengaruh yang signifikan terhadap peningkatan kepesertaan BPJS Ketenagakerjaan Cabang Kota Jayapura. Sehingga hipotesis pertama dapat diterima. Berdasarkan hasil pengujian secara simultan maka diperoleh nilai F-calculated = 398.637 dengan signifikansi 0,000 dengan tingkat kealpaan sebesar 0,05, sehingga dapat dikatakan bahwa media televisi, media radio dan media internet secara bersama-sama berpengaruh terhadap peningkatan kepesertaan BPJS Ketenagakerjaan Cabang Kota Jayapura. Sehingga hipotesis kedua yang diajukan dapat diterima dan terbukti kebenarannya.

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 domestically 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 advertisement, 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--Conviction--Purchase, advertising effects have three stages: cognitive response, affective response, and behavioral response (Sucapane et al., 2021; Wahyono et al., 2021). To do advertising media, the flow of delivery is through electronic media. Electronic media has become a weapon in the present and future eras. Along with the times, information is growing faster and changing in just seconds. This phenomenon is seen when the public's need for information is more outstanding. 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 (Lee et al., 2012; Vazquez, 2020).

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 print and electronic media (Ortega Egea & Román González, 2011; Svensson et al., 2020). 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. The mass media can direct, guide, and influence life in the present and future (Kotler, 2012). According to (Kotler et al., 2016), advertising is medium companies use 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, at the beginning of the marketing of the new product (Azizah et al., 2022; Saraswati, 2022).

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 advertisements, not only between products (Kozielski, Dziekoński, et al., 2017). 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 medium called the internet appears. This new medium is slowly becoming one of the means of fulfillment of the information humans need. Various information can be enjoyed through the internet, which later describes itself as a new medium. Like a city, the internet has become more complex and complete. We can find all the information needed by typing a keyword in the search engine field. Starting 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 integrated with online media and mass media that use internet technology to deliver their messages. The Social Security Administering Body (BPJS) has been

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, two (2) BPJS were formed, namely BPJS Ketenagakerjaan and BPJS Health. BPJS Ketenagakerjaan organizes work accident insurance, death insurance, old age benefits, and pension benefits, and BPJS Health provides health insurance programs. With the formation of the two BPJS, the range of participation in the social security program will be gradually expanded (Liu & Huang, 2021; Shankar & Kushwaha, 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) an individual, 2) an employer, and/or 3) the government. Thus, the government will begin implementing the Universal Health Coverage policy to provide health services to the community, whereas previously, the Government (Central) only provided health services for Civil Servants and ABRI-Police.

The implementation of Law No. 24/2011 is still being complained about by the public. This is because people are still burdened with the costs of purchasing drugs, blood tests, and supporting examinations. For PNS participants, the free medicine was only given 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 Jayapura, implementing BPJS Health is considered difficult for people because the service is not good in the field. The medicines that Askes have covered are now no longer covered. After the enactment of Law No. 24 of 2011, the next stage is implementing the law. According to (Bono i Gispert & Anton Clavé, 2020), 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 an unavoidable 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 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 following the provisions of the Social Security program; and 7) provide information regarding the implementation of the Social Security program to Participants and the public.

LITERATURE REVIEW

Advertising is part of the promotion mix, and the promotional mix is part of the marketing mix. In simple terms, advertising is defined as a message that offers a product aimed at the public through a medium (Azizah et al., 2022). At the same time, advertising (advertising) is all the costs that must be incurred by sponsors to make presentations and non-personal promotions in the form of ideas, goods, or services. (Lee et al., 2012) state that the media, if understood in broad terms, are human, material, or events that build conditions that enable students to acquire knowledge, skills, and attitudes. Another opinion was expressed by (Scully et al., 2012) "TelevisionTelevision is an electronic system that transmits still images and live

images along with sound through cables or space. Television can be used for educational purposes, which is very easy to reach through air broadcasts. The internet, in the process of marketing communications, is an interactive medium that allows the exchange of dynamic information flows. Internet users can participate and modify the form and content of the information they receive in an instant. Unlike other traditional forms of marketing communication, such as advertising, which is a one-way communication, the internet is a new medium (Kozielski, Mazurek, et al., 2017). BPJS is a government program that focuses on social security services, especially for workers or employees, both public and private employees (Liu & Huang, 2021). (Mandung, 2022) conducted a previous study on the Electronic Media Mix to Increase the Participation of BPJS Ketenagakerjaan. The results showed that the media used in the socialization of the JKN program were print media, electronic media, hybrid media, and interpersonal media. Print media, electronic media, and hybrid media have a role in informing (to inform) and educating (to educate), while interpersonal media have a role in informing (to inform), educating (to educate), and inviting or persuading (to persuade). BPJS independent health maps, which resulted in a relationship between perceptions of products, perceptions of premium prices, and perceptions of promotion with the interests of BPJS independent health maps, while perceptions of unrelated locations and (Solihah, 2019) showed that BPJS Kesehatan has carried out several steps in formulating a communication strategy for socialization, starting from getting to know the audience, compiling messages, determining methods to select and using media. Based on the description above, the research hypothesis is formulated as follows:

H1: The influence of television media on increasing BPJS Ketenagakerjaan membership in the Jayapura Branch.

The findings show that most of the respondents answered agreed with the existence of television media; this is because BPJS Ketenagakerjaan advertisements are easy to understand, so they are liked by the audience. Then television media is a persuasive medium because BPJS Ketenagakerjaan Jayapura Branch can convince consumers not to buy other insurance. Then most of the respondents gave an answer agreeing that BPJS Ketenagakerjaan's advertising medium is a creative advertisement that can attract consumers' attention and positive responses and is able to provide knowledge to consumers about the function or benefit of a product. The researcher found that the electronic media used were television, radio, and the internet, affecting the increase in BPJS Ketenagakerjaan membership in the Jayapura Branch, so it can be concluded that this research is in line with (Atmaja, 2021).

H2: The influence of radio media on the increase of BPJS Ketenagakerjaan membership in the Jayapura Branch.

The results of the research conducted found that most of the respondents gave answers that they did not agree with and were in doubt regarding radio media because, in general, they rarely listened to the radio. The information on the BPJS Ketenagakerjaan program on the radio is very clearly perceived as disagreeable and doubtful, as well as that advertising messages about the BPJS Ketenagakerjaan program on the radio are easy to remember, attracting interest

in becoming BPJS Ketenagakerjaan participants, providing information, persuading, and reminding people. The BPJS Ketenagakerjaan program has been carried out effectively. The researcher found that the electronic media used were: television, radio, and the internet affecting the increase in BPJS Ketenagakerjaan membership in the Jayapura Branch, so it can be concluded that this research is in line with the research conducted by (Susanti, 2022).

H3: The influence of internet media on increasing BPJS Ketenagakerjaan membership in the Jayapura Branch.

The results of the study show that internet media has the speed of advertising the BPJS Ketenagakerjaan website in maximum performance, which is the time it takes for the BPJS Ketenagakerjaan website to complete a series of activities to produce certain outputs. 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. Information on the BPJS Ketenagakerjaan website is quite relevant to the situation. The procedures provided by the BPJS Ketenagakerjaan website are useful, and the implementation of the BPJS Ketenagakerjaan program can be useful. This result is different from the results of research conducted by (Susanti, 2022), namely that the results of the study indicate that the media used in the socialization of the JKN program, namely print media, electronic media, hybrid media, and interpersonal media, have an influence on participation in national health insurance in informal communities.

RESEARCH METHOD

The population in this study is formal sector workers registered with BPJS Ketenagakerjaan Jayapura and located in the Jayapura City Region, but it is possible that there are large companies located in the Jayapura area but registered with BPJS Ketenagakerjaan in other Regions because they use a centralized system which can be seen in the following table 1:

Table 1. Total Population in Research

No.	Info	Years		
		2019	2020	2021
1	BPJS Ketenagakerjaan Members	120.700	123.310	125.123

To determine the number of samples using the Slovin theory proposed by Sujarweni (2016: 8) using the following formula:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{125.123}{1 + 125.123 (0,10)^2}$$

$$125.123$$

$$n = \frac{1.252,23}{1.252,23}$$

$n = 99.92$ or rounded up to 100 respondents

Meanwhile, the number of samples obtained is 100 BPJS Ketenagakerjaan participants. The sampling technique used in this study is purposive sampling, namely determining the sample with specific considerations. The research was carried out at the BPJS Ketenagakerjaan Office of the Jaya Putra City Branch. The research carried out for this research was from June 22 to August 31, 2022. This study uses five (five) variables, namely: Television Media (X_1): Another opinion was put forward by (Scully et al., 2012). "Television is an electronic system that transmits still images and live images along with sound over wires or spaces." Television can be used for educational purposes, which is very easy to reach through air broadcasts. This variable has no dimensions. This variable is supported by four (4) indicators: empathy, persuasion, impact, and communication. Radio Media (X_2): Radio is an electronic mass media that relies on broadcasts on radio signal frequencies located on FM. This variable has no dimensions. This variable has four (4) indicators: audial, message delivery, communicator, and means of propaganda. The internet comes from the word "interconnection networking," which means a kind of network that can connect a person with world information and global society (Kozielski, Mazurek, et al., 2017). This variable has no dimensions. This variable has 6 (six) indicators: performance, information (information), economics, control, efficiency, and service.

Moreover, BPJS Ketenagakerjaan Participation (Y): BPJS (Social Security Administering Agency) Employment is a unique program for workers or employees, both public and private employees (Mandung, 2022; Solihah, 2019). This variable has no dimensions. This variable has five indicators of providing positive benefits through radio, television, the internet, and getting old-age insurance, accident insurance, death insurance, and pension insurance. Literature studies and questionnaires can be carried out to obtain the necessary data. Next, the data were analyzed in words and arranged in an expanded text. The type of data in this study is primary data obtained from the first source, in this case, the entire work environment of BPJS Ketenagakerjaan. Secondary Data: Data obtained from records, books, papers, reports, archives, and other documents that have to do with this research. This study uses more than one indicator variable (X), so the quantitative analysis used is multiple linear regression which aims to determine the effect of Television Media (X_1), Radio Media (X_2), social media (X_3), and BPJS Ketenagakerjaan Participation (Y). So the formula for multiple linear regression analysis in this study is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

β_0	=	Constant
$\beta_1, \beta_2, \beta_3$	=	Regression coefficient
Y	=	BPJS Ketenagakerjaan Membership
X_1	=	Television
X_2	=	Radio
X_3	=	Social Media
e	=	Standard Error

Reliability is related to the problem of trust, and a test can be said to have a high level of confidence if it can provide constant confidence in the results. So, the notion of test reliability is related to the problem of determining test results, or if the results change, the company that occurs can be said to be meaningless. The reliability of an indicator or questionnaire can be seen from the value of Cronbach's alpha (α), where a construct or indicator is said to be reliable, namely, if Cronbach's alpha (α) is more significant ($>$) 0.60. A special needle or questionnaire, whereas if the Cronbach alpha (α) value is more minor ($<$) 0.60, then the indicator or questionnaire is not reliable (Suswanto, 2014).

RESULTS AND DISCUSSION

To obtain the necessary data following the needs of this study, the results of the questionnaire distribution were carried out with the following tabulations:

- Questionnaire distributed = 110 copies
- Non-returned questionnaire = 7 copies
- Questionnaire returned = 103 copies
- Unprocessed questionnaire = 3 copies
- Processed questionnaire = 100 copies

Of the 100 copies of the questionnaire that were collected and declared eligible for further analysis, the results obtained by the researchers about the characteristics of the respondents can be described one by one as follows:

Table 2. Description of Respondents Age

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

Based on table 3, namely the description of respondents based on age, appears to be dominated by respondents aged between 26-35 years, with a total of 51 respondents, followed by respondents aged under 25 years, with a total of 31 respondents, and the lowest is the age between 36-50. year as many as 18 people.

Table 3. Description of Respondent's Gender

No.	Gender	Frequency (person)	Percentage (%)
1.	Man	55	55,0
2.	Woman	45	45,0
Total		100	100,0

The table above shows that of the 100 respondents studied, male respondents dominated with 55, followed by the remaining female respondents with 45. So it can be concluded that most

of the participants of BPJS Ketenagakerjaan Jayapura Branch and the sample of this research are male.

Table 4. Description of Respondents Education Level

No.	Level of education	Frequency (person)	Percentage (%)
1.	Senior High School	49	49,0
2.	Diploma	7	7,0
3.	Bachelor	44	44,0
Total		100	100,0

Respondents dominate respondent data based on education level, with a high school/vocational level, of 49 respondents. Of the respondents who graduated with bachelor's degrees, 44 people, and the smallest were Diploma graduates, seven people. So, it can be concluded that most BPJS Ketenagakerjaan Jayapura Branch participants are SMA/SMK graduates.

Table 5. Recapitulation of Validity Test Results

Variable	Question Items	R-Calculated	Result
Television	X1.1	0,832	Valid
	X1.2	0,823	Valid
	X1.3	0,830	Valid
	X1.4	0,890	Valid
	X1.5	0,885	Valid
	X1.6	0,725	Valid
	X1.7	0,728	Valid
	X1.8	0,860	Valid
Radio	X2.1	0,849	Valid
	X2.2	0,623	Valid
	X2.3	0,691	Valid
	X2.4	0,893	Valid
	X2.5	0,834	Valid
Social Media	X3.1	0,803	Valid
	X3.2	0,870	Valid
	X3.3	0,888	Valid
	X3.4	0,865	Valid
	X3.5	0,567	Valid
	X3.6	0,626	Valid
	X3.7	0,787	Valid
	X3.8	0,795	Valid
	X3.9	0,780	Valid
	X3.10	0,688	Valid
	X3.11	0,851	Valid
	X3.12	0,894	Valid
BPJS Ketenagakerjaan Membership	Y1	0,667	Valid
	Y2	0,785	Valid
	Y3	0,740	Valid
	Y4	0,890	Valid
	Y5	0,717	Valid

Table 6. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta

(Constant)	.313	.117	
Television	.111	.043	.210
Radio	.015	.030	.015
Social Media	.815	.042	.860

Based on the results of the multiple linear regression analysis above, the regression coefficient for the television media variable (X_1) is 0.111, the radio media variable (X_2) is 0.015, the internet media variable (X_3) is 0.815, and the constant is 0.313. Based on the results of multiple linear regression analysis in Table 6, the following multiple linear regression equations are generated:

$$Y = 0,313b_0 + 0,111X_1 + 0,015X_2 + 0,815X_3$$

The results of the regression equation will be interpreted as follows:

1. The constant 0.313 means that BPJS Ketenagakerjaan membership will be constant at 0.313, influenced by the variables of television media (X_1), radio media (X_2), and internet media (X_3).
2. The television media regression coefficient (X_1) of 0.111 means that the television media variable affects the increase in BPJS Ketenagakerjaan participation by 0.111 or is said to have a positive effect, which means that if the television media is increased one time, the number of BPJS Ketenagakerjaan participation in the Jayapura Branch will increase.
3. The radio media regression coefficient (X_2) is 0.015, which means that the radio media variable affects the increase in BPJS Ketenagakerjaan participation 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 Ketenagakerjaan participation in the Jayapura Branch will increase.
4. The internet media regression coefficient (X_3) is 0.815, meaning that the internet media variable affects the increase in BPJS Ketenagakerjaan 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 Ketenagakerjaan participation in the Jayapura Branch will increase.

Table 7. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.962 ^a	.926	.923	.20505
a. Predictors: (Constant), social media, Radio, Television				
b. Dependent Variable: Increasing BPJS Ketenagajaan membership				

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

Table 8. Multicollinearity Test

Model	Collinearitas Statistics	
	Tolerance	VIF

Television	0,254	1,623
Radio	0,406	1,621
Social Media	0,302	1,556

From the results of the multicollinearity test above, the tolerance number on television, radio and social media is > 0.010 and the VIF is < 10 . This indicates that there is no multicollinearity among the research variables.

F-test

Simultaneous testing (F-test) is done by comparing the probability value with the standard value. The condition of the hypothesis can be accepted if it has a significant value < 0.05 , besides that it can also be compared between the F-calculated and F-estimated values, if the F-calculated is greater than the F-estimated value, it means that it has a simultaneous effect on the dependent variable. The results of the F-test using the SPSS release 24 program can be seen in the following table 9:

Table 9. F-Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	50.285	3	16.762	301.217	.000 ^b
Residual	4.037	96	.042		
Total	54.322	99			

a. Dependent Variable: Increasing BPJS Ketenagakerjaan membership
b. Predictors: (Constant), social media, Radio, Television

Based on the results of the simultaneous test in table 9 above, it is obtained that the value of F-calculated = 398,637 $>$ F-estimated = 2,699 so that all independent variables together are significant explanatory factors for the dependent variable and with a significance level of $0.000 < 0.05$. This follows the conditions above, which means the hypothesis states that simultaneously independent variables (television media, radio media, and internet media) have a combined effect on BPJS Ketenagakerjaan membership in Jayapura Branch.

T-test

A partial test or t-test was used to test each independent variable (television media, radio media, and internet media), which significantly affected the dependent variable (Jayapura Branch Employment BPJS membership). Partial testing can be done by comparing the t-count and t-estimated values; if the t-count value is greater than the t-estimated value, it has a significant effect; it can also be compared between the probability value and the standard value. It has a significant effect if the probability value exceeds the standard value. The results of the t-test using the SPSS release 24 programs can be seen in the following table 10:

Table 10. T-Test

Model	t	Sig.
(Constant)	3.170	.009
Television	3.511	.000
Radio	2.122	.000
Social Media	5.207	.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:

- a. Television media variables significantly affect BPJS Ketenagakerjaan membership in Jayapura Branch; this can be seen from the t-calculated value = 3.511, which is greater than the t-estimated value = 1.661, besides that it has a probability value (0.009) which is smaller than the value 0,05.
- b. Radio media variable has no significant effect on BPJS Ketenagakerjaan membership in Jayapura Branch; this can be seen from the t-calculated value = 0.495, which is smaller than the t-estimated value = 2.122, besides that it has a probability value (0.662) which is greater than the standard value. (α) 0.05.
- c. The internet media variable has a significant effect on BPJS Ketenagakerjaan membership in Jayapura Branch; this can be seen from the t-calculated value = 5.207, which is greater than the t-estimated value = 5.207; besides that, it has a probability value (0.000) which is smaller than the value 0,05.

DISCUSSION

The influence of television media on increasing BPJS Ketenagakerjaan membership in Jayapura Branch

Based on the results of the analysis of processed regression data, it is known that television media has a positive and significant effect on increasing BPJS Ketenagakerjaan participation; this shows that the more companies promote through television media, the more direct impact on the increase in BPJS Ketenagakerjaan members in Jayapura Branch. The findings show that most of the respondents agreed with the existence of television media because BPJS Ketenagakerjaan advertisements are easy to understand, so the audience likes them. Then the television media is a persuasive medium because BPJS Ketenagakerjaan Jayapura Branch can convince consumers not to buy other insurance. Then most of the respondents gave an answer agreeing that BPJS Ketenagakerjaan's advertising medium is a creative advertisement that can attract consumers' attention and positive responses and is able to provide knowledge to consumers about the function or benefit of a product. Furthermore, respondents' responses to television media are communication because the BPJS Ketenagakerjaan advertising media clearly describes information and benefits of products and services and is easy to understand (Mandung, 2022). The Role of Communication Media on National Health Insurance Participation in Informal Communities. The results showed that the media used to socialize the JKN program were print media, electronic media, hybrid media, and interpersonal media. Print media, electronic media, and hybrid media have a role in informing (to inform) and educating (to educate), while interpersonal media have a role in informing (to inform), educating (to educate), and inviting or persuading (to persuade). Research conducted by researchers found that the electronic media used were television, radio, and the internet, which affected the increase in BPJS Ketenagakerjaan membership in the Jayapura Branch, so it can be concluded that this research is in line with (Atmaja, 2021).

The influence of radio media on increasing BPJS Ketenagakerjaan membership in Jayapura Branch.

The results of processing SPSS release 24 data show that radio media has a positive but not significant effect on increasing BPJS Ketenagakerjaan membership in the Jayapura Branch. The results of the research conducted found that most of the respondents gave answers that they did not agree and were in doubt regarding radio media, because in general they rarely listened to the radio. The information on the BPJS Ketenagakerjaan program on the radio is very clearly perceived as disagreeing and doubtful, as well as that advertising messages about the BPJS Ketenagakerjaan program on the radio are easy to remember, attracting interest in becoming BPJS Ketenagakerjaan participants, providing information, persuading, and reminding people. regarding the BPJS Ketenagakerjaan program and has been carried out effectively. 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, hybrid media, and interpersonal media. Research conducted by researchers found that the electronic media used were television, radio, and the internet, which affected the increase in BPJS Ketenagakerjaan membership in the Jayapura Branch, so it can be concluded that this research is in line with research conducted by (Mandung, 2022).

The influence of internet media on increasing BPJS Ketenagakerjaan membership in Jayapura Branch

From the results of multiple linear regression analysis using the SPSS program, it is obtained that the internet media has a positive and significant influence on increasing BPJS Ketenagakerjaan membership in the Jayapura Branch. From the results of distributing the questionnaires, it was found that most of the respondents agreed that internet media has the speed of advertising the BPJS Ketenagakerjaan website in maximum performance, i.e., the time it takes for the BPJS Ketenagakerjaan website to complete a series of activities to produce certain outputs. 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. Information on the BPJS Ketenagakerjaan website is quite relevant to the situation. The procedures provided by the BPJS Ketenagakerjaan website are useful, and the implementation of the BPJS Ketenagakerjaan program can be useful. The BPJS Ketenagakerjaan website that is experiencing disruptions can be quickly repaired. The security level of the BPJS Ketenagakerjaan website can be improved by displaying the feasibility value. This can increase transactions. and can be operated easily by BPJS Ketenagakerjaan participants. Research conducted by (Atmaja, 2021): 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, hybrid media, and interpersonal media, had an influence on national health insurance participation in informal communities. Research conducted by researchers found that the electronic media used were television, radio, and the internet, which affected the increase in BPJS Ketenagakerjaan membership in the Jayapura Branch, so it can be concluded that this research is in line with research conducted by (Mandung, 2022).

CONCLUSION

The conclusion from the results of the study, namely the influence of the electronic media mixes on the increase in BPJS Employment membership in the Jayapura Branch, is as follows:

1. Based on multiple linear regression analysis 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 Ketenagakerjaan membership in Jayapura Branch. So that the first hypothesis can be accepted.
2. Based on the results of simultaneous testing, the $F_{\text{calculated}} = 398,637$ with a significance of 0.000 with an omission rate of 0.05, so it can be said that television media, radio media and internet media together influence increasing BPJS Employment membership in the Jayapura Branch. So that the second hypothesis proposed can be accepted and proven true.

Based on the results of the research and the conclusions given, suggestions can be given as input for the BPJS Ketenagakerjaan Jayapura Branch. The suggestions are as follows:

1. 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 BPJS Ketenagakerjaan Jayapura Branch.
2. To further increase the membership of the Jayapura Branch of BPJS Employment, it is recommended that BPJS Employment look for the broadcasts that are most liked by the public, so that people wait interspersed with information on BPJS Employment products.
3. It is also recommended that the internet media should include all activities related to BPJS Ketenagakerjaan Jayapura Branch.

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