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**Analysis Of Inhibiting Factors For The Effectiveness Of Public
Information Policy In The Services Of BPJS During The Covid-19
Pandemic At Puskesmas Kartini, Pematang Siantar City**

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Abstract

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BPJS Health is a legal entity that was established in order to organize a health insurance program. The problem with the BPJS program to ensure public health is that people complain that the health services they receive at both the hospital and the puskesmas are not in accordance with program procedures, such as being treated with potluck and queues. Because there are still problems felt by the community, the health services provided are ineffective. As a result, the purpose of this research is to determine and describe the efficacy of the BPJS Health program in health services at the Kartini Health Center in Pematangsiantar City. The research method used in this study is a literature review. Data collection techniques include observing and documenting documents related to the BPJS health program's implementation. According to the study's findings, there are factors impeding the effectiveness of the BPJS Health Program in Health Services that have not been effective because there are still complaints from the community and the community is also not fully aware of the existence of the BPJS Health program to help the community, particularly the underprivileged. The interactions between the three components of program implementation (programs, beneficiaries, and organization) have not gone well, and the output has not met expectations.

Keywords: Information Policy, Public Information Policy, BPJS, Effectiveness

INTRODUCTION

In Indonesia, health development is carried out through a variety of comprehensive and holistic health efforts. The goal is for every Indonesian citizen to be able to live a healthy life. As a result, it is critical to provide equitable health care with high service quality. Article 3 of Law Number 36 of 2009 states that "Health development aims to increase awareness, willingness, and ability to live healthy for everyone in order to realize the highest degree of public health, as an investment in human resource development." socially and economically beneficial

According to the mandate of Law No. 40 of 2004 concerning the National Social Security System (SJSN) and Law No. 24 of 2011 concerning the Social Security Administering Body (BPJS), BPJS health operations will begin on January 1, 2014. The implementing agency, BPJS Kesehatan, is a public legal entity formed to administer a health insurance program for all Indonesians. The implementation of the National Health Insurance (JKN) program aims to meet the needs of proper public health for everyone who has paid dues or whose contributions are paid by the government. As participants in the JKN organized by BPJS Kesehatan, the general public must be aware of the procedures and service policies for obtaining health services in accordance with their rights.

Both the government and the community share responsibility for health issues. Community health issues have a negative impact on a country's development and result in economic losses. The government is constantly attempting to improve public health by utilizing social security. This social security is a type of government-organized social protection that is useful in ensuring that citizens or communities meet the basic needs of a decent life.

BPJS Law Number 24 of 2011 establishes two social security administration bodies, BPJS Health and BPJS Employment. The government implemented the National Health Insurance (JKN) policy on January 1, 2014, through the Social Security Administering Body (BPJS) for Health. JKN is a government health-care program administered by BPJS (Social Security Administering

Body). BPJS Kesehatan is a State-Owned Enterprise that has been designated by the government as a Public Legal Entity to provide health insurance to all Indonesians. This program benefits people from all walks of life. The goal of BPJS Health is to provide protection so that all levels of society have equal access to health care. Because BPJS Health participants, BPJS Health partners, or health facilities such as hospitals, health centers, clinics, and doctors continue to grow, health program implementation continues to improve. (Ade Pradepta Putra, 2017).

The existence of the BPJS Health national health insurance program is very beneficial to the community in terms of lowering the cost of their treatment, so that many patients are now using BPJS Health services, one of which is in the community health center (Puskesmas). The effectiveness of the BPJS Health program in Pematangsiantar City can be measured using several indicators that identified problems with its implementation, namely: Program socialization is the first indicator.

The Pematangsiantar City Health Office's socialization effort is to socialize this BPJS program to all village heads in Pematangsiantar City on June 29, 2015. Mr. Mrs. Lurah, so that they can bridge what the Regional Government, Health Facilities, and BPJS expect from the community, in this case BPJS participants, so that there is no difference in perception. It is hoped that by socializing this program, the community will be able to learn about, understand, and benefit from its health services. (Ade Pradepta Putra, 2017). However, the socialization carried out by related parties has not been thoroughly carried out. There are still people who are unaware of the BPJS Health program and do not receive socialization about it. As a result of the improper implementation of the BPJS Health program's socialization, it is not surprising that there are still people who have not registered as BPJS Health participants, as well as participants who do not understand or do not understand the BPJS Health program.

The second indicator is program comprehension. The BPJS Health program must be understood not only by the implementing parties, but also by the community as recipients of BPJS Health services. (Lidia,

2017) The government issued the BPJS Health FAQ (Frequently Asked Questions) Pocket Book as part of its effort to provide an understanding of this program. This effort does not appear to be known by all members of the public or participants because it is only published through internet media, resulting in a number of issues, including a lack of public understanding of the BPJS Health program, one of which is a problem with the elements of its application, particularly the referral aspect. The majority of people are unaware of the referral system.

The third metric is target accuracy. According to BPJS Health's Vision, "universal coverage of 2019," by January 1, 2019, all Indonesians will have a National Health Insurance to obtain health care benefits and protection in meeting their basic health needs organized by a dependable, superior, and trusted BPJS Health. In Pematangsiantar, 962,385 people have signed up for BPJS Health. However, people in Pematangsiantar are still not registered as BPJS Health participants. This was discovered in patients at the Kartini Kora Pematangsiantar Health Center who did not have BPJS Health.

The fourth indicator is the program's purpose; the existence of BPJS Health aims to "Realize the provision of proper health insurance for each participant and/or family member as the fulfillment of the Indonesian population's basic needs" (Law No. 24 of 2011 Article 3). The Pematangsiantar city government, in collaboration with the Social Security Administering Body, is working hard to achieve the lofty goals of the BPJS Health program. Similarly, the Kartini Health Center, as the organizer and implementer of the BPJS Health program, must be able to meet the health needs of BPJS Health patients. Things that BPJS Health patients complain about when it comes to health insurance at the Kartini Health Center are discrimination between BPJS Health patients and general (paid) patients, as well as inappropriate drugs. Furthermore, respondents stated that BPJS Kesehatan does not cover all treatments, such as drugs that are not available at hospitals or health centers and must be purchased by the patient.

The fifth criterion is actual change (Azwar, 2015). The real change of the BPJS Health program can be seen in the extent to which the program's activities have an effect or impact, as well as real changes in all related aspects. BPJS Kesehatan is thought to have failed to improve public health, but what is most unfortunate is that the services provided to BPJS participants were underutilized. Based on the public's complaints about the program's services. The number of patient complaints about the long process and long queues at the Sronдол Public Health Center indicate that health services at the Sronдол Public Health Center are not effective. Furthermore, the waiting room is not particularly large, and the presence of a large number of patients makes the waiting room situation unfavorable. Many patients are forced to stand and wait outside as a result of this situation. This should be a concern for both the government and the Sronдол Health Center as the provider of health services in order to provide patients with comfort while undergoing treatment. 2020 (Andiaswaty)

The BPJS health program is very beneficial to the community in terms of lowering the cost of their treatment and assisting the community in meeting their health needs, so that many people are now using BPJS health services. As is the case, Jalan Kartini Serdang is located in the Raya sub-district of Pematangsiantar City and is entitled to proper health services, allowing people to live a healthy and prosperous life. Jalan Kartini in Pematangsiantar City has 218 family cards (KK) and a population of 826 people, with 388 women and 437 men. Because BPJS Health participants, BPJS Health partners, or health facilities such as hospitals, health centers, clinics, and doctors continue to grow, health program implementation continues to improve. The existence of the BPJS Health national health insurance program is very beneficial to the community in terms of lowering the cost of their treatment, so many patients are currently using BPJS Health services, one of which is at the Jalan Kartini Health Center in Pematangsiantar.

Knowing the relatively low level of effectiveness of BPJS public services, particularly during the Covid-19 pandemic at the Kartini Health

Center in Pematangsiantar City, this study was conducted to determine what factors were impeding the effectiveness of the Social Security Administration Agency's (BPJS) public services during the Covid-19 pandemic at the Kartini City Health Center. maturation

METHOD

This study is based on a review of the literature. A literature review is an activity that entails searching for, reading, and analyzing research reports and library materials that contain theories relevant to the research to be conducted. A literature review is an important part of the overall steps of the research method in scientific research. The author used data obtained from the study of literature in this study. A literature study is a method for gathering data or sources related to a study's topic (Soedigdo, 2014). The obtained data is then analyzed using the descriptive analysis method. The descriptive analysis method is used to describe the facts, which are then analyzed, not only describing but also providing adequate understanding and explanation. In this literature review, there is still little research on the impediments to the implementation of the Social Security Administration (BPJS) public service effectiveness program at the Kartini Health Center in Pematangsiantar City during the COVID-19 pandemic.

RESULT AND DISCUSSION

Kurniawan explained that if effectiveness is the ability to carry out tasks, functions of an organization, or the like with no pressure or tension between its implementation, then effectiveness is the stage of achieving success in achieving the goals that have been set. The relationship between expected and actual results is always associated with effectiveness. All service activities carried out by public service providers in an effort to meet public needs and implement the provisions of laws and regulations are referred to as public services. Government officials create prosperity through the implementation of public services.

Because the community has provided funds in the form of taxes, levies, and various other levies, the community has the right to receive the best service from the government. According to the Law of the Republic of Indonesia No. 25 of 2009 on Public Services, the public has the right to receive quality services in accordance with service principles and objectives. Community satisfaction is the primary goal of public service. Community satisfaction can be realized if the services provided are in accordance with or exceed the service standards that have been established.

Health Services

Human health is the most important thing. Humans can perform all activities with good health. Maintaining personal health can be accomplished by keeping a clean environment so that diseases that can attack do not arise. Furthermore, the government has provided health-care services. People infected with disease require this health service. According to Health Law No. 23 of 1992, health is defined as a state of physical, mental, and social well-being that allows everyone to live a socially and economically productive life. Health services, according to Levey Loomba, are efforts made by an organization, either individually or jointly, to maintain and improve health, prevent and cure disease, and restore individuals, groups, or communities. According to Hodgetts and Casio, there are two types and forms of health services:

- a) Health Care Services Health services in the medical service group are distinguished by organizations that can operate independently (solo practice) or collaboratively in one organization (institution). Its primary goal is to cure disease and restore health, and its primary targets are individuals and families.
- b) Services for public health Health services are included in the category of public health services (public health services), which are distinguished by a common organizational structure. Its primary goal is to maintain and improve health and to prevent disease, and its primary audience is groups and communities.

Several indicators can be used to assess the effectiveness of health services for the public BPJS Health program, including:

- 1) Socialization is a program. The Health Office of Muara Papalik District's socialization effort is to familiarize the people of Muara Papalik District with the BPJS program. The community is expected to understand what the government, health facilities, and BPJS expect, so that there are no misperceptions. It is hoped that by socializing the program, the community will be able to learn about, understand, and benefit from the program's health services.
- 2) Understanding of the program The BPJS Health program must be understood not only by the implementing parties, but also by the community as recipients of BPJS Health services. The government issued the BPJS Health FAQ (Frequently Asked Questions) Pocket Book as part of its effort to provide an understanding of this program. This effort does not appear to be known by all members of the public or participants because it is only published through internet media, resulting in a number of issues, including a lack of public understanding of the BPJS Health program, one of which is a problem with the elements of its application, particularly the referral aspect. The majority of people are unaware of the referral system.
- 3) True transformation. The real change of the BPJS Health program can be seen in the extent to which the program's activities have an effect or impact, as well as real changes in all related aspects. BPJS Health is thought to be

incapable of improving public health, but what is particularly unfortunate is that the services provided to the BPJS Health participant community have not been maximized.

- 4) The speed with which state apparatus or officers respond to the needs of public service users in need of services as regulated by applicable legislation is referred to as responsiveness.
- 5) Politeness is related to the friendliness displayed by the apparatus in the process of providing public services; this aspect will indirectly bring a conducive climate in the process of providing services.
- 6) Health facilities are buildings and infrastructure used to provide health services.
- 7) Access to the apparatus's or officers' willingness to provide community services without discrimination.

Factors Impeding the Effectiveness of the BPJS Health Program's Implementation It is discovered that there is a discrepancy between the three elements of program implementation when it is associated with Korten's theory of the conformity model of program implementation. The first component of Korten's theory explains the compatibility between the program and the beneficiaries, specifically the compatibility between **what the program offers and what the target group requires (beneficiaries)**. However, respondents continue to express dissatisfaction with the provision of health insurance and underutilized health services.

Based on the second element that explains **the suitability of the program and the implementing organization, namely the compatibility between the tasks required by the program and the capabilities of the implementing organization**. In this case, **the suitability between the program's tasks and the organizational capabilities (Puskesmas)** can be said to be insufficient, because the organization (Puskesmas) has not fully satisfied the BPJS Health participant patients, as evidenced by the respondents' complaints about the organization's services. Based on the third element that explains the compatibility between the beneficiary group and the implementing organization, namely the compatibility between the

organization's conditions for obtaining program outputs and what the program target groups can do. In this case, one of the program goals, namely that participants be satisfied with the services provided, has not been fully realized by all BPJS Health patients.

Participants were dissatisfied with the services provided, such as the long wait times, long lines, and complicated administrative systems. As a result, there is no match between the requirements established by the organization. The disparity between the three elements of program implementation has not gone well, and the output that falls short of expectations is one of the impediments to the implementation of the BPJS Health program in Pematangsiantar City. Furthermore, respondents believe the following factors are obstacles to the implementation of the BPJS Health program:

1. Program Socialization One step toward providing clear information to the public, particularly BPJS Health participants, is program socialization. There is still a lack of socialization provided by related parties, according to respondents. As a result, it is not uncommon for BPJS Health users to be unfamiliar with the program. Similarly, there are still people who do not have BPJS Health or do not wish to participate in BPJS Health. As a result, it is hoped that BPJS Health, the government, and related parties will be able to provide and optimize socialization to the entire community, allowing information about the BPJS Health program to be understood and appreciated by the public.
2. Service Services is a persistent issue raised by patients who participate in BPJS Health. When compared to patients who pay directly, BPJS Health patients frequently do not receive maximum services, such as refusal to BPJS Health patients, long service times, and services for drugs that are sometimes not suitable. BPJS Health is being implemented so that the community, including the puskesmas, can be well served. Because the community can more easily reach the puskesmas. Several respondents believe that the services provided at the Kartini Health Center are still inadequate. According to respondents, the long service time, long lines, and a small waiting room

with a large number of patients make it less conducive and uncomfortable. Respondents hope for ease and comfort during treatment at a puskesmas, hospital, or practicing doctor.

3. 12th BPJS Health Contribution Changes in the premium rate and the BPJS Health payment system for independent participants from paying using private participant numbers to using the family virtual account (VA) system, according to BPJS Health participants, are burdensome for them, particularly for participants with a large number of family members. Many come from middle-class families. Respondents felt this was very burdensome, and they were sometimes late with their contributions. The existence of BPJS Kesehatan should make it easier for the community to obtain health insurance, rather than burdening it with the required contributions. Respondents hope that the government will make things easier and provide relief to BPJS Health participants who are suffering from conditions like this.

To assess the effectiveness of public health services, seven indicators are required: program socialization, program understanding, real change, responsiveness, politeness, facilities, and access.

CONCLUSION

The compatibility between the three elements of program implementation (program, beneficiaries, and organization) has not gone well, and one of the impediments to the implementation of the BPJS Health program in Pematangsiantar City is the output that has not met expectations. Furthermore, according to respondents from several related journals, the factors impeding the effectiveness of the BPJS Health program were program socialization, service quality, and BPJS Health premium rates. Improvements are required, such as: The compatibility between the three elements of program implementation (program, beneficiaries, and organization) has not gone well, and one of the impediments to the implementation of the BPJS Health program in Pematangsiantar City is the output that has not met expectations. Furthermore, according to respondents from several related journals, the factors impeding the effectiveness of the BPJS Health program were program socialization, service quality, and BPJS Health premium rates. Improvements are required, such as:

- 1) As the organizer, the city government, kelurahan/district apparatus, RT/RW, and other related parties should continue to promote and optimize the program's socialization to the community in order to increase public knowledge and understanding of the BPJS Health program.
- 2) As one of the public health service delivery centers, Puskesmas Jalan Kartini is optimizing service delivery while also paying attention to patient comfort during treatment.
- 3) For the government, the BPJS Health Program should be viewed as a form of public service, with BPJS Health contributions paying attention to aspects of the community's economic condition so that it does not become a burden in the future.

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