

ABSTRAK

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Judul Laporan Skripsi : Implementasi *Public Relations* BPJS Ketenagakerjaan Dalam Sosialisasi Program Kepada Pekerja Sektor Bukan Penerima Upah (BPU) di Wilayah DKI Jakarta
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Fenomena meningkatnya jumlah pekerja di sektor informal yang jauh lebih besar daripada pekerja formal, namun tingkat kepesertaan pekerja informal yang jauh lebih rendah daripada pekerja formal menjadi permasalahan besar yang harus diselesaikan lembaga BPJS Ketenagakerjaan. Secara proporsi, pekerja sektor informal mencapai 60,12 persen, sedangkan sektor formal 39,88 persen. Faktor penyebab rendahnya kepesertaan BPJS Ketenagakerjaan dari pekerja informal dikarenakan masih minimnya kegiatan sosialisasi. Oleh karena itulah, public relations melakukan kegiatan sosialisasi program BPJS Ketenagakerjaan kepada pekerja informal. Berdasarkan uraian latar belakang tersebut, maka tujuan penelitian ini untuk mengetahui Implementasi *Public Relations* BPJS Ketenagakerjaan Dalam Sosialisasi Program Kepada Pekerja Sektor Bukan Penerima Upah (BPU) di Wilayah DKI Jakarta.

Penelitian ini menggunakan teori *two ways communication* dan konsep fungsi dan tugas *public relations*. Penelitian ini menggunakan paradigma konstruktivisme. Metode penelitiannya deskriptif kualitatif. Pengumpulan data melalui wawancara mendalam dengan melibatkan enam narasumber. Data penelitian dianalisis secara kualitatif dengan menggunakan keabsahan data triangulasi sumber.

Hasil temuan penelitian menunjukkan bahwa *public relations* BPJS Ketenagakerjaan telah menjalankan fungsi dan tugasnya dengan baik dalam mensosialisasikan program Jaminan Kecelakaan Kerja (JKK), Jaminan Kematian (JKM), dan Jaminan Hari Tua (JHT) kepada pekerja bukan penerima upah atau pekerja informal. *Public relations* membantu didalam menunjang aktivitas utama manajemen, menjalin hubungan yang harmonis dengan para komunitas ojek online, pedagang kaki lima, dan sebagainya, public relations melayani keinginan publiknya, dan melakukan komunikasi dua arah kepada pekerja informal.

Kata Kunci : Implementasi, Public Relations, Sosialisasi, Jaminan Sosial, BPJS Ketenagakerjaan

ABSTRACT

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Title Internship Report : *Implementation of BPJS Employment Public Relations in Program Socialization to Non-Wage Earning (BPU) Sector Workers in the DKI Jakarta Region*
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The phenomenon of increasing numbers of workers in the informal sector which is much greater than formal workers, but the participation rate of informal workers which is much lower than formal workers is a big problem that must be resolved by the BPJS Employment agency. In proportion, informal sector workers reached 60.12 percent, while the formal sector was 39.88 percent. The factor causing the low BPJS Employment participation from informal workers is due to the lack of socialization activities. For this reason, public relations carries out socialization activities for the BPJS Employment program to informal workers. Based on this background description, the aim of this research is to determine the Implementation of BPJS Employment Public Relations in Program Socialization to Non-Wage Earning Sector Workers (BPU) in thw DKI Jakarta Region.

This research uses two ways communication theory and the concept of public relations functions and tasks. This research uses the constructivism paradigm. The research method is descriptive qualitative. Data was collected through in-depth interviews involving six sources. Research data was analyzed qualitatively using the validity of source triangulation data.

The research findings show that BPJS Employment public relations has carried out its functions and duties well in socializing the Work Accident Insurance (JKK), Death Guarantee (JKM), and Old Age Security (JHT) programs to non-wage earners or informal workers. Public relations helps in supporting the main activities of management, establishing harmonious relationships with the online motorcycle taxi community, street vendors, and so on, public relations serves the wishes of the public, and carries out two-way communication with informal workers.

Keywords: Implementation, Public Relations, Socialization, Social Security, BPJS Ketenagakerjaan