

Public Relations Campaign Program Evaluation: A Descriptive Study of the 'Hard Work Free of Worry' Campaign by BPJS Employment

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ABSTRACT

This research discusses the evaluation of the public relations campaign "Kerja Keras Bebas Cemas" launched by BPJS Ketenagakerjaan to raise awareness and participation among the public, particularly informal workers, in the social security program. The purpose of this research is to evaluate the implementation stages, effects, and impacts of the campaign. This research employs a descriptive qualitative method involving in-depth interviews, documentation, and online observation to gather data. The evaluation results indicate that the campaign successfully raised public awareness and participation, as evidenced by a significant increase in participant registrations. The campaign was conducted on a national scale, led by the Deputy Bidang Komunikasi and executed integrally by all BPJS Ketenagakerjaan branch offices through systematic stages. The conclusion of this research shows that the "Kerja Keras Bebas Cemas" campaign effectively achieved its goals of increasing participation and public awareness. However, improvements are needed in message measurement and media selection to enhance effectiveness further.

Keywords: Public Relations, Campaign, Evaluation.

INTRODUCTION

A company cannot be considered in isolation from its interactions with various parties involved in its operations. These interactions extend beyond internal communication to include external relations with the public. Cultivating positive relations with the public is a crucial element for a company in achieving its objectives. Barnard (1938) asserts that communication is the primary element of an organization as a system of cooperation, playing a vital role in the efficiency and effectiveness of information exchange, action coordination, and consensus-building. Therefore, effective communication management is essential for an organization to handle its relationships with external parties. In this context, public relations plays a key role in facilitating communication with both internal and external stakeholders.

The function of public relations is to facilitate mutual communication, enabling the conveyance of organisational information to the public (Cutlip, Center & Broom, 2007). Furthermore, Grunig & Hunt (1984) posited that public relations entails the management of communication within organisational contexts, encompassing the management of relationships with the public. Smith (in Agustina et al., 2019) posits that the function of public relations is to manage two-way communication, build mutually beneficial relationships, and plan responses to public policy. Additionally, PR practitioners are responsible for leadership and reputation management. Management approaches are of significant importance in the achievement of public relations objectives, including the role of expert prescriber and communication facilitator (Cutlip, Centre, Broom, 2007).

One effective strategy for fostering trust and a positive image is through the implementation of campaign programs. Rogers and Storey (cited in Ruslan, 2008) define campaigns as organised communication activities with the objective of creating an impact on target audiences within a specified time frame. In the field of public relations, campaigns are employed as a means of influencing public opinion on a periodic basis (Ruslan, cited in Amalia, 2012). Novena & Meisyaroh (2020) underscored the significance of PR campaigns in fostering comprehension and backing from a multiplicity of stakeholders.

In this context, BPJS Ketenagakerjaan, a state institution in the form of a public legal entity, initiated a campaign in October 2022, entitled 'Kerja Keras Bebas Cemas', with the objective of increasing membership to seventy million participants by 2026 (Kompas, 2023). The campaign was subsequently expanded with the introduction of the 'Kerja Keras Bebas Cemas Masuk Desa' programme, which targeted 83,000 villages across Indonesia. As indicated by data from the Central Statistics Agency (2023), the majority of informal workers are situated in rural areas (55.88%), rendering this campaign especially pertinent for the purpose of enhancing awareness and participation of informal workers in the Jamsostek programme.

The 'Kerja Keras Bebas Cemas' campaign programme, as outlined by BPJS Ketenagakerjaan, can be classified as a product-oriented and ideological campaign, as elucidated by Charles U. Larson (quoted from Wijaya, 2019). The principal objective of this campaign is to develop a narrative designed to enhance awareness among informal workers in Indonesia of the significance of social security protection. Despite the campaign's extensive reach, data indicates that the number of BPJS Ketenagakerjaan participants remains relatively low compared to the total national workforce. As of July 2023, the proportion of active participants in the scheme was 37.77% of the entire workforce, with informal workers representing the most underrepresented group.

Michaelson and Stacks (2011) highlight the significance of measurement and evaluation in public relations, underscoring their role in determining the efficacy of campaign impact. The importance of research in public relations has been recognised since the 20th century (Watson, 2011). The evaluation of such research is dependent on the relevance of the objectives and criteria employed. As Noble (2007) notes, conducting an appropriate evaluation can serve to reflect organisational expectations and enhance the effectiveness of PR activities. It is therefore imperative that a comprehensive evaluation of the 'Worry-Free Hard Work' campaign be conducted in order to assess the performance of PR practitioners and the effectiveness of the communication management implemented.

The research will be conducted at the Communications Department of BPJS Ketenagakerjaan with the objective of evaluating the campaign programme. The objective is to gain insight into the management and evaluation of the PR campaign, as well as to assess its efficacy in raising awareness and encouraging participation among informal workers in Indonesia. Accordingly, the proposed research title is 'An Evaluation of a Public Relations Campaign Programme (Descriptive Study on BPJS Ketenagakerjaan's Hard Work Worry-Free Campaign)'.

METHODS

This research employs an interpretive-constructivist paradigm, which posits that reality is a social construction, with truth being relative and contextual. This research employs a qualitative methodology to elucidate the profound meanings associated with individuals within the context of their social, cultural, economic, and psychological environments. The descriptive qualitative method is employed by the researcher to provide a systematic description of the 'Hard Work Free of Worry' campaign strategy deployed by BPJS Ketenagakerjaan. In addition, the effectiveness of the strategy is evaluated and its impact on both the company and the wider community is explained. This research is concerned with the stages of campaign implementation and the resulting impact.

Data were collected through in-depth interviews with relevant officials at BPJS Ketenagakerjaan, with the support of documentation analysis and online observation. The purposive sampling technique was employed to select informants who possess comprehensive knowledge of the campaign. The data was analysed inductively, beginning with the collection, classification, and interpretation of the data in conjunction with relevant theoretical frameworks. Furthermore, this research employs a variety of techniques to ensure the veracity of the data, including triangulation and intersubjectivity, to ascertain the accuracy and sincerity of the information obtained from the research subjects.

RESULT AND DISCUSSION

Overview

In accordance with the stipulations set forth in Law No. 4 of the Year 2011 on the Social Security Agency, Presidential Regulation No. 25 of the Year 2020 on BPJS Governance, and Presidential Regulation No. 36 of the Year 2023, BPJS Employment is a legally constituted entity with the responsibility of organizing social security in a manner that ensures the fulfillment of the fundamental necessities of a decent life for all individuals. The responsibilities of BPJS Employment include the registration of participants, the collection of contributions, the management of the Social Security Fund, and the provision of information related to the Social Security programme. The organisation is situated at two addresses: Jalan Gatot Subroto No. 79, South Jakarta, and Jalan H.R. Rasuna Said Kav. The four main pillars on which BPJS Ketenagakerjaan operates are security, prosperity, unity, and sustainability.

The programme comprises four categories of membership: There are four categories of membership: Wage Recipient Workers (PPU), Non-Wage Recipient Workers (PBP), Construction Service Workers (Jakon), and Migrant Workers. Each category has specific coverage. BPJS Ketenagakerjaan oversees the implementation of five principal programmes. The aforementioned insurance programmes, namely Work Accident Insurance (JKK), Job Loss Insurance (JKP), Old Age Insurance (JHT), Pension Insurance (JP), and Death Insurance (JKM),

collectively provide comprehensive coverage for a range of worker protection and welfare aspects.

The campaign, which was initiated by BPJS Ketenagakerjaan, has the objective of overcoming the public's lack of understanding, in particular that of informal workers such as non-wage earners (BPU), about the importance of social security protection. The theme "Hard Work Free of Worry" serves as a communication strategy for BPJS Ketenagakerjaan, ensuring that all individuals in Indonesia have the right to protection and welfare in the event of financial emergencies (Bedianto, 2023). The campaign targets all levels of society, with a particular focus on the village and sub-district levels, with the objective of protecting workers as a whole (Mahfud, 2023). The objective of BPJS Ketenagakerjaan is to provide comprehensive social protection for all, with the ultimate goal of reducing poverty and ensuring the well-being of the population.

It is the objective of BPJS Ketenagakerjaan to extend coverage to 70 million workers, including BPU workers, by 2026. This will be achieved through socialisation, the dissemination of publicity materials and the development of the Jamsostek Mobile application (BPJS Ketenagakerjaan, 2024). Furthermore, the campaign places an emphasis on activation through digital media and direct interaction by Branch Offices across Indonesia, as discussed in the Jamsostalk podcast (Marbun, 2023). Those employed by BPU who elect to participate in the programme may avail themselves of three principal programmes: The aforementioned insurance programmes, namely Work Accident Insurance (JKK), Death Insurance (JKM), and Old Age Insurance (JHT), provide coverage for medical expenses, death benefits, and education scholarships for beneficiaries (Bedianto, 2023).

Presentation of Data Campaign Background:

Table 1: Presentation of Campaign Background Data

No.	Aspect	Description
1	Mandate and Duties of BPJS Employment	BPJS Ketenagakerjaan is mandated by law to manage the social security programme for employment (Jamsostek) programme and protect workers.
2	State of the Labour World	There is an increasing number of informal workers in Indonesia, most of whom are not covered by the Jamsostek programme.
3	Reasons for Campaign Establishment	This campaign was created to raise awareness among informal workers (BPU category) about the importance of the Jamsostek programme.
4	BPJS Employment Target	BPJS Ketenagakerjaan has a target to protect 70 million Indonesian workers by 2026.
5	Campaign Strategy	The campaign aims to serve as a tool for workers at BPJS Ketenagakerjaan branch offices to increase the number of the number of participant acquisitions.
6	Low Awareness of Informal Workers	Many informal workers are unfamiliar with or unaware of the importance of the Jamsostek programme, which is one of the backgrounds of the campaign.

The principal findings of this study demonstrate that the 'Kerja Keras Bebas Cemas' campaign, conducted by BPJS Ketenagakerjaan, is efficacious in augmenting informal workers' awareness and participation in the social security programme. Notwithstanding the continued existence

of a significant number of workers in the Non-Wage Earner (BPU) category who remain unprotected, the campaign has been successful in enhancing their comprehension of the significance of social protection, particularly among those who were previously lacking in awareness of the inherent dangers associated with their occupations. Furthermore, the campaign represents a strategy that supports BPJS Ketenagakerjaan's objective of protecting 70 million Indonesian workers by 2026.

Campaign Stages:

Table 2: Presentation of Campaign Stages Data

No.	Aspect	Description
1	Planning	The campaign began with setting targets and objectives that were in line with BPJS Ketenagakerjaan's goal of protecting 70 million workers by 2026. The target audience was determined based on labour conditions in Indonesia, with campaign messages structured geographically and psychographically. The Deputy for Communications is responsible for designing campaigns that can be implemented by each branch office.
2	Executive	The campaign was carried out with the distribution of information from the centre to the regions on a national scale. This campaign is carried out on an ongoing basis until 2026. Campaign activation includes conventional media, mass media, and digital media.
3	Evaluation	Campaign evaluation is conducted periodically to assess effectiveness through communication forums between branch office heads and brand equity surveys conducted once a year.

The principal findings of the analysis of the stages of implementation of the 'Kerja Keras Bebas Cemas' campaign by BPJS Ketenagakerjaan indicate that the campaign commenced with a comprehensive planning phase, encompassing the identification of target groups, the formulation of messages, and the selection of audiences. The objective of the campaign is to increase membership to 70 million workers by 2026, with a particular focus on informal workers who have not yet enrolled in the employment social security programme. The implementation phase comprises the nationwide dissemination of information through a variety of communication channels, including both conventional and digital media. Furthermore, the campaign engages a diverse range of stakeholders and employs a research-based methodology to develop taglines and promotional materials that align with the characteristics of the target audience. The effectiveness of the campaign was evaluated at regular intervals, with adjustments to the strategy made on the basis of the findings of brand equity surveys and communication between branch offices.

Campaign Effects and Impacts:

Table 3: Campaign Effects and Impacts

No.	Aspect	Description
1	Effects and Impacts on the Internal Organisation of BPJS Ketenagakerjaan	1. Campaigns encourage accelerated achievement of organisational targets such as increased membership and funds under management. 2. Campaigns act as a tool in expanding information on service programmes to the public, especially Non-Wage Earner workers. 3. Increase in funds under management from IDR695.29 trillion (2023) to the target of IDR1,000 trillion by 2026.

		4. The campaign supports the achievement of KPIs in branch offices by providing clear direction and effective tools from the centre.
2	Effect and Impact on Audience/Public	1. Campaign to increase public awareness of the importance of labour social security protection. 2. Increase in the number of participants from 56.01 million (beginning of the campaign) to 60.64 million in January 2024, with the BPU category increasing by 73.4%. 3. Awareness, perceived quality, and programme loyalty increased after the campaign. 4. The survey showed a decrease in brand equity awareness from 2021 to 2022, but increased again in 2023.

The 'Hard Work Worry-Free' campaign, organised by BPJS Ketenagakerjaan, had a considerable impact on both the internal organisation and the public. From an internal perspective, the campaign proved instrumental in facilitating the attainment of organisational objectives, including an increase in the number of memberships and managed funds. This was achieved by aligning communication strategies with branch KPIs and broadening the scope of the programme. Conversely, the campaign was also effective in raising awareness and understanding of the importance of labour social protection among the general public. This is evidenced by the increase in the number of BPJS Ketenagakerjaan participants and improvements in brand equity indicators, such as awareness, perceived quality, and loyalty. As a consequence of increased participation and a favourable shift in public perception, the campaign was able to effect behavioural change and compliance with the employment social security programme.

Discussion

In the initial phase of the 'Hard Work Worry-Free' campaign, BPJS Ketenagakerjaan engaged in strategic planning, encompassing goal setting, audience mapping, tagline development, and the appointment of an implementation team. The research demonstrates that this planning was conducted in a systematic manner, although it underwent modifications to adapt target specifications and formulate more comprehensive strategies, without altering the principal objective of the campaign, which was to enhance public awareness of labour social security and the number of memberships. This is consistent with the theoretical position advanced by Ruslan (2008), which emphasises the importance of setting clear objectives in public relations campaigns. BPJS Ketenagakerjaan established long-term objectives, namely the attainment of 70 million participants and 1,000 trillion rupiahs in managed funds. Additionally, they formulated short-term goals, which are subject to monthly adjustments (Gregory, 2004). Furthermore, the campaign placed particular emphasis on specific audiences, including informal workers, with a projected timeframe extending until 2026 to ensure sustainability. The tagline, 'Kerja Keras Bebas Cemas', was formulated based on the specific labour issues prevalent in Indonesia. It employs a combination of attention-grabbing messages and solutions, in accordance with Schramm's approach (cited from Effendy, 2003).

In the implementation phase, an evaluation is conducted through an analysis of the distribution of messages and the activation of promotional strategies. The data indicates that the Deputy for Communications prepares promotional materials that are distributed in an integrated manner to all branches. This includes activities such as market research and collaboration with

influencers. The evaluation of outputs is conducted through the observation of the quantity and nature of messages transmitted and received, as well as the manner in which they are received and processed by the intended audience. This is consistent with the pyramid model of PR research, which assesses the efficacy of a campaign through the analysis of distribution statistics and media monitoring. The performance of the communications officer was evaluated based on their capacity to develop effective campaign materials and provide support for implementation at the branch level (Hon, cited in Tench & Yeomans, 2005). The coordination between the headquarters and the branches, along with the alignment of the strategies, demonstrated a synergy in the implementation of the campaign, which contributed to the achievement of universal coverage. Nevertheless, the efficacy of content and message development remains, at this time, an area that is not yet fully amenable to statistical measurement.

The analysis of the effectiveness of the 'Hard Work Worry-Free' campaign refers to the pyramid model of PR research, which evaluates the impact from message dissemination to changes in audience behaviour. The campaign was successful in changing the audience's attitudes and behaviour, as reflected in the increase in new membership registrations and participation in the BPJS Ketenagakerjaan programme. This increase, observed from the start of the campaign until January 2024, shows that the campaign was effective in driving concrete actions from the public and contributing to the increase in funds under management. Overall, the campaign not only increased people's awareness and understanding of the importance of social security, but also brought about significant attitudinal and behavioural changes. Despite the success in achieving the KPI targets and increasing membership, the limited supporting data on the role of staff in achieving the KPIs suggests that further analysis is needed to understand the full impact of the campaign.

The evaluation of the preparation, implementation, and impact stages of the BPJS Ketenagakerjaan's 'Kerja Keras Bebas Cemas' campaign demonstrates a comprehensive approach to raising awareness and participation in social security programmes. In the preparation stage, the campaign was designed with clearly defined objectives, an audience profile, and a tagline that aligns with the prevailing issues in the Indonesian labour market. In its implementation, the campaign materials were distributed in an integrated manner through various channels and strategies, with an evaluation component that included monitoring the distribution of messages and their effectiveness at the branch level. The impact evaluation demonstrated that the campaign was effective in influencing audience behaviour, as evidenced by increased enrolment and participation in the programme. However, limitations were observed in the availability of data pertaining to the role of employees in achieving KPIs. The campaign was overall successful in achieving the set KPIs, increasing participation, and strengthening the positive associations between BPJS Ketenagakerjaan and social security services. However, further analysis of the data and message effectiveness is required.

CONCLUSION

The implementation of the BPJS Ketenagakerjaan 'Hard Work Worry-Free' public relations campaign was conducted in a structured and systematic manner, with the objective of aligning the campaign goals with those of the company. Despite the absence of a clearly defined objective and timeline for the nationwide campaign, the campaign messages were crafted in accordance with the characteristics of the target audience and with the input of professionals,

with the aim of enhancing their efficacy. The implementation of the campaign included the distribution of integrated messages and an evaluation of the resulting awareness and public opinion, which demonstrated a notable increase in both. The success of the campaign is evidenced by the growth in membership and participation rates within the programme. However, evidence regarding the impact on BPJS Ketenagakerjaan employees is limited.

To enhance the efficacy of future campaigns, it is advised that BPJS Ketenagakerjaan reinforce its monitoring and evaluation procedures by meticulously documenting the quantity of messages received by the target audience. The diversification of campaign materials through the utilisation of social media, the creation of educational videos, and the facilitation of direct interaction within the community can facilitate the expansion of the audience reach. It is recommended that future research in this field adopt a more diverse approach to data collection, incorporating relevant implementation documents and KPIs, and utilising a greater variety of informants to reduce subjectivity and obtain more accurate results.

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