

## Persuasive Communication of the BPJS Employment Program in the Palembang Branch for Traders at the Padang Selasa Market

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**Abstract:** Persuasive communication will be effective if it can influence someone's attitude. Palembang Branch of BPJS Ketenagakerjaan is trying to persuade traders at Padang Selasa Market through socialization that has been carried out to educate and make traders aware of being able to take part in the labor social security program. This research aims to determine the persuasive communication of the Palembang branch of the BPJS Ketenagakerjaan program for traders at the Padang Selasa Market. The method used in this research is a qualitative descriptive method. Using data collection techniques such as observation, interviews, and documentation. This research uses AIDDA theory to measure the effectiveness of persuasive communication used by the BPJS Ketenagakerjaan team when socializing with traders at the Padang Selasa Market. The results of this research are that the persuasive communication applied in socialization to Padang Selasa Market traders is quite effective seen from the persuasive communication techniques used and measured using AIDDA theory.

**Abstrak:** Komunikasi persuasif dikatakan efektif jika dapat mempengaruhi sikap seseorang. BPJS Ketenagakerjaan Cabang Palembang berusaha untuk mempersuasi pedagang di Pasar Padang Selasa melalui sosialisasi yang sudah dilakukan untuk mengedukasi sekaligus menyadarkan para pedagang untuk dapat mengikuti program jaminan sosial tenaga kerja. Penelitian ini bertujuan untuk mengetahui komunikasi persuasif program BPJS Ketenagakerjaan cabang Palembang bagi pedagang di Pasar Padang Selasa. Metode yang digunakan dalam penelitian ini ialah metode deskriptif kualitatif. Menggunakan teknik pengumpulan data seperti observasi, wawancara, dan dokumentasi. Penelitian ini menggunakan teori AIDDA untuk mengukur efektivitas komunikasi persuasif yang digunakan tim BPJS Ketenagakerjaan ketika sosialisasi dengan pedagang di Pasar Padang Selasa. Hasil dari penelitian ini komunikasi persuasif yang diterapkan dalam sosialisasi ke pedagang Pasar Padang Selasa cukup efektif dilihat dari teknik komunikasi persuasif yang digunakan serta diukur menggunakan teori AIDDA.



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### INTRODUCTION

Indonesia is a country with the fourth-largest population in the world (Ernawati et al., 2023). The significant population size requires the government to work hard to meet the needs of the people. One of the needs of the people is to provide social security for workers. Worker welfare is the fulfillment of

both physical and spiritual needs within or outside the workplace, which can improve the performance and productivity of workers, thereby creating a healthy and comfortable working environment (Dewi & Atmaja, 2021).

To achieve this, the government has established a specialized agency to protect workers. Indonesia has a specialized agency

aimed at protecting workers, known as BPJS Ketenagakerjaan (Suriani Aceh, 2022). BPJS Ketenagakerjaan is a legal entity established for the common good with the purpose of protecting all workers in Indonesia. The BPJS Ketenagakerjaan insurance programs include Pension Guarantee (JP), Work Safety Guarantee (JKK), Old Age Guarantee (JHT), Job Loss Guarantee (JKP), and Death Guarantee (JKM).

BPJS Ketenagakerjaan offers various program types that can be tailored to the needs of the people. Some common programs include Occupational Accident Guarantee (JKK), Death Guarantee (JKM), and Old Age Guarantee (JHT). BPJS Ketenagakerjaan provides a service where potential participants can register individually or collectively. This service is known as BPJS Bukan Penerima Upah (BPU). The programs mentioned above fall under the category intended for BPU participants. Unlike regular employees, BPU participants do not receive regular wages from employers, so their contributions are not based on a specific amount but are determined based on individual income.

According to BPJS Ketenagakerjaan data, there were 30.66 million active participants as of the fourth quarter of 2021. This number increased by 2.27% compared to the same period the previous year, when there were 29.98 million participants. Although the number of active participants in BPJS Ketenagakerjaan has increased, it is still far from the set target. The target for active participants in 2021 was 33.67 million participants. Therefore, the actual active membership two years ago fell short by approximately 3.01 million people compared to the target. Meanwhile, the annual increase in the number of workers, based on statistical data, is approximately 2 million people.

Persuasive communication, according to (Rahmat, 2018), can be considered effective if it can influence someone's attitude. Persuasive communication is the act of conveying a message to others through persuasion and aims to change someone's attitudes and thoughts, prompting them to act as the communicator hopes. Effective communication indicates that there is a shared understanding between the communicator and the recipient.

Persuasive communication becomes important in providing understanding to traders about the BPJS Ketenagakerjaan program and its benefits to their lives (Soeprapto, 2020). The delivery of messages using persuasive communication should be done gently and not in a forceful or authoritative manner. In this regard, labor protection agencies like BPJS Ketenagakerjaan are expected to be able to use a gentle persuasive approach to create trust, openness, responsibility, respect, and appreciation (Nurhayani, 2016).

The delivery of messages in persuasive communication varies, as demonstrated by the BPJS Ketenagakerjaan Branch in Palembang during the socialization of its social security program, particularly for BPU (Bukan Penerima Upah) participants who do not receive wages/salaries from employers but earn income independently, such as entrepreneurs, online motorcycle taxi drivers, farmers, public transportation drivers, traders, and others. Information dissemination has been carried out through various means, including banners, brochures, and television advertisements.

Therefore, it is hoped that the socialization efforts will raise awareness among informal sector workers, especially traders at the Padang Selasa market, about the importance of participating in the social security program offered by BPJS Ketenagakerjaan, while also providing real-life examples to better understand the actual situation in the field. Persuasive communication is necessary in carrying out this socialization of the social security program.

## **Literature Review**

### **First Review**

The first study is a thesis titled 'Persuasive Communication of Duta Genre Lampung Province in Socializing the Age of Marriage Maturity (PUP) for Adolescents in Lampung Province' by Noverdian, 2022. This research proves that the persuasive communication of Duta Genre Lampung Province in socializing the Marriage Age Maturity (PUP) program includes characteristics of the source that determine the communicator based on credibility, attractiveness, and expertise. Message

characteristics are considered in terms of life aspects related to the PUP objectives, as well as audience characteristics divided based on age segmentation. Based on the AIDDA theory, effective arrangement and integration techniques are applied to the community, especially teenagers.

### **Second Review**

The second study is a thesis titled 'Persuasive Communication Strategies in the Socialization of Covid-19 Virus Spread Prevention in the Palmerah West Jakarta Community' by Ria Yunita Amalliah. This research uses a qualitative descriptive research method and the AIDDA formula, yielding effective results. The Meaning strategy and the AIDDA formula are very appropriate for conducting persuasive communication that is educational, attentive, and comfortable, thus generating interest, attraction, and awareness to comply with and take responsibility to combat the coronavirus pandemic.

### **Third Review**

The third study is a thesis titled 'Persuasive Communication Techniques of the Samarinda City Tourism Office in Enhancing the Quality of Samarinda City Tourism Attraction' by Olivia Erviani. This research uses a qualitative method and the AIDDA formula, achieving effective results. Persuasive communication employs techniques such as integration, association, reward, arrangement, and red-herring, which are used in socialization activities to convey messages and educate the public.

Persuasive communication is a specific and directed form of communication aimed at changing the behavior of the recipient. The function of communication is persuasion, allowing the dissemination of information and influencing the recipient's attitudes to align with the sender's desires (Syafii et al., 2023).

Effective persuasive communication requires planning, and communicators should consider the following:

#### **1. Credibility**

The theory proposed by Hovland, Janis, and Kelly is the source credibility theory, which explains that individuals are more easily persuaded if the source is credible. The

more credible the source or communicator, the easier it is to influence the perspective of the audience. People tend to accept messages conveyed by individuals with credibility in their field. Therefore, a person's credibility plays a significant role in persuading the audience to adopt their viewpoint.

The credibility of a source or communicator can instill trust in the audience (Sparkman & Attari, 2020). In this regard, the communicator must communicate while fulfilling two factors: expertise and trustworthiness. Expertise signifies the knowledge possessed by the communicator, while trustworthiness implies that the communicator's intention is not for personal gain. According to Rakhmat (Simorangkir & Rahimah, 2014), credibility is the perception of the audience that does not exist within the communicator. In terms of credibility, there is a component known as expertise, which is essential for communicators to impress the audience with their ability to convey messages.

#### **a. Likability**

A communicator is required to have likability, both physically and psychologically. Likability serves the purpose of attracting more attention and respect from the audience. However, it is important to note that likability does not guarantee that the audience will accept the message. Likability is usually supported by factors such as extroversion, composure, social skills, and charisma. The audience is drawn to communicators who possess attractive qualities and can engage in enjoyable communication processes.

#### **b. Power:**

Communicators have a significant influence on the audience personally and can directly impose sanctions or penalties on those who do not comply with the communicator's rules or wishes.

#### **2. Message Characteristics**

The characteristics of the message have a significant impact on persuasive communication. For a message to be easily accepted, it should align with the recipient's perspectives. Conversely, if the message is not congruent with the recipient's beliefs, it will be challenging to persuade them to change their behavior or attitudes.

#### **3. Audience Characteristics**

The intelligence or knowledge level of the audience can affect their reception of a message. Individuals with higher knowledge levels are more likely to accept and understand the message. However, even individuals with lower knowledge levels can be influenced more easily, despite difficulties in comprehension. Age also plays a significant role in the message reception process.

There are five persuasive communication techniques, according to Onong Uchjana Effendy (Renaldi N, 2022):

a. Association Technique

Presenting a communication message by likening it to an object that captures the audience's attention.

b. Integration Technique

The communicator's ability to communicate effectively with the audience or persuadee.

c. Reward Technique

Influencing the recipient by promising benefits or rewards.

d. Arrangement Technique

Structuring the message to motivate the recipient to act as suggested by the message.

e. Red-Herring Technique

Diverting from weak arguments to redirect the discussion to an area where the communicator excels, using it as a weapon against opponents, especially when under pressure.

Onong Uchjana Effendy (Renaldi N, 2022) suggests that persuasive communication needs to be conducted systematically for success. Communication strategies should be flexible, allowing communicators to make adjustments if there are factors affecting the intended effects. These influential factors may reside in the recipient's components, preventing the achievement of the desired effect. AIDDA stands for:

- a. Attention
- b. Interest
- c. Desire
- d. Decision
- e. Action

## **METHODS**

### **Research Type**

In this study, the researcher used a qualitative descriptive research method because it explains reality with descriptive explanations through data collection obtained during observation and interviews. In this case, the researcher's objective was to study the Persuasive Communication of the BPJS Employment Program in the Palembang Branch for traders at the Padang Selasa market to gain an understanding of the issue.

### **Data Collection Techniques**

The data collection method involved field research, conducted by reviewing the institution that serves as the object to obtain primary and secondary data. The data collection techniques employed by the author include:

- a. Interviews
- b. Observation
- c. Documentation

### **Data Analysis**

To analyze the issues raised by the company, the research used a descriptive analysis technique. The analysis activities included:

Data reduction

Data presentation.

This section should not write down the theoretical basis except for the basis for confirmation or decision making. Furthermore, a reference may be written which is the basis for the modification of the research procedure or analysis technique used.

## **RESULTS AND DISCUSSION**

BPJS Employment Branch Palembang continues to expand its coverage by conducting socialization to the informal worker sector or Non-Wage Workers (BPU), including traders at the Padang Selasa Market. The socialization is aimed at providing information, educating, and raising awareness among the community, especially traders, about the importance of occupational safety insurance. Therefore, BPJS Employment makes efforts to communicate directly with and persuade traders at the Padang Selasa Market to participate in the social security

program provided by the Indonesian government.

### **Planning and Persuasive Communication Techniques**

Effective planning is essential in persuasive communication. Planning includes:

#### **1. Credibility.**

Someone is more easily persuaded if the source is credible. The more credible the source or communicator, the easier it is for the audience to be influenced.

In this case, BPJS Employment has credible sources or communicators, such as the Participant Administration Officer (PAP), who are experienced in dealing with the community, especially traders at the Padang Selasa Market. PAP is one of the teams of BPJS Employment that conducts socialization among traders at the Padang Selasa Market.

#### **a. Attractiveness**

A communicator must have both physical and psychological attractiveness. Attractiveness is used to capture the audience's attention and earn their respect.

#### **b. Power**

Communicators have a significant role in the personal lives of the audience and can directly enforce sanctions or penalties on those who do not comply with the rules or wishes of the communicator. This includes informing about social security programs and the contributions required while participating in BPJS Employment's social security program.

#### **2. Message Characteristics**

Message characteristics have a significant influence in persuasive communication because the message must align with the audience's perspective for it to be easily accepted.

According to traders at the Padang Selasa Market, the information provided by the BPJS Employment team is easy to understand and is explained in a relaxed manner using the Palembang language. This means that the information or message given can be easily understood by traders, generating interest in participating in the social security program.

#### **3. Audience Characteristics**

Communicators must understand the characteristics of each audience to avoid failures in message delivery. The BPJS Employment team has conducted surveys to understand the characteristics of traders, allowing them to better tailor their communication and persuade traders to accept the message.

Persuasive Communication Techniques

#### **a. Association Technique**

Presenting a communication message by associating it with an object that captures the audience's attention. The issue here is the lack of information about social security programs for non-wage workers (BPU) or informal sector workers such as traders. Therefore, the BPJS Employment team strives to reach out to informal workers, including traders at the Padang Selasa Market, by communicating and providing information and education about the importance of social security for workers.

#### **b. Integration Technique**

The integration technique involves a communicator's ability to position themselves communicatively with the persuadee, indicating that they share a common destiny. The BPJS Employment team communicates persuasively with verbal communication during socialization. They also use non-verbal communication by educating through television advertisements and collaborating with companies that employ informal workers.

#### **c. Reward Technique**

The reward technique involves influencing others by promising hope to arouse emotional enthusiasm. Based on observations and interviews, the BPJS Employment does not promise anything to traders. Instead, they focus on providing understanding and education to encourage traders to take advantage of the social security program facilitated by the Indonesian government.

#### **d. Arrangement Technique**

The arrangement technique involves organizing a communication message in such a way as to persuade the audience to be motivated to do what the message suggests. BPJS Employment Branch Palembang aims to build engaging communication to easily motivate traders through education about

social security programs, the importance of insurance protection for themselves and their families.

e. Red-herring Technique

The red-herring technique, in relation to persuasive communication, is the art of a communicator to win a debate with the audience. BPJS Ketenagakerjaan Cabang Palembang ensures that they maintain a persuasive approach, but not forcefully, as traders may have varying opinions.

### **Stages of Persuasive Communication**

The stages of communication involve starting by capturing attention, in which the BPJS Employment Branch Palembang provides information and education to traders in a neat and friendly manner to gain their attention.

The second stage is to cultivate interest. In this stage, the BPJS Employment team aims to engage in pleasant communication with traders at the Padang Selasa Market. They choose words that are easy for traders to understand. Distributing brochures is also a persuasive communication strategy used during socialization to provide a more detailed overview of the program information.

Interest is the continuation of attention and is the gauge for the emergence of desire to engage in a desired activity. After providing information, traders may have questions and the desire to learn more. This desire signifies an interest in receiving further information and an interest in making changes. For traders, this means realizing the importance of social security for workers.

Decision follows, accompanied by the desire to make a change. Traders who have expressed interest in making a change by recognizing the importance of social security for workers will make a decision to take action, which is to become a participant in the social security program, as desired by the BPJS Employment Branch Palembang.

### **CONCLUSION**

The persuasive communication planning of BPJS Employment Branch Palembang in socializing its social security programs includes source characteristics, such as selecting communicators based on credibility, attractiveness, and power. In

delivering messages about its programs, the BPJS Employment Branch Palembang team relies on message characteristics, considering the use of conversational language and local dialects to ensure that traders easily understand the messages conveyed. They also take into account the characteristics of the audience or the target of the socialization, which is traders at the Padang Selasa Market. Prior to the socialization, this target group was surveyed by the BPJS Employment team to facilitate persuasive communication for the social security program.

BPJS Employment Branch Palembang employs persuasive communication techniques, including association, integration, reward, arrangement, and red-herring techniques, to socialize its social security program for workers. Based on the AIDDA theory, the arrangement and integration techniques are effective when used with traders at the Padang Selasa Market. The AIDDA theory is highly suitable for evaluating the effectiveness of persuasive communication that is educational and comfortable without pressure, thus generating interest and attraction for becoming participants in the BPJS Employment program.

### **Recommendations**

- a. BPJS Employment Branch Palembang should conduct socialization more frequently for informal sector workers (BPU) to reach more informal workers who require protection while working and to educate them. Considering the relatively low awareness among workers about the importance of social security for their well-being.
- b. BPJS Employment Branch Palembang should collaborate with various parties, both government and private, to play a role in conducting socialization for other informal workers.
- c. It would be beneficial to use social media for socialization, with an emphasis on creating visually appealing infographic content and creative materials that can engage followers and encourage feedback.

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