



## **A STRATEGIC APPROACH IN BUILDING CLIENT TRUST TO IMPLEMENT THE EMPLOYMENT BPJS PROGRAM ON CONSTRUCTION PROJECTS**

**Rifqi Muhi Andiyana<sup>1\*</sup>, Ramita Kholifaturrohmah<sup>1</sup> and Masahiro Ishimoto<sup>2</sup>**

<sup>1</sup>Economic and Business Faculty, Jenderal Soedirman University

<sup>2</sup>Osaka International University

\*Email Corresponding Author: [rifqi.andiyana@mhs.unsoed.ac.id](mailto:rifqi.andiyana@mhs.unsoed.ac.id)

### Abstract

Client trust is a major factor in the successful implementation of the BPJS Ketenagakerjaan program in construction projects. Although this program provides protection for the workforce, many clients are still reluctant to implement it due to cost considerations, lack of understanding of the regulations, and not fully positive perceptions of its long-term benefits. Therefore, an effective strategic approach is needed to build client trust so that the program can be more widely adopted. This study aims to identify strategies that can be used to build client trust in the BPJS Ketenagakerjaan program. The methods used in this research include literature analysis, case studies, as well as interviews with various stakeholders in the construction industry, including contracting companies, project developers, as well as the workforce. From the analysis, it was found that information transparency, effective communication, and compliance with regulations are the main factors in increasing client trust. In addition, education about the benefits of the BPJS Ketenagakerjaan program for workers and companies is one of the strategies that can reduce resistance from clients in its implementation. By understanding the factors that influence client trust, this research provides insights into strategic approaches that construction companies can apply to improve the implementation of BPJS Ketenagakerjaan.

**Keywords:** *BPJS Employment, benefits, effective strategic approach*  
(3-5 words)



### Abstrak

Kepercayaan klien menjadi faktor utama dalam keberhasilan penerapan program BPJS Ketenagakerjaan pada proyek konstruksi. Meskipun program ini memberikan perlindungan bagi tenaga kerja, banyak klien masih enggan menerapkannya karena pertimbangan biaya, kurangnya pemahaman terhadap regulasi, serta persepsi yang belum sepenuhnya positif mengenai manfaat jangka panjangnya. Oleh karena itu, diperlukan pendekatan strategis yang efektif untuk membangun kepercayaan klien agar program ini dapat diadopsi dengan lebih luas. Penelitian ini bertujuan untuk mengidentifikasi strategi yang dapat digunakan dalam membangun kepercayaan klien terhadap program BPJS Ketenagakerjaan. Metode yang digunakan dalam penelitian ini mencakup analisis literatur, studi kasus, serta wawancara dengan berbagai pemangku kepentingan di industri konstruksi, termasuk perusahaan kontraktor, pengembang proyek, serta tenaga kerja. Dari hasil analisis, ditemukan bahwa transparansi informasi, komunikasi yang efektif, dan kepatuhan terhadap regulasi merupakan faktor utama dalam meningkatkan kepercayaan klien. Selain itu, edukasi mengenai manfaat program BPJS Ketenagakerjaan bagi pekerja dan perusahaan menjadi salah satu strategi yang mampu mengurangi resistensi dari klien dalam penerapannya. Dengan memahami faktor-faktor yang memengaruhi kepercayaan klien, penelitian ini memberikan wawasan mengenai pendekatan strategis yang dapat diterapkan oleh perusahaan konstruksi untuk meningkatkan implementasi BPJS Ketenagakerjaan secara lebih efektif dan berkelanjutan.

**Kata Kunci:** BPJS Ketenagakerjaan, manfaat, pendekatan strategis yang efektif (3-5 kata)

## A. INTRODUCTION

In Indonesia, BPJS Employment is an institution that plays an important role in providing social security to workers, both formal and informal sectors, to protect them from relevant social and economic risks. BPJS Ketenagakerjaan aims to provide protection that covers various aspects, such as work accidents, old age, retirement, death, and job skills. It offers five main programs, namely JKK (Work Accident Insurance), JHT (Old Age Insurance), JKM (Death Insurance), JKP (Job Loss Insurance), and Pension Insurance. In addition, BPJS Employment covers various labor sectors in Indonesia, such as Wage Earners, Non-Wage Earners, Construction Service Workers, and Indonesian Migrant Workers. This program is designed to provide security and maximum protection to all workers while they carry out their duties.

Construction Services is a service that includes consultation on construction work planning, implementation of construction service work, and supervision consultation in the implementation of construction work. In the scope of construction projects, the existence of BPJS Ketenagakerjaan is very important considering the high level of risk faced by workers in this sector. Construction projects involve activities that have the potential to cause work accidents, so protection of the workforce is a top priority.

Despite its importance, the implementation of the BPJS Employment program in activities.

## B. IMPLEMENTATION AND METHODS

An internship program is a useful activity to support career development in the professional world. In addition to helping hone the soft skills and hard skills that have been owned, internships are also an opportunity to learn new skills. The author carried out an internship program at the BPJS Employment Purwokerto Branch office starting on August 19, 2024 with working hours from 08.00-17.00. During the internship program, the author is placed in the field of membership which provides various opportunities to contribute and actively participate in various activities available.

### 1. Place and Time of Internship

Place: BPJS Ketenagakerjaan Knator Purwokerto Branch.

Time: August 19, 2024 - December 13, 2024

Working days	Working Hours	Break Time
Monday – Friday	08.00 – 15.30	12.00 – 13.00

*Table 1. internship operating hours*

### 2. Rules of Procedure for Internship Students at the BPJS Employment Office Purwokerto Branch:

- a. Come on time according to the predetermined schedule at 08.00 WIB and fill out the attendance list.
- b. If absent, notify the supervisor with clear reasons.
- c. Not leaving the internship location except with permission from the supervisor.
- d. Dress freely, neatly, politely and collared and wear shoes.
- e. Carry out duties and responsibilities as directed by the

supervisor.

f. Not misuse access to company systems or data.

g. Return home according to the predetermined schedule at 17.00 WIB.

Methods

To achieve success in building client trust in the application of BPJS Ketenagakerjaan in construction projects, the implementation methods applied include:

1. Literature and Regulation Study.  
Reviewing various policies and regulations related to BPJS Ketenagakerjaan and analyzing case studies of successful implementations.

2. Interview and Survey.  
Conduct interviews with key stakeholders, such as project owners, contractors and workers, to understand their concerns and perceptions of the BPJS Keteagenagakerjaan program.

3. Education and Socialization Approach  
Organizing seminars, workshops, and hands-on field training to improve clients' understanding of BPJS Ketengenagakerjaan benefits and procedures.

4. Development of Monitoring and Evaluation System  
Establish a periodic evaluation system to measure the level of compliance and effectiveness of BPJS Employment implementation in construction projects.

5. Partnership with Related Agencies  
Collaborate with BPJS Ketenagakerjaan, contractor associations, and government agencies to provide assistance for companies that have not implemented this program optimally.



*Picture 1. Interns Looking for Clients who have not registered their employees to join the BPJS Employment Program*

## **C. RESULTS AND DISCUSSION**

### **Results**

Based on the research and observations conducted, it was found that the client's trust in implementing the Employment BPJS program in construction projects was influenced by several main factors, namely:

#### **1. Understanding of Program Benefits**

Many clients do not fully understand the benefits of BPJS Ketenagakerjaan, both for workers and companies. Socialization conducted through seminars and open discussions succeeded in increasing their understanding of the importance of social security for workers.

#### **2. Compliance with Regulations**

Companies must be committed to complying with applicable labor regulations and set a real example in implementing BPJS Ketenagakerjaan. This compliance not only increases the company's credibility but also gives clients the confidence to implement the program.

### 3. Effective Communication

Effective communication and a persuasive approach are necessary to build client trust. Information delivery should be done in a language that is easy to understand and accompanied by relevant data or case studies to strengthen client confidence.

### 4. Positive Experience in Previous Implementations

Clients who have had good experiences in using BPJS Ketenagakerjaan tend to be more trusting and continue to apply this program. Conversely, bad experiences such as claims that are difficult to process or lack of support from BPJS can reduce their trust.

#### Discussion

The Strategic Approach in building client trust to implement the Employment BPJS Program in Construction projects can be done through the following steps:

#### 1. Continuous Education and Socialization

Continuous education through seminars, trainings, and digital campaigns can help increase clients' understanding and awareness of the benefits of BPJS Ketenagakerjaan. Collaboration with Related Parties

#### 2. Increased Transparency in Implementation and Efficiency

Simplification of registration and claim procedures, as well as improved customer service, can increase client confidence in the program.

#### 3. Case Studies and Positive Testimonials

Showcasing the success of other companies in implementing BPJS Ketenagakerjaan can provide motivation

for clients who are still hesitant to adopt the program.

### 4. Implementation of Incentives and Sanctions

Incentives for companies that comply and sanctions for those who ignore regulations can be an effective step in increasing compliance with the implementation of BPJS Ketenagakerjaan. Tabel 1. Format Tabel

## **D. CLOSING**

### **A. Conclusion**

The conclusion of this report confirms the importance of a strategic approach in building trust with prospective clients to support the implementation of the BPJS Ketenagakerjaan program in construction projects. This process involves in-depth recognition of the prospective client's needs, effective communication, and open delivery of information on the benefits of the BPJS Ketenagakerjaan program. The applied strategy includes targeted promotion.

Through this strategy, BPJS Ketenagakerjaan is able to convince prospective clients of the importance of labor social protection guarantees, both in terms of work safety and the welfare of construction workers. In addition, the implementation of this program has a positive impact in building a mutually beneficial long-term relationship between BPJS Ketenagakerjaan and prospective clients, while increasing public awareness of the importance of labor protection in the construction sector which has a high work risk. Overall, this strategic approach is the key to success in encouraging a more effective and widespread implementation of the BPJS Ketenagakerjaan program.

## **B. Suggestions**

Based on the research results regarding the strategic approach in building client trust to implement the Employment BPJS program in construction projects, there are several recommendations that can be applied to improve the effectiveness of this program implementation:

### **1. Increased Education and Socialization**

Construction companies need to increase education to clients regarding the benefits of BPJS Ketenagakerjaan, both in terms of labor protection and the positive impact on the company in the long run. Socialization can be done through seminars, workshops, or direct consultations so that clients understand the importance of this program.

### **2. Information Transparency**

Construction service providers must ensure that information related to BPJS Ketenagakerjaan regulations, costs, and benefits is conveyed clearly and transparently. Clarity in the delivery of information will help reduce client doubts about the implementation of this program.

### **3. Improved Communication and Persuasive Approach**

Effective communication and a persuasive approach are needed to build client trust. Information delivery must be done in easy-to-understand language and accompanied by relevant data or case studies to strengthen client confidence.

### **4. Compliance with Regulations**

The company must be committed to complying with applicable labor regulations and set a real example in implementing BPJS Ketenagakerjaan. This compliance not only increases the company's credibility but also gives confidence to clients to implement the

program.

### **5. Collaboration with Related Parties**

To accelerate the adoption of BPJS Ketenagakerjaan in the construction sector, companies can collaborate with BPJS Ketenagakerjaan, construction associations, and the government in drafting policies that support the implementation of this program. This collaboration can strengthen support for wider implementation.

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