



Analysis of the Effectiveness of Interpersonal Communication Strategies of Shield Agents at BPJS Ketenagakerjaan Makassar Branch Office

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Abstract: The aim of this research is to analyze the effectiveness of interpersonal strategies of shield agents, as well as to analyze whether or not the implementation of interpersonal strategies is effective using the AIDDA method, namely Attention (attention), Interest (interest), Desire (Desire), Decision (Decision) and Action (action or activity).) in increasing the number of participants at BPJS Employment Makassar Branch office. Data were collected through observation and conducting interviews with informants, namely leaders, staff and participants of BPJS Employment Makassar Branch office. The data analysis technique uses descriptive analysis and uses data reduction, data display, and data description. The results of the research show that the interpersonal strategy carried out by agents using the AIDDA strategy has been effective, where the shield agent is able to attract attention and arouse participants' interest through an emotional approach and intensive socialization. Apart from that, it is also effective in arousing the desires of potential participants so that it influences decisions by taking action for participants according to the shield agent's expectations by becoming a participant in one of the programs offered by BPJS Employment Makassar Branch office.

Keywords: Effectiveness, Interpersonal Communication Strategies, AIDDA

1. Introduction

In the current era of globalization, every organization or company must have capabilities in various aspects and formulate strategies in order to survive in competitive competition and be ready to face changes that occur within the organization.(Rangkuti, 2018),(Prawirosentono & Primasari, 2022)This aims to ensure that the targets of each organizational or company goal can be achieved optimally. In order to achieve an optimal target, organizations need human resources or employees who interact or interact with other employees. One of the tools used to create interaction is through communication(Iswandi, 2021).

Communication is a human need and is an important element that is always present in everyday life(Wiksana, 2017). Likewise, an organization in which there are communication activities and really needs effective communication so that the goals and hopes aspired by the organization can be realized and run according to the expected plans.(Astuti & Danial, 2019).

Herlambang (2020:77)explains that communication in organizations is an important thing in organizational behavior, communication is not only the process of conveying information and news that can be seen, heard, understood, but is a comprehensive process of conveying information including the feelings and attitudes of the person conveying the information.(Silviani & Darus, 2021).

Effective communication is characterized by good interpersonal communication relationships. Interpersonal communication is considered effective if the message conveyed by the communicator can be understood by the communicator, and can also respond as expected by the communicator.(Harahap, 2019). Interpersonal relationships are an important prerequisite for successful communication. Successful communication will

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result in deep understanding, accurate interpretation, and appropriate action. When a person's interpersonal relationships improve, the individual tends to be more open in conveying their thoughts, feelings, and ideas. This in turn increases the effectiveness of communication between speaker and listener, allowing for a better exchange of information and deeper understanding between them (Nurrachmah, 2024).

The importance of interpersonal communication strategies in an organization, so this needs to be applied to companies operating in the field of social insurance services, which have an important role in aspects of community welfare, namely the Social Security Administering Agency (BPJS) for Employment, Makassar branch. BPJS employment as a body appointed by Law no. 24 of 2011 has an obligation to provide Employment Social Security protection to all workers. BPJS Employment provides work accident insurance (JKK), old age insurance (JHT), pension insurance (JP) and death insurance (JKM) programs.

This program from BPJS Employment is intended for workers, who work as Wage Recipients (PU) and Non-Wage Recipients (BPU). Wage recipients (PU) are workers who carry out work activities and receive their income from the company where they work. Meanwhile, non-wage earners (BPU) are workers who carry out economic activities or businesses independently to obtain income from their activities or businesses, which include: employers, workers outside an employment relationship or independent workers and workers who do not include workers outside an employment relationship. not receiving wages, such as: Motorbike taxi drivers, public transportation drivers, traveling traders and others.

BPJS Employment's vision is to realize employment social security that is reliable, sustainable and prosperous for all Indonesian workers. So, to achieve this vision, a number of missions are carried out, namely protecting, serving and improving the welfare of workers and families, providing a sense of security, ease and comfort to increase productivity and competitiveness of participants, and contributing to the nation's development and economy with good governance.

To achieve this vision and mission, BPJS Employment Makassar Branch seeks to improve organizational performance by increasing the number of participants, namely by having a membership expansion and management strategy in the form of driving Indonesian Social Security (Perisai) to answer the challenges in providing Employment Social Security protection to all jobs, especially in the informal sector or Non-Wage Earners (BPU). From the data obtained, the BPJS Employment Makassar branch office's still low participation level is of particular concern to the management of BPJS Employment. Low public awareness and knowledge of the importance of social security is one of the factors causing the low level of BPJS Employment participation. BPJS Employment has made various efforts to increase membership. Therefore, based on the problems faced, BPJS Employment formed the PERISAI (Indonesian Social Security Mobilization) program to help overcome these problems.

Agents shield is an extension of BPJS of Employment to carry out the acquisition of unregistered workers in the informal sector. Shield agents also conduct outreach regarding the benefits of the Program BPJS of Employment to BPJS Employment participants and always share updated information, for example regarding the BPJS Employment program which provides benefits for preventing risks that may be faced by workers. To make it easier for shield agents to carry out their activities is wrong one thing that shield agents can do is improve the agents' communication skills. As a marketing agent for the Employment Social Security program, communication is crucial in outreach and education activities for prospective BPU participants. Communication can be a determining factor in the success of shield agents in approaching and persuading prospective BPU participants so that they are interested in becoming participants in the Employment Social Security program, namely through interpersonal communication strategies.

According to Anam et al., (2022:3) Interpersonal communication is an active activity, not a passive one. Interpersonal communication is not just communication from the sender to the recipient of the message, and vice versa, but reciprocal communication between the sender and recipient of the message. Interpersonal communication is not just a series of stimulus-response, stimulus-response, but a series of processes of mutual acceptance, transmission and delivery of responses that have been processed by each party. For the sake of successful interpersonal communication, it is necessary to implement the AIDDA approach as the basis for implementing interpersonal communication. Where, the effectiveness of the interpersonal strategy process in the audience starts from Attention (attention), Interest (interest), Desire (desire), Decision (decision), and finally with Action (action).

BPJS Employment as the body administering employment social security offers protection programs, therefore the message delivery process is carried out to get attention from potential participants who use employment social security services by means of promotion or introduction through several media. Then, interest related to BPJS Employment attracts public interest in the BPU sector as well as through outreach regarding the benefits obtained from the BPJS Employment program, so that people feel more interested and can easily interact directly with communicators from BPJS Employment.

The next step is desire, where BPJS Employment, in carrying out a communication strategy to socialization participants, explains that by paying a fee that is not that large, you will still get great protection. Then the decision, namely the decision of the prospective participant because it is influenced by things that support the effectiveness of the interpersonal communication process, apart from the benefits offered by BPJS Employment clearly helping to protect against work risks that may occur. Meanwhile, action is related to easy access to registration which is carried out by visiting the BPJS Employment Office directly, as well as providing services by registering online via the website. Through the implementation of interpersonal communication using the AIDDA method, it can certainly make it easier for shield agents to carry out outreach and education to potential participants. The role of Shield Agents as Employment Social Security Agents can function optimally with their interpersonal communication skills.

This research is supported by research conducted Wahyudi & Mahyuzar (2018) research results that The communication strategy used by BPJS Employment Banda Aceh branch is effective, because it fulfills the five elements of AIDDA theory, namely Attention, Interest, Desire, Decision and Action.

Several previous researchers did this Nurrachmah (2024), Fauziah, Leste (2022) And Larasati et al., (2022) research result that effective communication strategies can help individuals build effective interpersonal relationships, there are several communication strategies that are effective in building interpersonal relationships, using indicators outside of AIDDA, and this is what is novelty for this research.

From the background that has been described, the problem formulation in this research is: what is the interpersonal communication strategy of shield agents in expanding membership and analyzing whether or not the interpersonal communication strategy is effective in the process of expanding membership in BPJS Employment. Where the expected goals of this research to analyze the effectiveness of shield agents' interpersonal strategies, as well as to analyze whether or not the implementation of interpersonal strategies is effective with using the AIDDA method, namely *Attention* (attention), Interest (interest), Desire (Desire), Decision (Decision) and Action (action or activity). The existence of this research can provide theoretical benefits, namely increasing insight, knowledge and developing knowledge regarding the importance of interpersonal communication strategies in increasing the number of participants. Apart from that, it can be a comparison or reference for previous researchers related to communication science.

2. Materials and Methods

2.1 Literature Review

a. AIDDA theory

AIDDA theory is one of the theories of effective communication put forward by Wilbur Schramm. AIDDA is an acronym for the words awareness, attention, desire, decision and action. What this means is the communication process that occurs where the communicator tries to raise awareness of the communicant. When awareness has emerged, the communicator also tries to create interest in the communicant with the aim of making the communicant want to take a decision which is the highest level or desire for attention. Furthermore, after a decision is taken, it will lead to implementation or action. (Effendy, 2021).

The AIDDA communication strategy model is a communication strategy model that is linear and simple to implement. AIDDA is a continuation of attention which is the starting point for the emergence of desire (Desire) to carry out an activity that is expected by the communicator. But if only desire arises in the communicant, then the communicator cannot be said to be successful. Therefore, it must be continued with a decision (Decision), namely the final decision to take action (Action) as expected from the communicator.

The AIDDA theory (Attention, Interest, Desire, Decision, Action) is a response hierarchy model that is quite popular for marketers as a guide in carrying out marketing activities. This theory, as a promotional tool, must attract attention, gain and encourage interest, desires, decisions, and produce action.

AIDDA needs to be applied in communication, because communication is a process of sending messages or symbols that contain meaning from a communicator to a communicant with a specific purpose. So in communication there is a process in which each process contains meaning which depends on the understanding and perception of the communicant. Therefore, communication will be effective and communication goals will be achieved if each actor involved in it has the same perception of symbols.

b. Communication

Communication is one of the most important interaction activities in all aspects of human life. Communication is like the lifeblood of human social life. All human activities begin with communication. Communication is what binds the unity of the organization. Communication also helps organizational members achieve individual and organizational goals, respond to and implement organizational changes, coordinate organizational activities, and play a role in almost all relevant organizational actions. Communication is a message conveyed to the communicant (recipient) from the communicator (source) through certain channels, either directly/indirectly, with the intention of having an impact/effect on the communicant in accordance with what the communicator desires. Which fulfills the 5 elements of who, says what, in which channel, to whom, with what effect. (Mas & Haris, 2020:11)

Communication means spreading or conveying information to other parties in order to gain the same understanding. To get the same understanding, in communicating information, a common ground of common ground must first be established. Therefore, effective communication will be formed by determining the meaning of communication (Wursanto, 2021:154)

Communication according to Hardjana (2020:15) is an activity where someone conveys a message via certain media to another person and after receiving the message then provides a response to the sender of the message. Basically, everyone needs communication as a form of assistance in order to collaborate smoothly with other people in any field. Interpersonal communication is an activity carried out in everyday life, which is a

way to convey and receive thoughts, information, and even emotions, the aim is to achieve the same understanding between the communicator and the communicant.

c. Interpersonal Communication

Interpersonal communication has a great influence in influencing other people, especially individuals. This is because usually the parties involved in the communication meet in person and do not use media when communicating the message. Interpersonal communication is communication that occurs between two or more people, which is usually not formally arranged. In interpersonal communication, each individual uses all elements of communication, meaning here is where there is a message sender and a message recipient. Communication is very important for all aspects of human life. With communication, individuals can express ideas, feelings, hopes and impressions to others. Communication not only promotes complete humanity, but also creates social relationships that are very necessary in the life of social groups (Rahmi, 2021:2).

Interpersonal communication accSitorus (2020:33) is a communication process that takes place between two or more people face to face where the sender can convey messages directly and the recipient can receive and respond directly. Interpersonal communication is an active activity, not a passive one. Interpersonal communication is not just communication from the sender to the recipient of the message, and vice versa, but reciprocal communication between the sender and recipient of the message. Interpersonal communication is not just a series of stimulus-response, stimulus-response, but a series of processes of mutual acceptance, transmission and delivery of responses that have been processed by each party. (Anam et al., 2022:3).

Interpersonal communication strategy is planning the delivery of messages through a combination of various communication elements such as frequency, formality, content and communication channels so that the messages conveyed are easily received and understood and can change attitudes or behavior in accordance with communication goals. Communication strategy is a combination of communication planning and communication management to achieve a goal. To achieve this goal, the communication strategy must be able to show how tactical operations must be carried out in the sense of the word.

Interpersonal communication is communication carried out between one individual and another, where communication can be done verbally (the giver of information speaks directly to the recipient of the message), written, namely communication carried out through media such as letters, memos and messages using electronic media. (Nainggolan et al., 2021:11).

Interpersonal communication strategies according to Effendy (2021:32) In essence, it is planning and management to achieve goals. But to achieve this goal, strategy does not function as a road map that shows direction, but must show operational tactics.

In carrying out a communication strategy, the entire communication process must be understood as a process of transforming messages between both parties. Both parties have an interest in this process and have knowledge that can be exchanged with each other, therefore the communication strategy must consider all parties involved in the communication process. (Burhan, 2021:62).

d. Shield Agent

The National Social Security System has been regulated in Law Number 40 of 2004, all Indonesian workers must be protected by a social security program. BPJS Employment as one of the Organizing Bodies appointed to provide protection to workers as regulated in Law Number 24 of 2011. So that all Indonesian workers, especially informal workers, can immediately gain access to social security, BPJS Employment has developed a strategic initiative by implementing the Social Security Agency system through the Indonesian Social Security Mobilization (Perisai) program.

Agents shield as an extension of BPJS of Employment to carry out the acquisition of participants who have not registered in the informal sector. Shield agents also conduct outreach regarding the benefits of the Program BPJS of Employment to BPJS Employment participants and always share updated information, for example regarding the BPJS Employment Program and benefits to prevent risks that may be faced by workers.

2.2 conceptual framework

Interpersonal/interpersonal communication is word of mouth communication that occurs in face-to-face interactions between several individuals. Interpersonal/interpersonal communication is considered the most effective in terms of efforts to change someone's attitude, behavior or opinion, because it is dialogical in nature, in the form of conversation. In this communication process, a communicator can find out the response of the communicant right away. Interpersonal/interpersonal communication is a process of interaction through the exchange of meaning carried out by two or more people using verbal and nonverbal language as the main medium.

Good interpersonal communication strategies can help increase understanding and awareness of potential participants regarding the benefits, requirements and procedures for BPJS Employment participation. Through clear and relevant communication, the BPJS Employment institution can explain the importance of having protection against risks at work and how this program can provide real benefits for the lives of participants and their families.

Effective interpersonal communication strategies can encourage active participation of participants in the BPJS Employment program. Good communication can explain how participants can contribute by paying contributions on time and following established procedures. Participants who feel clearly directed will tend to be more interested in actively participating in the program, which will ultimately increase the sustainability of this social security program.

Based on the importance of effectiveness in implementing the shield agent's interpersonal communication strategy at BPJS Employment, a conceptual framework model can be described which can be visualized in the image below:

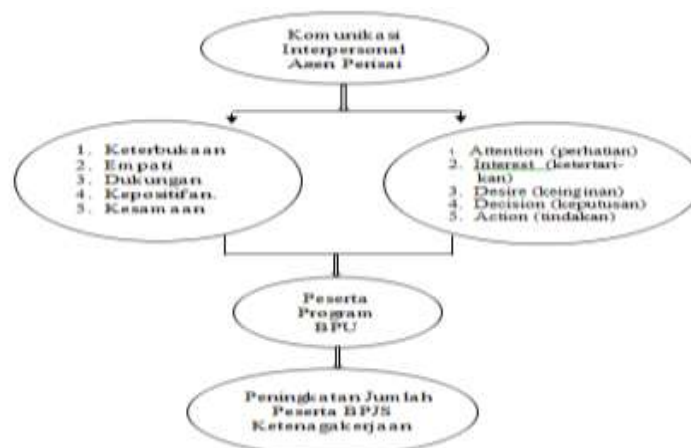


Figure 1. conceptual framework

2.3 Research Methods

This research uses a qualitative research method or is called a naturalistic research method because the research was carried out in natural conditions (natural setting), apart from that the data collected and the analysis is qualitative in nature. (Sugiyono, 2020:9). Qualitative research methods are defined as research methods based on the philosophy of postpositivism, which are used to research the conditions of natural objects, where the

researcher is the key instrument. The time used for conducting research is estimated to be approximately three months starting from September to November 2023.

The types and sources of data used in this research come from primary data and secondary data, where primary data is data directly obtained from interviews with several informants, namely Shield Agents, Special Representative Accounts (ARK) and Prospective BPJS Employment BPU Participants who know regarding the Shield agency program implemented by BPJS Employment Makassar Branch Office. Meanwhile, secondary data is data obtained from literature or literature, company archives that are related to this research to obtain theoretical materials.

Data collection techniques were obtained through direct observation or observations at BPJS Employment Makassar Branch, then interviews or interviews were conducted directly with internal employees including the Head of BPJS Employment Makassar Branch, membership staff (ARK) and prospective BPJS Employment Makassar Branch participants regarding the information. and data needed in this research.

The informants in this research were 5 BPJS Employment Shield Agents Makassar Branch, 3 Makassar Branch ARKs, and 5 BPU Candidate Participants who were randomly selected because they knew about agency work carried out by BPJS Employment Makassar Branch. Apart from that, the informants who will be interviewed will also be BPU participants who have been successfully registered by the shield agent and workers who have been educated but have not been successfully registered or are not yet interested in becoming participants. The data analysis technique uses steps, namely: Data Reduction, namely reducing data or summarizing, selecting the main things, focusing on the important things, looking for themes and patterns. In this way, the reduced data will provide a clearer picture, and make it easier for researchers to collect further data and search for it if necessary. Then data display is carried out, namely: displaying data through the presentation of the data, then the data is organized, arranged in a pattern of relationships, so that it will be easier to understand. By displaying data, it will be easier to understand what happened, plan further work based on what has been understood. Next, data description (explanation of results) was carried out, namely describing the creativity of the shield agent's interpersonal communication strategy.

3. Results and Discussion

3.1 Effectiveness of Interpersonal Communication Strategy using the AIDDA method

To be able to find out information regarding the success of an effective interpersonal communication strategy, interviews were conducted with a number of informants such as coaches, shield agents and prospective participants who were successfully and unsuccessfully registered by the shield agent. In connection with the description above, an analysis of the success of BPJS Employment in implementing communication strategies using AIDDA theory will be carried out, which is an approach used in understanding the decision-making process of BPU participants regarding BPJS Employment services. AIDDA is an abbreviation for Attention, Interest, Desire, Decision, and Action. For more details, it can be explained as follows:

a. Attention

Attention is attracting the audience's attention to BPJS Employment, attention can be done in ways such as creative advertising campaigns, use of social media, and participation in public events, so that people can recognize and be aware of the existence of BPJS Employment and the services offered to participants BPU. From the results of interviews conducted with shield managers and internal employees, it was found that in general BPJS Employment has given wholehearted attention when explaining the expansion of BPU membership to prospective participants, by emphasizing the importance of understanding the product and how to communicate effectively, building close relationships and providing explanations. as best as possible to get a positive response. Information is provided clearly and in detail, as well as opening a question and answer session to ensure everything is understood properly. Shield agents serve every

question and information access needs well, ensuring everything is conveyed clearly and in detail according to prospective participants' questions. Full attention and detailed service shows the dedication of shield agents in supporting the BPJS Employment program.

Then BPJS Employment shield agents also try to increase awareness and participation in the program in various ways. One method used is through symbolic handover, which not only strengthens the emotional connection but also provides recognition to the participant. This activity helps in building participants' trust and commitment to the social security program. With dedication and full attention from shield agents, prospective BPU participants feel more appreciated and better understand the importance of BPU participation in BPJS Employment, which ultimately contributes to increasing the number of registered BPU participants. Then, in terms of the shield agent's ability to capture information related to expanding membership, it is considered good because they have experience, apart from that there is a supervisory support mechanism to assist in ensuring that the informants are accepted and meet their needs.

What Shield does is that every month it holds the latest meeting to present it so that relevant information can be conveyed to prospective BPU BPJS Employment participants. Furthermore, Shield is also active by asking supervisors who are not understood via Whatsatt Group media if there is something they don't understand so that they can quickly and proactively, showing seriousness in resolving obstacles that arise in the field.

b. Interests

Interest in interpersonal communication strategies at BPJS Employment is one of the key factors that influences the effectiveness of interactions between various parties, both internal and external to the organization. With a strong interest in interpersonal communication, BPJS Employment employees can be more effective in building good relationships with participants, work partners and the general public. Based on the results of the interview, it can be concluded that the BPJS Employment shield agent's efforts in arousing the interest of the parties he communicates with regarding the expansion of BPU (Non-Wage Recipient) membership shows a quite effective and varied approach, where the shield agent uses brochures as the initial media in explaining the information, then contact participants again for more in-depth outreach and education. In addition, in the event of a claim, the shield requests that a dummy be created for symbolic submission as concrete evidence to the public, which aims to increase their trust and interest in the program.

Shield agents are considered to have made optimal interpersonal communication efforts, which do not only take a one-on-one approach, but also gather with related parties simultaneously for mass socialization. Efforts to symbolically submit claims, apart from being concrete evidence, are also an effective strategy in attracting more people to be interested and join the BPJS Employment membership program. This overall approach demonstrates the shield agent's commitment to expanding BPU membership in innovative and proactive ways.

c. Desire

Desire in implementing the BPJS Employment interpersonal communication strategy for BPU participants (non-wage earners) plays an important role in increasing participation and satisfaction of BPU participants. Desire includes the aspirations and hopes of BPU participants regarding the benefits and services provided by BPJS Employment. For this reason, an effective interpersonal communication strategy must be able to understand and respond to these desires in an empathetic and personal way. Based on the results of the interview, it can be concluded that the communication carried out by the BPJS Employment shield agent has proven to be effective in arousing the desire of prospective participants to understand more about the BPJS Employment BPU program and benefits, especially in terms of expanding BPU (non-wage earner) membership. From the interview results, it appears that experienced or senior shield agents

have better abilities in explaining the program, so they are able to influence and increase the understanding of potential participants. This success shows the importance of experience and communication skills in building awareness and interest in BPU BPJS Employment programs.

The shield agent's success in building a relationship of trust plays a key role in convincing the parties they communicate with to join as BPU BPJS Employment participants. However, with higher effectiveness, shield agents need to continue to improve their communication skills and increase their self-confidence so that information can be conveyed more clearly and convincingly so that the goal of expanding BPU membership can be achieved well.

d. Decision

BPJS Employment interpersonal communication strategy issues, decisions play an important role in forming effective relationships between the organization and stakeholders, such as program participants, companies and the wider community. The decisions made by BPJS Employment in its interpersonal communication strategy reflect its commitment to providing quality, transparent and trustworthy services to all stakeholders. Decisions in interpersonal communication strategies also involve evaluation of responses and feedback from stakeholders. BPJS Employment must be able to respond adaptively to changes in attitudes, needs and expectations of its audience. Therefore, it is necessary to carry out decision analysis in implementing personal communication strategies, by conducting interviews with a number of informants, namely shield coaches, shield agents and prospective participants who were (not) successfully registered by the shield agent.

As a result of the interviews that have been conducted, the conclusion is drawn that the communication carried out by the BPJS Employment Shield Agent has a significant influence on the decision or tendency of the parties who are communicated with to join in expanding BPU membership. This is in accordance with the informants' responses, who agreed that the agent's way of communicating can determine the level of interest of potential participants. Agents who are able to communicate effectively can make prospective BPU participants more interested in joining. The conclusion is that the quality and approach to communication carried out by Shield Agents greatly influences prospective participants' decisions in joining BPJS Employment, showing how important the role of communication is in this process.

e. Action(action)

Action or actions that reflect that someone supports the actions obtained from decisions made by shield agents at BPJS Employment. From the results of interviews with Shield agents who were informants in this research, it can be concluded that most of the parties they communicated with felt ready to make a decision after receiving information about the expansion of BPU membership from BPJS Employment Shield agents. With good communication skills, agents can convey information clearly and convincingly, answer questions appropriately, and reduce confusion and concerns that potential participants may have. This not only helps in recruiting more participants, but also ensures that BPU participants who join fully understand their rights and obligations. This is because the communication approach taken by the shield agent is effective. A personalized approach tailored to the conditions of prospective participants helps them feel more confident and ready to register.

3.2 Discussion

The AIDDA concept in the application of interpersonal communication strategies in the expansion of BPU BPJS Employment participants is seen from the attention aspect where through data analysis the results obtained are that internal BPJS Employment employees appear to have shown full and sincere attention when explaining the expansion of BPU membership (Non-Wage Recipients) to various parties. These efforts include

building emotional connections with BPU participants and demonstrating high awareness of the importance of social security. Shield agents emphasize the importance of understanding the product and how to communicate effectively, as well as building close relationships with potential participants, who have provided the best possible explanations to get a positive response, with clear and detailed information as well as opening a question and answer session to ensure everything is well understood. The services provided show the dedication of shield agents in supporting the BPJS Employment program. Furthermore, in data analysis it is known that BPJS Employment shield agents are also trying to increase awareness and participation in the program through various means. One method used is symbolic handover, which not only strengthens the emotional connection but also provides recognition to the participant. These activities help build participants' trust and commitment to the social security program, which is critical to the program's success. With dedication and full attention from shield agents, prospective BPU participants feel more appreciated and better understand the importance of BPU participation in BPJS Employment. This contributed to an increase in the number of registered BPU participants, because prospective participants felt supported and received clear and detailed information according to their needs. This dedication ensures that the BPJS Employment social security program continues to develop and be successful.

In terms of interest, through the application of interpersonal communication strategies to the expansion of BPJS Employment BPU participants, it shows that interest in the information conveyed by BPJS Employment shield agents regarding BPU benefits and programs varies among informants. It is important for BPJS Employment shield agents to improve the quality of education and socialization of the BPU program with a personal and empathetic approach. Identifying potential participants' individual concerns and needs can help design more effective interpersonal communication strategies. Overcoming bad experiences with insurance through transparent explanations of the differences in BPU programs can increase participant trust and loyalty. Furthermore, it can be said that the success of the Perisai agent in attracting the interest of potential participants reflects the effectiveness of its communication strategy in providing information and convincing potential participants about the benefits of becoming a member of BPJS Employment. With a persuasive and educational approach, shield agents are able to instill strong understanding and trust, increasing BPU participation in the BPJS Employment program. This shows the good role of Perisai agents in expanding participation and making this topic relevant and interesting to the public.

Furthermore, in terms of the interest (desire) factor, the findings in this research indicate that the communication carried out by the BPJS Employment shield agent has proven to be very effective in arousing the interest of prospective BPJS Employment BPU participants to understand the programs and benefits of the BPJS Employment BPU, especially in terms of expansion. BPU membership. In addition, this research shows that experienced shield agents have better abilities in explaining the BPU program, thereby increasing the understanding of potential participants. This success highlights the importance of experience and communication skills in building awareness and interest in BPJS Employment programs. Therefore shield agents require further training and skill development to achieve the same level of effectiveness as shield agents. Apart from that, high curiosity about the latest programs and information from BPJS Employment also plays an important role in attracting the attention of potential participants. Shield agents who continue to follow the latest developments and information can convey relevant and up-to-date knowledge, thereby increasing the attraction and interest of potential participants in joining the BPU BPJS Employment program.

Then related to decisions through the application of interpersonal communication, after analyzing the data in this research, the application of interpersonal communication carried out by the BPJS Employment Shield Agent has an impact on the decision of prospective BPJS Employment BPU participants to join in expanding BPU membership. The

results of this research are in accordance with the informants' responses which show that the agent's way of communicating can influence the level of interest of potential participants. Communication that is persuasive and uses local regional languages makes it easier for potential participants to understand and makes participants feel more comfortable and connected. In this way, it will be easier for prospective participants to make the decision to join as BPJS Employment participants. In conclusion, the quality and approach to communication carried out by Shield Agents plays a very important role in influencing prospective participants' decisions to join BPJS Employment, emphasizing the important role of communication in this process.

Then, in the analysis of action data in this research, prospective participants who were successfully registered by the shield agent related to their decisions through interpersonal communication strategies showed that the readiness of the parties they communicated with in making decisions regarding the expansion of BPU membership from the BPJS Employment shield agent showed variations in responses. . Some potential participants did not appear fully ready to make a decision due to factors such as varying levels of understanding and awareness. This indicates the need for increased educational efforts to ensure all prospective participants have adequate information about the benefits of BPU membership. Selecting a shield agent who is competent and has good communication skills is the key to supporting increased participation more effectively. With the right approach and selecting a quality shield agent, it is hoped that more potential participants will feel ready to join the BPJS Employment program.

4. Conclusion

Based on the results of the analysis and research discussion that have been presented in the previous chapter, several conclusions will be drawn from the research results that the success of the BPJS Employment shield agent's interpersonal communication strategy in expanding BPU membership, analyzed through the AIDDA theory shows positive results even though there is room for improvement, the shield agent is able to attract attention and arouse interest through an emotional approach and intensive socialization. Apart from that, it is also effective in arousing the desire of prospective BPU participants to understand the program, as well as influencing the decision to join with persuasive communication that is easy to understand. However, this success is more visible among experienced agents, so ongoing training is required to ensure all agents have achieved optimal communication levels. The results of data analysis in this research indicate that BPJS Employment Makassar Branch Office needs to increase efforts in motivating Shield Agents to have good interpersonal communication skills. The existing strategy has not been carefully planned, support from coaches is not optimal and monitoring of the quality of agent communication is still not in depth. Apart from that, feedback regarding the quality of agents' interpersonal communication has not been taken seriously, and management has not been responsive to the needs and challenges faced by agents. To achieve the goal of expanding the membership of Non-Wage Earners (BPU), better planning, concrete support, in-depth monitoring and higher responsiveness from BPJS Employment are needed. The suggestions in this research suggest that BPJS Employment provide structured and ongoing training to shield agents in improving their interpersonal communication skills. This is done by focusing on aspects of openness, persuasion and communication effectiveness in explaining the BPJS Employment program to prospective BPU participants. It is recommended to prepare a more mature strategic plan in implementing the shield agent's interpersonal communication strategy, so that it will help in ensuring that all aspects of the strategy can be considered properly. It is necessary for BPJS Employment to carry out continuous monitoring and evaluation of the implementation of interpersonal communication strategies for shield agents through regular monitoring and evaluation, which is expected by BPJS Employment to be able to identify po-

tential improvements, measure the effectiveness of strategies that have been implemented, and take corrective actions necessary to increase BPU participants. Apart from that, BPJS Employment should design a sustainable reward program for shield agents that consistently expands BPU membership. Ongoing reward programs may include bonuses, opportunities for career development, or public recognition of achievements.

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