

# Twitter Media Information Sharing on BPJS Kesehatan Services

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**Abstract:** Health services are one of the fundamental rights of the people whose provision must be administered by the Government as mandated in the 1945 Constitution. BPJS Kesehatan twitter account often finds various types of complaint tweets, questions, criticisms and suggestions every day from the public in submitting opinions, questions, confirmations and other information. This research tries to see how the role of Twitter BPJS Kesehatan as a medium for sharing information. The research method used in this study is a descriptive qualitative method that tries to describe BPJS Kesehatan's Twitter social media as a means of sharing information.

The results of this study illustrate the role of Twitter in BPJS Kesehatan including: (1) Promoting blog posting companies through company accounts (2) Communicating problems faced by the community in obtaining BPJS Kesehatan services (3) Building a reputation for BPJS Kesehatan services (4) Educational facilities to the public.

**Keywords:** Socialization, service, social media and information.

## I. INTRODUCTION

The development of information technology has an impact on various changes, both in the social, cultural, political and government policy order. Many sectors of government and public services use social media as a means of publication, socialization and information means. Social media today is not only a means of entertainment for the public but also a strategy for disseminating information to improve government development programs [1]. Twitter is one of the social media that is widely used by the public as a means of spreading and receiving information. Twitter in limited comments can be categorized as the core information of a post Twit uploaded on Twitter. Lots of comments on Twitter by certain accounts, popular or viral because followers allow people to comment, information that is trending, updating and or becoming viral news [2].

Since the emergence of Twitter as a social media platform in 2007, many Indonesians have used it as a means of information, publication and socialization. The latest data on twitter usage to date has increased significantly as reported by We Are Social, the number of Twitter users in Indonesia alone reaches 18.45 million in 2022, this number is equivalent to 4.23% of the total Twitter users in the world which reached 436 million. The number of Twitter users in Indonesia itself in 2022 has an increase of 31.3% this is higher than the previous year which was 14.05 million.

Twitter is considered more attractive to the Indonesian people because it is considered easier and simpler to represent their opinions in the form of tweets [3]. The Social Security Organizing Agency (BPJS) for health is one of the public service institutions that uses Twitter social media as a means of information and socialization. BPJS Kesehatan twitter account often finds various types of complaint tweets, questions, criticisms and suggestions every day from the public in submitting opinions, questions, confirmations and other information.

Health services are one of the fundamental rights of the community whose provision must be provided by the Government as mandated in the 1945 Constitution Article 28 H Paragraph (1) which reads "Everyone has the right to live a prosperous life born and mentally, to live, and to have a good and healthy living environment and the right to obtain health services" and Article 34 Paragraph (3) which reads "The State is responsible or the provision of proper health care facilities and public service facilities"[4]

## II. METODE

The research method used in this study is a descriptive qualitative method that tries to describe BPJS Kesehatan's Twitter social media as a means of sharing information. Qualitative method is an approach taken to find out the value of independent variable, either one or more variable [5]. Qualitative approach is a research procedure that generates descriptive data in the form of written or spoken words of people and observed behaviors [6]. The data collection technique used in this study was to use secondary data which is an indirect data collection through BPJS Kesehatan Twitter for the June-October 2022 period on @BPJSKesehatanRI accounts.

## III. RESULT AND DISCUSS

### A. Twitter and BPJS Kesehatan

Twitter has been established since April 19, 2007 in San Francisco and is one of the social media platforms with its number of users reaching 18.45 million in 2022 in Indonesia [7]. Twitter is a social media that focuses more on writing as the dissemination of information, in contrast to YouTube which focuses on audiovisual as a characteristic of spreading information. Twitter also makes it easier for its users to exchange information and gives users space to create and share ideas and information obtained.

BPJS Kesehatan is a Government program created with the aim of organizing national health insurance for all Indonesians. In its implementation, the BPJS program will never be separated from social media assistance. Where social media is a liaison between the BPJS program and the community, in which there is information that can make it easier for the public to know information about this BPJS Program. This BPJS program also has accounts on various social media platforms, such as on Instagram (@bpjskesehatan\_ri), Twitter (@BPJSKesehatanRI), Facebook (@BPJSKesehatan) and TikTok (@bpjskesehatan\_ri).

Twitter @BPJSKesehatanRI has been around since June 2013. This account is the official account of BPJS Kesehatan RI which was created with the aim of being a forum for complaints and information for the public. On the Twitter bio @BPJSKesehatanRI there is a call center number, which is 165 which serves for 24 hours. Currently, @BPJSKesehatanRI twitter account has 330,499 followers and 64 followers. For approximately 9 years of activity, @BPJSKesehatanRI Twitter account has posted 322,890 tweets and posted 4007 photos and videos.

In addition, @BPJSKesehatanRI Twitter account has also liked 246 posts on Twitter, both posts from similar official accounts such as the Central Statistics Agency's Twitter and people's personal Twitter accounts. Twitter @BPJSKesehatanRI also provides a Direct Message or DM feature. This DM serves to send direct messages of a private nature that are sent online. The use of these DMs is only visible to the sender and owner of that Twitter account. This feature certainly makes it very easy for people to send messages containing questions or others to BPJS Kesehatan RI personally.

Some BPJS Kesehatan users actively use social media to find information about BPJS Kesehatan programs and services. From August to September 2022, there were 83 tweets that were successfully traced on @BPJSKesehatanRI accounts. In the Twitter account, there are comments and retweets given by the public to the BPJS account. Based on the Twitter account @BPJSKesehatan in that period, the total number of public questions submitted through the comment section was 106 questions. These questions are the use of BPJS Kesehatan and the JKN Mobile application.

In every posts, Twitter @BPJSKesehatanRI always uses several hashtags such as #MobileJKN#, #BPJSKesehatanRI# #JKNKIS#BPJSkesMelayaniNegeri#, #DenganGotongRoyon gemuaTertolong#Initiative. The use of this hashtag aims to make it easier for people to find the topic they want. The content posted in this account is in the form of information about health services in Indonesia aimed at BPJS users. The BPJS Kesehatan Twitter Admin himself compiled 73 questions about BPJS Kesehatan and 33 questions about the JKN Mobile application.

The law explains that health insurance is carried out nationally with the aim of participants getting the rights and needs of protection as well as health in meeting health needs.

The BPJS Kesehatan program began to be socialized by the government on January 1, 2014. Seeing that BPJS Kesehatan users are increasing, in September 2021, for example, BPJS Kesehatan users reached 226.3 million people per 17 or around 83.5% of the total population in Indonesia (President Director of BPJS Kesehatan, 2021).

To achieve its goals, BPJS health requires media as a means of disseminating information and socialization to the public. Twitter is one of the social messiahs used by BPJS Kesehatan in addition to Instagram and FaceBook.

*Twitter as a Source of Information for BPJS Kesehatan*

Twitter social media used by government agencies as a tool for disseminating information in the BPJS Kesehatan program is considered effective. Because Twitter is one of the social media platforms to socialize its information quickly. Various information, both related to the BPJS Kesehatan program, membership, BPJS contributions and other things are widely informed through Twitter. This can be seen in Twitter users who have asked @BPJSKesehatanRI accounts. The public, especially BPJS Kesehatan participants, can get the information needed and get a direct response from the BPJS Kesehatan admin. The answer given by the BPJS Kesehatan admin is a form of effort to provide the information needed so that the public obtains an accurate and valid explanation. To maintain the privacy of participants and clarity of information directly, BPJS Kesehatan also provides special services for PANDAWA with the aim that the community can immediately get solutions to the information and problems faced.

From the information provided by BPJS Kesehatan on its Twitter, there were several dissatisfied statements submitted by the public, especially regarding the response that was considered too long. The inhibiting factor is that in answering crucial questions, twitter admins must first coordinate with the relevant service divisions. There are several questions from the public submitted via Twitter including those classified as in table 1.

Table 1. Bpjs Kesehatan Twitter Information Classification

Description	Classification of Question	Classification of Answers
Terms of registration BPJS Kesehatan	Register without a Family Card. Using NIK for treatment. Activate the phone number for new memberships. Newborn registration	Registration is mandatory using a Family Card. NIK/Card/Account on JKN. Phone number change. The baby must be registered no later than 28 days from birth
Recipients of contribution assistance (PBI) BPJS Kesehatan	PBI BPJS can be used outside the region Activating PBI BPJS Changing independent membership to PBI	Served with the provision of a maximum of 3 visits. Can apply through the local Social Service Office by attaching an KTP, KK and Certificate of Incapacity
BPJS Billing	The deterrent of BPJS bills whose status has been paid off. BPJS bills that do not	Can see the membership status check through the Care Center / WhatsApp Assistant JKN / Mobile

	match the income. BPJS bill calculation	JKN. Can apply for PBI participation through the local Social Service Office. Must pay BPJS bills after being officially registered as membership
Addition and subtraction of Members	Trouble adding, removing a family that has a different Family Card	Be informed in advance of the type of participation. Family member data updates can be through Administration Services via Whatsapp on weekdays and during operating hours

One of the questions that often arises on Twitter is about the membership offered by BPJS Kesehatan is PBI membership. PBI membership (Recipients of Contribution Assistance) is a program provided by BPJS Kesehatan for people who have low incomes and below-average economic levels, the assistance provided is in the form of contributions so that people no longer need to pay BPJS Kesehatan bills because the bills have been charged and paid by the government. In contrast to independent membership, where the bill fee is distributed to each individual. The public can change the status by submitting the necessary files (KTP, KK, Certificate of Incapacity) to the Local Social Service Office. Therefore, people with low incomes or below-average economic levels can switch to membership of this PBI.

People with PBI membership status will automatically be seen paid off on the BPJS Kesehatan account, because the contributions that must be paid have been borne by the government, in contrast to independent membership which must pay it regularly every month through payment methods that have been set by BPJS Kesehatan. Especially for independent membership, BPJS Kesehatan contributions are calculated from the first day of community registration to BPJS membership. Then, if the public wants to update the data on BPJS Kesehatan, they can make the update through the PANDAWA service that has been provided by BPJS Kesehatan.

Another question that is often asked by the public is about the inactivity of BPJS Kesehatan accounts. This happens, due to changes in membership status, such as from independent membership to PBI or vice versa. Dues that are not paid within a certain period of time are also a question that is often asked by the public, because the BPJS Kesehatan account is automatically deactivated. To change their status to become active again, people must re-submit files such as when they want to register for BPJS Kesehatan for the first time to the local Social Service Office.

*B. Twitter as a media sharing information BPJS Kesehatan*

Information and communication are very important in a relationship between government and society. Because through this information and communication, decisions, policies, programs, and program implementation by the government that have a very broad impact on the community

can be known and if necessary, it is hoped that there will be community involvement [8]. Through BPJS Kesehatan's Twitter social media, the Government intensively and consistently provides services and information to the public as users. Services related to procedures and procedures for registering, required documents, membership, amount of contributions, health facilities obtained and other information and problems that are often encountered by the community.

The dissemination of information and public services using Twitter has several advantages, including that the information conveyed is quickly spread, reaches many users, is easy to use, and many people in Malang use it. Twitter is one of the social media that has always been stable in its usage features. In Twitter, if a user wants to upload something on their timeline, writing or characters will suffice. So that the data sent to the Twitter database is only a small amount, which is what causes the information to spread quickly. This is in accordance with the advantages of Twitter said by Putra [9] that the excess of Twitter information and communication occurs very quickly (updates).

Twitter can be used as a medium for sharing information at BPJS Kesehatan which functions as a means of publishing information. Twitter functions at BPJS Kesehatan include: (1) Promoting blog posting companies through company accounts (2) Communicating problems faced by the community in obtaining BPJS Kesehatan services (3) Building a reputation for BPJS Kesehatan (4) Educational facilities to the public.

As a medium for sharing information of BPJS Kesehatan, there are three communication patterns that can be utilized through Twitter, namely: (1) Twitter communication pattern, this communication pattern is a communication pattern that is not interactive, because BPJS Kesehatan only conveys information (2) Broker Communication Pattern, which is a pattern where BPJS Kesehatan can forward information without being able to answer questions from followers (3) Dialogical communication pattern where BPJS Kesehatan and the user community can interact, and can answer every question from followers. The dialogical communication pattern positions BPJS Kesehatan and the user community in the same position so that both BPJS and the community support each other, respect each other so that there are no significant communication barriers in obtaining and socializing information.

IV. CONCLUSSION

Twitter is one of the media platforms for sharing information from BPJS Kesehatan. There are many questions asked by the public on the BPJS Kesehatan Twitter account including the conditions needed to register for BPJS, questions about BPJS Kesehatan PBI, questions about bills and the problem of inactive BPJS accounts. Twitter can be used as a medium for sharing information at BPJS Kesehatan which functions as a means of publishing information.

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(2) Communicating problems faced by the community in obtaining BPJS Kesehatan services (3) Building a reputation for BPJS Kesehatan (4) Educational facilities to the public. As a medium for sharing information about BPJS Kesehatan, there are (1) Twitter communication patterns (2) Broker Communication Patterns (3) Interactive communication patterns where BPJS Kesehatan and the user community can interact, and can answer any questions from followers.

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