SKILLS THAT INFLUENCE THE SUCCESS OF MARKETING AT THE SOCIAL SECURITY ADMINISTRATION OF EMPLOYMENT (BPJS KETENAGAKERJAAN)

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ABSTRACT

The Importance of marketing makes marketing strategy a crucial aspect that needs attention. Various marketing strategies need to be implemented, one of which is through the sales force. BPJS Ketenagakerjaan requires a sales force to provide information and increase participation in BPJS Ketenagakerjaan. To enhance the addition of social security employment participants, a membership team needs human resource skills, namely soft skills and hard skills. The purpose of this research is to determine the skills that influence the success of the BPJS Ketenagakerjaan membership team. The research method used is a case study method with a qualitative approach through the sales forces productivity program. The results show that BPJS Ketenagakerjaan identifies resources that influence the success of marketing through the salesforce, namely 3 basic mentalities, 4 interpersonal skills, and 5 practical abilities, known as the DNA 345 Salesforce Success Factors. Mentalities include resilience, adaptability, and coherence. Interpersonal skills encompass approaching, influencing, conveying ideas, negotiating, and empathetic listening. Practical abilities include market analysis, building networks, product marketing, customer retention, and problem-solving. The Sales Force Productivity Program improves the performance of the salesforce in the marketing strategy of BPJS Ketenagakerjaan.

KEYWORDS
BPJS Ketenagakerjaan, Marketing, Sales Force

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INTRODUCTION

The state has an obligation to protect the economy of the community when facing social situations. This aligns with the financial capabilities of the state, including in the context of social security. BPJS Ketenagakerjaan is one of the social security organizing agencies for workers from the Indonesian government. BPJS Ketenagakerjaan administers five (5) social security programs: Employment Injury Insurance Program (EII), Death Benefit Program (DB), Old-Age Benefit Program (OAB), Pension Benefit Program (PB), and Unemployment Insurance Program (UI) (Sinuhaji & Novita, 2022).

The importance of marketing at BPJS Ketenagakerjaan serves as a form of communication with the public to attract them to become participants of BPJS Ketenagakerjaan. Thus, marketing function at BPJS Ketenagakerjaan is one of the activities carried out by the company to provide information and recruit new members (Sekianti & Saepullah, 2023). All workers in Indonesia and foreign workers working in Indonesia for six months are obliged to register as members of BPJS Ketenagakerjaan. This is to provide social security and insurance to prevent uncontrollable situations for these workers. There are two types of memberships in BPJS Ketenagakerjaan, namely wage earners and non-wage earners (Atmaja, 2021; Fadli, 2021).

One marketing strategy that BPJS Ketenagakerjaan can implement is the use of a sales force, a strategy to directly offer the product to the public and recruit new participants to become members (Restia & Zulfiningrum, 2022). A membership personnel is responsible for marketing existing products or services and offering them directly to their target market (Yudha et al., 2017). Sales force must pay significant attention to customer communication to increase the number of employment social security member. The ability of the company to successfully manage all marketing-related resources will help it achieve its goals. To improve marketing, a sales force needs skills. Skills are used to describe the technical talents of a candidate, such as their proficiency in using tools, data processing, computer operation, or specific knowledge. Such abilities are known as hard skills or technical skills, which are skills originating from knowledge, practical abilities, or intelligence to perform something well; competence in doing something; expertise or skills that require specific training.

In addition to hard skills, companies also require employees to have soft skills. Zehr (1998) states that the shift from industrial economy to the information industry and office economy implies that current jobs emphasize integrity, communication, and flexibility. Intense competition in the industrial world requires employees who not only have hard skills but also soft skills. Based on this, it is expected that to manage the company optimally, reliable human resources are needed, and to obtain or produce reliable human resources, an appropriate human resource management process is also needed.
Based on research conducted by Kurniawan, (2014), it is stated that the higher the competency of the sales force, the more it will improve teamwork upline-downline. To enhance the competency of the sales force, a daily work plan is created, marketing strategies are developed, and field guidance is provided by more senior colleagues. In Husnita's research (2019), it is found that, partially, distributor partnerships and coaching affect the quality of the salesforce's work (Husnita, 2019). The distributor partnership aspect actualizes the assumption that the information received by the organization differs in terms of uncertainty. An organization must determine which members are more knowledgeable or experienced in dealing with important information obtained.

In contrast to previous research, the novelty in this study lies in analyzing the skills that influence the success of BPJS Ketenagakerjaan marketing through the salesforce. A salesperson plays a crucial role in achieving the company's goals, especially in marketing. Thus, this research aims to analyze key factors that influence the success of marketing through the salesforce at BPJS Ketenagakerjaan.

**RESEARCH METHOD**

This research employs a case study research method with a qualitative approach. Case studies focus on single or multiple cases studied in real-life, can explain cause-and-effect relationships by developing theory in the research design phase that depends on evidence sources, and generate theory generalization (Nur’aini, 2020). On the other hand, qualitative research is a study that examines the quality of relationships, activities, situations, or various materials. This means that qualitative research emphasizes holistic descriptions, which can provide detailed explanations of the activities or situations that are taking place rather than comparing the effects of specific treatments or describing the attitudes or behaviors of people (Fadli, 2021).

**RESULT AND DISCUSSION**

Social security for workers is enshrined in regulations created by the government. The government highly appreciates the workforce in Indonesia by facilitating social security for them, specifically in the form of the employment social security program organized by the Employment Social Security Administration (BPJS Ketenagakerjaan) (Sutrisno, 2020). The Employment Social Security Administration (BPJS Ketenagakerjaan) is a public legal entity established through Law No. 24 of 2011 Concerning the Social Security Administration Agency with the aim of realizing the provision of guaranteed fulfillment of basic needs for every participant and/or their family members. The programs include security programs: Employment Injury Insurance Program (EII), Death Benefit Program (DB), Old-Age Benefit Program (OAB), Pension Benefit Program (PB), and Unemployment Insurance Program (UI) (Oktavia, 2022).

One of the functions in a business-oriented company is the marketing function, which is vital and strategic (Gamalael et al., 2022). According to Peter Drucker, the marketing objective is to understand customers so that products or services match their needs (Masdaini & Hemayani, 2022). Sales Force Automation
(SFA) aims to provide strong account management, save administrative time, and assist Sales Force in acquiring and retaining customers. The sales process is automatically stored gradually by the technology-based SFA system. SFA quickly became an industry standard for any business with a sales force.

One significant aspect of SFA is maximizing sales and focusing on customer service. According to Purwanti in Widiastomo & Achsa, (2021), the marketing improvement strategy has five parts that strengthen conditions: (1) market selection, (2) perception of the product, (3) limitations of internal resources, (4) experience, and (5) marketing capabilities. The marketing strategy used will influence consumer behavior and their decisions. Membership personnel face challenges in controlling and shaping consumer behavior correctly. The marketing strategy employed by membership personnel can be grouped based on the goals to be achieved (Irfaannumilah, 2017):

1. Customer Promotion: Aims to stimulate/encourage customers to buy using tools like coupons, offers, premiums, contests, lotteries, samples, loyalty programs, point-of-sale displays, discounts, and product placements.
2. Trade Promotion: Aims to encourage/stimulate wholesalers, retailers, exporters, and importers to trade goods/services from the sponsor. This promotion uses three approaches: Allowances and discounts, Advertising Cooperation, and Distributor marketing force training.
3. Sales-force Promotion: Aims to motivate the marketing fleet.
4. Business Promotion: Aims to get new customers, maintain contact with customers, introduce new products, sell more to existing customers, and educate customers.

Based on the above marketing strategies, one of the marketing strategies used by BPJS Ketenagakerjaan is through a sales force. The sales force is responsible for offering products directly and recruiting new participants (Restia & Zulfiningrum, 2022). The key factors influencing the success of marketing through the sales force by BPJS Ketenagakerjaan are three basic mentalities, four relational skills, and five practical abilities called DNA 345 Salesforce Success Factors.

a. Basic Mentalities

1) Toughness

Toughness is someone who is always strong in facing all problems. Schultz and Schultz (2020) explain that individuals with a high level of hardiness have an attitude that makes them more capable of resisting stress. Individuals with low hardiness have uncertainty about their ability to control situations. The marketing personnel of BPJS Ketenagakerjaan need to demonstrate toughness through a deep understanding of rules and policies, good communication skills, resilience in facing pressure, relationship-building skills, adaptability to changes, high integrity and work ethics, and understanding of technology, especially related to the Salesforce platform. This toughness is not only to achieve marketing targets but also to build a good reputation, maintain customer relationships, and contribute to the long-term success of the company in organizing the Employment Social Security Program in Indonesia.
2) Adaptive
Adaptive behavior is an individual's social and personal ability to adapt to norms or standards applicable in their environment, measured using a scale of adaptive behavior that includes aspects of communication, occupation, self-direction, socialization, and locomotion. Adaptive behavior is a key aspect needed by the sales force of BPJS Ketenagakerjaan, considering the rapidly changing environmental conditions. The ability to quickly adapt to various changes such as policies, technology, and customer needs. Thus, Salesforce with adaptive behavior adds value to BPJS Ketenagakerjaan and consumers. Based on the research conducted, Salesforce resources can participate in implementing changes in the digital era of BPJS Employment by understanding the required data. This data includes gender, age, and location of BPJS Ketenagakerjaan program users. The strategy employed is to delve deeper and analyze the job positions of customers. Understanding this will make it easier to obtain information. Another action taken is to use applications that facilitate participants in registering for existing programs.

3) Sequential
This sequential attitude is a way of doing work in an orderly manner. The sequential attitude is crucial in the role of the BPJS Ketenagakerjaan salesforce by providing a solid foundation for operational efficiency. This sequential attitude leads the BPJS Ketenagakerjaan salesforce to consistent performance and compliance with regulations. Based on interviews and observations, the implementation of orderliness in offering participation in the BPJS Ketenagakerjaan program is by initiating a good initial conversation with participants, listening attentively to participants' needs, explaining various policies that participants need to know (such as returns, product replacements, etc.), being able to address objections raised by consumers during the product offering process, and expressing gratitude.

b. Interpersonal Skills
These interpersonal skills are crucial, especially for the salesforce responsible for marketing BPJS Ketenagakerjaan, enabling them to attract as many potential participants as possible.

1) Approaching & Influencing Skills
   a) Capable of actively communicating with the team
   b) Possesses an adaptive and flexible attitude to create team synergy in completing tasks
   c) Can act as a role model within the team

2) Idea Presentation Skills
   a) Actively contributes ideas and suggestions
   b) Can present valid and up-to-date data for thorough elaboration
   c) Materializes commitment and collaboratively develops work plans
   d) Provides input for simplifying work processes

3) Negotiation Skills
a) Mastery of verbal and non-verbal communication
b) Ability to analyze problems and engage in problem-solving
c) Intelligent control of emotions
d) Creates a comfortable atmosphere for discussions

4) Empathetic Listening Skills
a) Patience in serving and responding to participant and stakeholder complaints
b) Ability to accept feedback and criticism, listening attentively
c) Can provide appropriate feedback after listening
d) Acts as a good listener to understand what the counterpart wants for consensus

c. Practical Abilities
1) Market Potential Analysis Skills
   Market potential is the ability of the market that can be developed through market size and the products sold (Sambuaga, 2022). With the ability to analyze market potential, the salesforce can also determine strategies for increasing BPJS Ketenagakerjaan participants.

2) Networking Skills
   Networking involves business collaboration, access, and relationships with third parties (other companies, financial institutions, other organizations) necessary for a company to operate effectively and efficiently (Irawan, 2020). The ability to create networks is an essential skill that the salesforce needs to have to easily increase BPJS Ketenagakerjaan participants.

3) Product Selling Skills
   Selling requires skills to make those who are not interested become interested in purchasing. Sales skills may come from talents inherent since birth, which are then honed through intuition, knowledge, and experience (Wahyudi et al., 2022).

4) Customer Retention Skills
   Building good relationships with customers helps businesses to continue to grow and survive in the long term (Febrianti & Beni, 2023). Thus, the salesforce must be able to build a good relationship with BPJS Ketenagakerjaan participants to retain them.

5) Problem-solving skills
   Problem-solving skills involve the ability to recognize and formulate problems, find solutions, and apply them to transform the current situation into the desired condition (Sunnah & Puspitadewi, 2014).

Based on the observations and interviews conducted, there are issues, one of which is that until now, BPJS TK Kota manages workers' social security benefits based on several government regulations. Local government policies have to be clarified due to support employment social security. In this regard, the problem-solving approach involves engaging diverse stakeholders to increase engagement and offer services. Besides assessments, BPJS TK will strive to align various regulations and improve coordination with relevant agencies. This is important to
protect workers. The importance of marketing in a company prompts companies to always have marketing strategies. One of the marketing strategies employed is the use of a sales force. Therefore, BPJS Ketenagakerjaan has implemented the Sales Force Productivity program, conducting various training and mentoring activities for the sales force's role in marketing.

CONCLUSION

BPJS Ketenagakerjaan provides skills to those influencing the success of the employment program's marketing known as DNA 345 Salesforce Success Factors. Three fundamental mindsets consisting of tough, adaptive, and systematic attitudes serve as the main foundation. Toughness requires the salesforce to demonstrate resilience in facing pressure, deep understanding of rules, and good communication skills. Adaptability is considered crucial in dealing with rapid environmental changes, including policies and technology. A systematic attitude forms the basis for operational efficiency and compliance with regulations. Additionally, four relationship skills involving the ability to approach and influence, skills in conveying ideas, negotiation skills, and empathetic listening skills, are identified as essential elements. Finally, practical skills such as market analysis, networking, product marketing, customer retention, and problem-solving become key components in achieving marketing success. BPJS Ketenagakerjaan applies this strategy through the Sales Force Productivity program, which includes training and mentoring to ensure that the sales force can effectively perform their roles in influencing the success of BPJS Ketenagakerjaan's marketing efforts.

REFERENCES


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