



INDONESIA DEVELOPMENT FORUM

INSPIRE • IMAGINE • INNOVATE



KNOWLEDGE
SECTOR INITIATIVE



Indonesia Development Forum 2017

Fighting Inequality for Better Growth

Jakarta, 9-10 August 2017





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Accelerating the Newly Implemented
National Social Security System in
Indonesia:

A Diffusion of Innovation Theory Perspective



Accelerating the Newly
Implemented National Social
Security System in Indonesia:
**A Diffusion of Innovation Theory
Perspective**

Winda Yunita

*Social Security:
Ways to Improve*

BACKGROUND

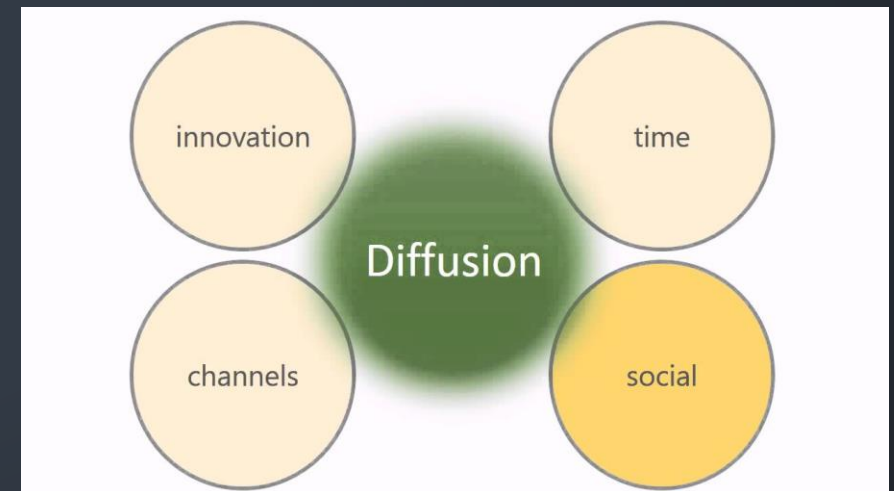
Critics & complaints



2019 Target



Diffusion of Innovation





OBJECTIVES

1

Adoption

2

Adoption
Factors

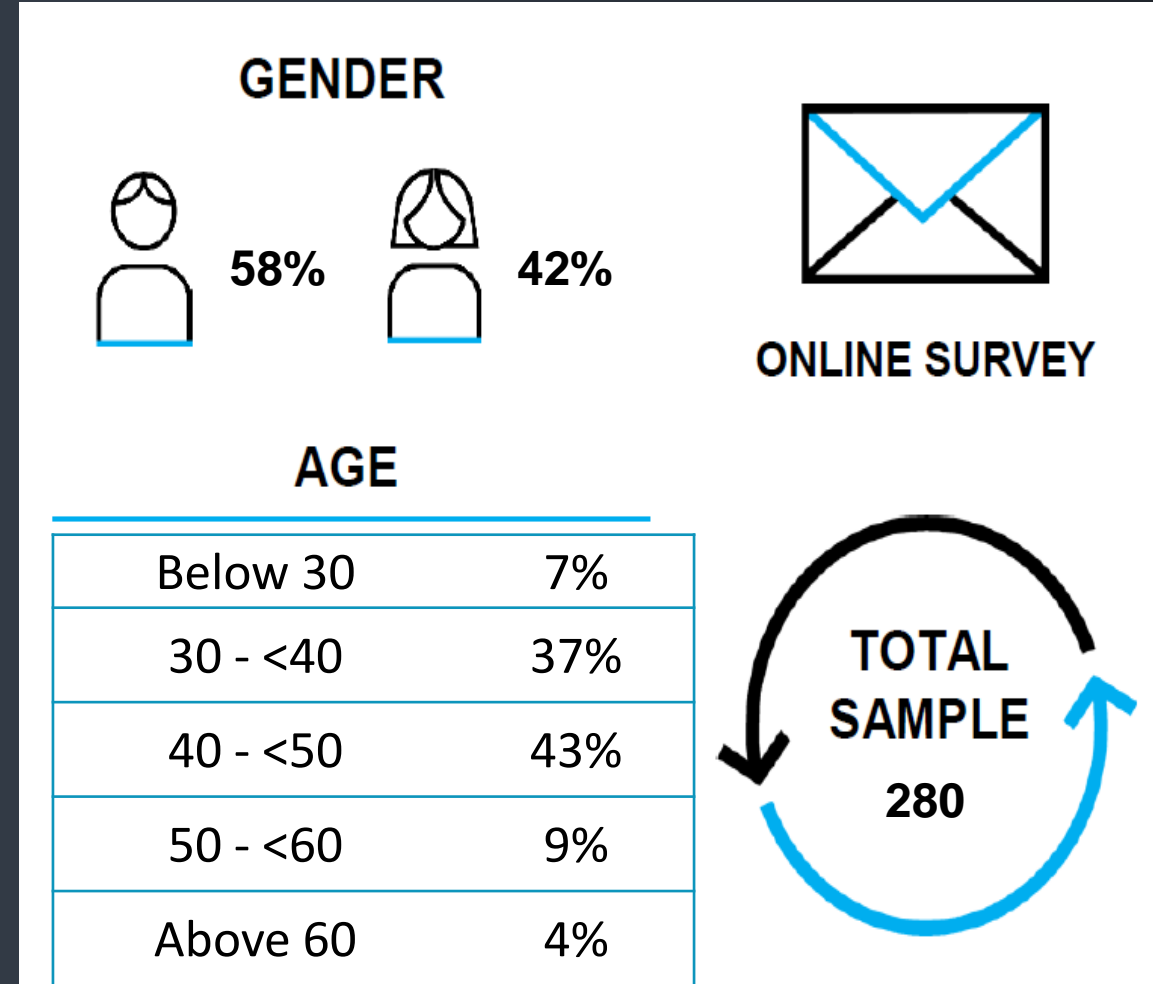
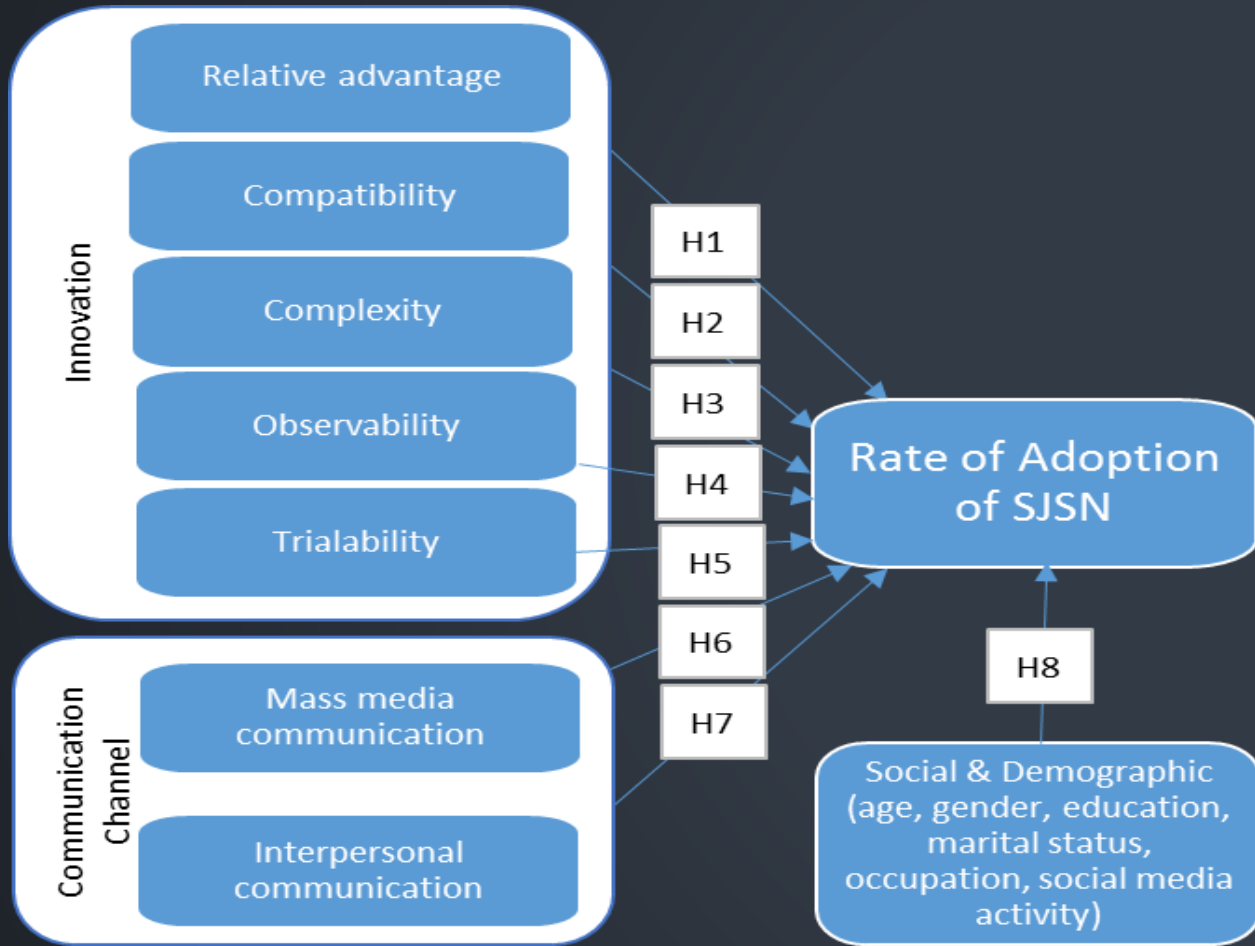
3

Communication
Media

4

Social &
Demographic

OPERATIONALIZATION





RESULT

Adoption Level

- Neutral
- BPJS Health > BPJS Employment



Adoption Factors

- + Observability, compatibility, relative advantage
- Complexity

Communication Media

- Interpersonal & mass media communication
- Traditional media > online media
- BPJS Call Centre ↓



Social & Demographic

- Socio demographic ≠ adoption
- Older, lower education ↑

RECOMMENDATION



Service Delivery

- Improve service, reduce complexity, while increasing number of participants
- Robust Customer Satisfaction survey



Call Center

Provide complete, accurate and fast information



Social Media Expert

To communicate program & increase enrollment



Communication Strategy

- Promote the relative advantage, accessibility/compatibility



Thank
You