

**ANALYSIS OF THE LOW CAUSE OF EMPLOYEE PARTICIPATION IN WORK IN
FORMAL WORKERS IN INDRAMAYU DISTRICT PRIVATE EDUCATION
INSTITUTION (QUALITATIVE STUDY AT VOCATIONAL
HIGH SCHOOL OF INDRAMAYU DISTRICT)**

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Abstract

Background: Social security workforce was a national program that must be followed by employer and workers across Indonesia. Constitution no 24 of 2011 launched a program BPJS employment in order to protect workers from the risk of death, pension time and accidents. However, in fact, a lot of workers have not registered yet BPJS employment mainly formal workers in the private educational institutions Indramayu. In Indramayu, there is 236 private schools but only two private schools that have registered. The aims are to analyze the causes of low participation BPJS Employment in the formal workers in the private education institution Indramayu district. **Subjects and Methods:** The research design was qualitative. The key informants were the head of Indramayu BPJS Labor and employment head, triangulation informants were the principal, chairman of the foundation, and private teachers remain. **Result:** The results showed that the problems causing the low membership of the BPJS Employment program have a link between policy implementation and the marketing mix. BPJS Employment Program will be carried out well if there is a commitment that must be built in terms of fulfilling human resources for socialization to the field, cooperation with labor agencies, supervision in accordance with policies, legal sanctions by local government, knowledge of workers towards the BPJS Employment program, understanding workers regarding contributions, improper promotions, knowing the distribution to the BPJS Employment service place. **Conclusion:** The low participation BPJS Employment in the formal workers in the private educational institutions Indramayu influenced by promotion and distribution product of Employment BPJS.

Keyword: Employment BPJS, Membership, Policy

