



CRITICAL DISCOURSE ANALYSIS OF BPJS KESEHATAN ADVERTISEMENT

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Abstract

The linguistic study of literature is no different from any other textual description. It is not a new branch of linguistics but the application of existing theories and methods. This study intends to determine how ideology is expressed in BPJS “Kesehatan” advertisements. This paper will analyze the four stages of social wrong occurred in the advertisements. By examining the four stages of social wrong in the text, the researcher can explain how the field of situation is being constructed. This paper also carries on some social theories and power by Foucault. The social theories reveal the irony of the advertisements. The study reveals that there is social gap in the advertisements. This research also offers the irony of the advertisements discussed by the social theories. The irony of the advertisement is about the target that felt by the marginalized people.

Keywords: social wrong, advertisement, BPJS Kesehatan, marginalization

Introduction

BPJS Kesehatan is one of the government programs in helping poor people in the health sector. *BPJS Kesehatan* itself is directly under the supervision of the Minister of Health and has the legal force stipulated in the legislation. Health BPJS itself is a Public Legal Entity that is directly responsible to the President and has the task of organizing National Health insurance for all Indonesian people, especially for Civil Servants, Recipients of Civil Servants and the TNI / POLRI, Veterans, Pioneer of Independence and their families and Business Entities others or ordinary people.

BPJS Kesehatan is a provider of social security programs in the health sector which is one of the five programs in the "National Social Security System" (SJSN), namely Health Insurance, Work Accident Insurance, Old Age Security, Pension Insurance, and Death Insurance as stated in Law Number 40 of 2004 concerning the National Social Security System.

BPJS Kesehatan together with *BPJS Ketenagakerjaan* (formerly known as Jamsostek) is a government program in the National Health Insurance Unity (JKN) which was inaugurated on December 31, 2013. *BPJS Kesehatan* began operating on January 1, 2014, while BPJS Employment began operating since January 1, 2014. July 1, 2014.

BPJS Kesehatan, as a program from the government, certainly has polemics or problems that they have. The polemics are spread among the community and social media. That is because this program must also be open to the people who are BPJS Health users themselves. Some problems faced by the government in running this *BPJS Kesehatan*. First, *BPJS Kesehatan*, which is a government program, still has a lot of debt. Expenditure that is greater than the income makes the government have to pour funds to cover the debt. This debt burden will be delegated to members of the BPJS Health who are Indonesian people themselves. Membership fees will be further increased.

In addition, it turns out that the Indonesian people have not all participated in the *BPJS Kesehatan*'s program. *BPJS Kesehatan* is intended primarily for people who are less able to help finance their health insurance. However, some Indonesian people who are classified as less capable sometimes do not understand the function and purpose of this *BPJS Kesehatan*. Some of those who understand also sometimes do naughty actions which register BPJS Health when they need it. After completing their use, they sometimes have delinquent payment of contributions that should be made. Some of these problems make *BPJS Kesehatan* more aggressively in advertising its relatively new program (JKN-KIS). *BPJS Kesehatan* seems to be starting to aggressively socialize the programs they make. They advertised several posters to socialize the program. Not only through the poster that was distributed but also the poster or the advertisement was displayed on their website.

This ad is the focus of this research. The writers see that the incessant *BPJS Kesehatan* publishes these advertisements must have a specific purpose. Therefore, the writers take one of the advertisements published by *BPJS Kesehatan*. The ad has the slogan "Spread Goodness from Ourselves" (*menularkan kebaikan dari diri kita*) and the main star of the ad is Ade Rai (an Indonesian bodybuilder athlete). From here, the writers will analyze what is actually delivered by this ad, what is implied in this ad, and who exactly is the target of the ad.

The Advertisement



Method

Structure analysis of advertisement using Professor Margareth Wetherelle's CDA pattern.

- a. Understanding the advertisements organisation
- b. Identifying the checklist:
 - i. What is the "picture" of the BJPS that the government what to build through this adv(s)?
 - ii. How do the government implement the idea trough the adv(s)?
 - iii. Who are the marginalised by this adv(s)?
 - iv. What are silenced in this adv(s)?
- c. Constructing the interwoven text
 - i. Valuing
 - ii. Representing
 - iii. Relating
 - iv. Identifying

Analysis

1. Stage 1 Analysis

The theme to be highlighted in the advertisement "BPJS Kesehatan" can be seen from the use of the phrase "Transmitting the Good from Ourselves" (*menularkan kebaikan dari diri kita*). *BPJS Kesehatan* together with the government clearly invited the community to register JKN-KIS for good things. Moreover, coupled with the words, "for millions of others", is clearly exposed that if we register JKN-KIS we can help other people in need besides us. In addition, the statement "transmit goodness from ourselves" made in bold and large size indicates a significant emphasis. That statement was indisputable and very inviting. The word "Goodness" is certainly sought after by many people in this world, everyone wants to do good to others and BPJS with a statement like that provides a forum for those who want to help others. The slogan used by BPJS "with mutual cooperation, all helped" also shows the local wisdom of Indonesian society, namely mutual cooperation. The slogan was repeated twice in the ad, of course this statement would attract sympathy and bring the reader to come along and be touched by his heart.

Then in the advertisement, BPJS revealed the benefits for JKN-KIS registrants with three benefits provided for the members. This is done seeing also how everyone wants to know clearly and clearly what benefits can be obtained if they become members of JKN-KIS. Then, the statement "transmit goodness" was emphasized again, but this time the BPJS reassured that they could be a forum for the community to do good with the word "easy".

Apparently, this ad text is not enough to read only through the sentences, but the combination with the picture also needs attention because it refers to the relation of the figure used in the ad. Why the figure of Ade Rai used will provide an explanation of the meaning of the sentences. In addition to the figure of the bodybuilder Ade Rai used in the advertisement image, there is a very prominent background behind the picture of Ade Rai like a white light shape. With the figure of Ade Rai who is also a bodybuilder athlete who naturally leads a healthy life plus

a background with lighting like that gives a prominent “Goodness” in this picture. Both are highlighted by the smile and light in the image. Then, what was also clearly visible was a picture of children, fathers old, people guiding bicycles and people sewing, representing people who could be helped by us by registering JKN-KIS at *BPJS Kesehatan*.

2. Stage 2 Analysis: Identifying the checklist

a. What is the “picture” of the BJPS that the government want to build through this ad?

The image wanted to develop by government though this ad is that BPJS can facilitate people to help other people providing themselves a health insurance, this can be seen from the phrase (*menularkan kebaikan dari diri kita untuk jutaan orang lain*) “transmit the goodness from ourselves to millions of others” as a take line that is printed large and significant in the ad. The ad also puts the emphasis on the words (*menularkan kebaikan dari diri kita*) “transmit goodness from ourselves” which is printed in bold indicating the priority of the image that the government wants to build is to help others.

The second point is also derived from the take line which is repeated twice in the poster (in pictures and text) the sentence is (*dengan gotong royong, semua tertolong*) “with mutual help, all helped”. In the first use of the take line, the word “all helped” is printed twice the size of the sentence “with mutual help”, implying the priority to be conveyed by the government through this advertisement is through BPJS all helped. It is as if he wants to underline the integral function of the government as a general guarantor of health insurance and consider the public as a secondary factor in BPJS.

b. How does the government implement the idea trough the ad?

1) Visual representation

The government wants to show that BPJS can cover health insurance in Indonesia. This is shown by Ade Rai’s presentation as a figure in which Indonesian people from various groups gather and enjoys health facilities. Ade Ray is a BPJS representation that nurtures and becomes a unifying forum for health insurance for all Indonesian people, in which all health insurance can be covered.

2) Word Representation

i. There is a section that writes that “being a JKN-KIS participant is one easy way to transmit goodness, both to yourself and millions of others”. This sentence implies that BPJS puts more attention on the social responsibility of the people to help each other than the heat issue. This ad encourages people or even forces people to invest in BPJS.

ii. Another point is that the three reasons why people should apply in this health insurance,

1. Protection: my family and I are protected when sick, especially with high-cost pain.

2. Sharing: my family and I can help the sick if I stay healthy.

3. Compliance: my family becomes an obedient citizen who carries out obligations according to Law Number 40 of 2004.

These three reasons indicate the invitation to become a member of BPJS, social responsibility as an Indonesian nation and the threat of compliance with the life of the nation and state. The three of them go hand in hand as a call for the public to use this health BPJS.

iii. At the end of this ad, there is also the phrase (*daftarkan diri dan keluarga anda menjadi peserta JKN-KIS dan bayar iuran tepat waktu*) "register yourself and your family become JKN-KIS participants and pay dues on time". The call to pay on time at the end of this sentence becomes one of the points that must be underlined because the focus of this advertisement is mutual help in payment of facilities and health services for all Indonesian people.

c. Who are the marginalized by this ad?

Understanding how BPJS Kesehatan works and its target audience helps the researcher to identify who is the group that is marginalized by the ad. The previous identifications of the checklist show expose what is presented through the ad and how that idea is manifested into the ad. The researchers argue in this part that the group that is marginalized by this ad are those who pay the BPJS Kesehatan tuition regularly, in this case, is the upper-middle-class people. This argument will be elaborated more in the stage 3 analyses below.

d. What is silenced in this ad?

What was left out, in this case, was that the hope of the government to impose BPJS bills on the upper-middle class. The presentation in the advertisement showed that the BPJS was represented by an Ade Ray in the way he dressed that showed his social class.

As a public figure, Ade Ray is known as an Indonesian bodybuilding athlete. In the ad, the way Ade Ray dressed showed his upper-middle-class social class, which was clearly only a handful of people who came from this class. Ade Ray's figure can also be seen as an idealized figure by the health BPJS to become a pilot figure for people who are visually marked by a muscular physique that according to presenters is too stereotypical. Healthy identification, in BPJS Kesehatan advertisements, can be described by activity rather than mere physical orientation, the presenters argue. This will avoid the misguided presentation of health that must be stocky, rather than healthy concepts based on healthy living habits.

3. Stage 3 Analysis: Constructing the interwoven text

This part of the analysis is going to expose the analysis of how the representation of the ad relate one to another and support the hypothesis made by the researchers. The elaboration of the analysis will be clustered using Wetherelle's model of Critical Discourse Analysis which are valuing, representing, relating and identifying.

The value that the government wants to highlight in the ad is that through BPJS, people can help each other to pay health insurance especially when it comes to the disease with the high-cost fee. This ad seems to depict that all layers of people, no exception, have to contribute to paying the health insurance. The thing that is silenced here is that the one who uses the BPJS Kesehatan the most is the lower class people which tend to pay less in their BPJS class (according to

government classification) and some cases exposed by Kompas said that the lower class people usually make their BPJS membership by the time they get the severe illness, so their debt alone in BPJS is not enough to pay their medical expenses. In other words, the government forces all layer of people, especially those who have a permanent work, or part of a civil servant which their health insurance (BPJS) has been automatically deducted from their salary to cover the expenses for those who are not, in this case, lower-middle-class people.

The relation that is the ad wants to show is the social relationships among the BPJS users. By using the word “*dengan gotong royong semua tertolong*” twice in the ad and emphasizing three functions of BPJS as so-called protection, sharing and compliance, especially the sharing one, the ad wants to place emphasis to how BPJS is so helpful in helping each other when it comes to health insurance.

Throughout this ad also the people are forced to apply all family members to this JKN-KIS as an implementation of the law, the constitution no 40, in 2004. This forceful action also found in the reminder in the end of the ad saying “register yourself and your family as JKN-KIS participants and pay dues on time” (*daftarkan diri dan keluarga anda menjadi peserta JKN-KIS dan bayar iuran tepat waktu*) highlighting all family members have to be a member or have to apply in this program which will affect to the cost that the settled family have to pay for the insurance and the reminder to pay it on time, as if the payment is usually late which if we analyze further this has something to do with the lower-middle-class people who the payment is done manually not automatically like the most of the upper-middle-class people with their permanent job.

BPJS Kesehatan advertisement constructs itself as official health insurance for all Indonesians. BPJS realizes that the prize for the health insurance that the government can afford is limited, so by promoting the local wisdom “*gotong royong*” (helping each other) in constructing the health insurance system, they want to emphases that they have made it easy for people to access a cheaper health services together through BPJS. What is not presented in the text is that the one which becomes the target of the regular payer is the upper-middle class to cover up the shortages that have not been paid by the lower middle class. It seems like the government that helps the lower middle people but in fact the regular payer of the BPJS, the upper-middle-class people that help those lower-middle-class people.

Conclusion

This part of the paper will show how the paper answers the previous hypothesis made by the researchers. There is three hypotheses made by the researchers at the beginning of this paper which are one, who is the audience targeted by BPJS ad?; two has the BPJS advertised represented the entire Indonesian community?; three, is advertisement recommending the objective of BPJS?

Relating to the target audience that the BPJS Kesehatan aims, this ad as it is an official advertisement for BPJS Kesehatan, we argue that it is targeting all Indonesia people to join the BPJS Kesehatan, there are a solicitation, invitation and a bit of a threatening tone in this ad. These three notions are fused into this ad showing the government authority toward its people.

Relating to the target audience that the BPJS wants to achieve, the initial hypothesis we made is that the advertisements are not representative, it does not represent the Indonesian community as a whole since Ade Ray is chosen as the model to represent those who pay health insurance tuition (both social class and physical appearance).

The conclusion that we can take in reading this ad using Wetherelle's model of Critical Discourse Analysis is that this ad does target the upper-middle-class people, not the whole Indonesian community. The ad is not representative of the whole Indonesia community because the government expects the upper-middle-class, the permanent workers who pay the health tuition regularly, to be moved and represented by the ad so that the aim of BPJS Kesehatan which is "*Dengan gotong royong semua tertolong*" "With mutual help all helped" can be achieved.

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