

ASSA Recognition Award

- 1.1 The ASSA Recognition was first introduced by the Employees Provident Fund (EPF) of Malaysia in 2015. The purpose of the Award is to recognise ASSA member organisations' achievements.
- 1.2 The criteria and categories for the ASSA Recognition Award are as follows.

No.	Categories of Recognition	Description of the Categories
1.	Innovation Recognition Award	Creation of an innovative technology, product or service which has led to improvements in services or products.
2.	Transformation Recognition Award	A practice that has resulted in improvement in the overall effectiveness, efficiency, and success of the organisation.
3.	Customer Service Recognition Award	Organisations that have implemented successful customer service strategies which are able to meet customers' expectations in terms of delivery and quality of service.
4.	Continuous Improvement Recognition Award	Organisations that are in a never-ending effort to expose and eliminate root causes of problems. It usually involves many incremental steps towards improvements rather than one overwhelming innovation.
5.	Strategic Communication Recognition Award	Organisations that have pushed the boundaries when it comes to their communications strategy in order to ensure they truly engage with their members using various communication channels.
6.	Information Technology Recognition Award	Organisations that run their business using effective and reliable technologies that are essential to drive efficiency and productivity, and improve organisational outcomes and performance.
7.	Insurance Coverage Recognition Award	Insurance and social security schemes that have developed their proposition with a clear focus on retirement, health and meeting members' needs.
8.	Financial Literacy Recognition Award	Organisations that have introduced and provide advisory services on financial literacy and retirement planning to address issues on adequacy of members' savings for retirement.
9.	Investment Governance Recognition Award	Organisations that have reflected specific issues relating to the management of funds of social security institutions' objectives, ranging from the investment of benefits provided and also addressing issues on the adequacy of the fund.

1.3 The write-up should include the following:

WRITE UP TEMPLATE

CATEGORY	:	Strategic Communication Recognition Award
ORGANISATION	:	BPJS Ketenagakerjaan
CONTACT PERSON	:	Deputy of Communication (Ms. Rosa Delima – rosa.delima@bpjsketenagakerjaan.go.id)
NAME OF PROJECT	:	“Kerja Keras Bebas Cemas” : A Grand Communication Campaign
OBJECTIVE AND NATURE OF PROJECT	:	Improving the quality of life and well-being of all Indonesian workers *Coverage: expanding the coverage of membership with the main target informal workers of Non-Wage Recipients and active participants of up to 70 million by 2026. *Trust: enhancing the quality of service to participants and prospective participants by providing high-standard quality service and gradually transitioning towards digital channels.
WHY IT SHOULD BE RECOGNISED	:	This Communication Grand Design is the first integrated strategy for institutional communication with the formulation of institutional goals and a defined value proposition. This Grand Design was designed with the primary purpose of delivering a diverse communication strategy to reach all job categories, particularly the segment of non-wage recipients/workers.
SUMMARY OF THE PROJECT	:	BPJS Ketenagakerjaan is a legal entity established by the Government of the Republic of Indonesia to administer five social security programs for the private sector workforce. These five programs are Employment Injury Security, Death Security, Old-Age Security, Pension Security, and Job Loss Security. The government of the Republic of Indonesia established BPJS Ketenagakerjaan as a legal entity to oversee five social security programs for employees in the private sector. These five programs are Employment Injury Security, Death Security, Old-Age Security, Pension Security, and Job Loss Security. In relation to this function, one of the most fundamental keywords is public service. When we talk about public service, one of the main topics (not only

in Indonesia) is how to expand the scope of the public services offered. Through Law Number 25 of 2009 concerning Public Services, the Government of the Republic of Indonesia states that public service is an activity carried out in order to fulfill the needs of goods, services, and administrative services for every citizen. From both explanations, it can be understood that public services are specifically intended for citizens or residents; in other words, these parties are customers or users who have expectations and must maintain a level of satisfaction. However, the crucial question is: how can citizens speak about satisfaction with public services if they have not yet been reached by public services, in this case, the social security coverage provided by BPJS Ketenagakerjaan?

In an effort to achieve effective and efficient information dissemination and education, BPJS Ketenagakerjaan has formulated a Communication Grand Design as the foundation for the implementation of BPJS Ketenagakerjaan's strategies. From a target perspective, this Grand Design focuses on educating workers in the informal sector of non-wage recipients. This step is not intended to "neglect" workers in the salaried sector, who are already reaching a saturation point in terms of their participation. Based on data from the Central Statistics Agency of the Republic of Indonesia for the year 2021, the Indonesian workforce is predominantly composed of non-wage recipients, accounting for 60%, and this trend has continued to show growth over the past three years. The same data also indicates that the agricultural, fisheries, trade, and transportation sectors are experiencing significant increases.

As a tangible manifestation of the concrete steps in formulating a strategic communication plan, the Communication Grand Design was launched on October 20, 2022, with the theme "Kerja Keras, Bebas Cemas", abbreviated as KKBC, or in English "Hard Work, Free from Worries". KKBC subsequently became the slogan for the entire extensive campaign of BPJS Ketenagakerjaan's programs throughout Indonesia, encompassing both above-the-line (physical and digital media) and below-the-line (personal approaches).

In its continuation, the Communication Grand Design began its implementation through a series of simultaneous focus group discussions held across all regions in Indonesia. These FGDs were conducted to gather input and insights as material to address three main challenges that could be identified from the outset. The first challenge lies in the diversity of worker segmentation, where the demographic coverage and employment sectors of non-salaried workers vary significantly. Different types of jobs possess distinct characteristics and income levels, necessitating diverse approaches.

The second challenge is related to the content and substance to be conveyed. The campaign's content and substance need to have a "common thread," or a unified message, that can be embraced by all non-wage recipients. Lastly, the challenge involves selecting channels to effectively reach different sectors. It cannot be denied that an initiative involving communication strategies utilizing above-the-line channels is a measurable investment in terms of efficiency and effectiveness. Hence, it is imperative to employ an inclusive approach, referred to as an overlapping strategy, in order to effectively convey and garner support for the content and campaign materials across several sectors, rather than limiting their impact to a single sector.

The next stage, based on the outcomes of the focus group discussions, is to develop a strategy that aligns with the findings and available resources. BPJS Ketenagakerjaan has adopted the following strategies, all of which are founded on the customer journey communication theory, which begins with awareness and progresses through loyalty and advocacy.



