



**Public Relations and Transformation of Social Security Health Services
Building Solid Community Relations**

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ABSTRACT

This study investigates the significant role of Public Relations (PR) in fostering community relations and enhancing the quality of healthcare services provided by social security providers in Sawahlunto, West Sumatra. The research specifically aims to analyze how PR practices impact community trust, awareness, and the accessibility of healthcare services in this historically significant mining region. Employing a qualitative approach, data were gathered through in-depth interviews with key informants, including PR professionals, local community leaders, and healthcare providers. The findings reveal that strategic PR initiatives not only raise public awareness of available health services but also encourage greater community involvement and foster stronger, more resilient relationships between stakeholders. The study concludes that PR is essential in addressing community concerns and promoting the utilization of healthcare services, ultimately leading to improved health outcomes. These insights underscore the vital importance of PR in the broader context of social security and healthcare delivery, especially within the unique challenges of the mining sector.

Keywords: Community, Healthcare Services, Mining, Public Relations, Social Security.

ABSTRAK

Penelitian ini mengeksplorasi peran penting Humas (PR) dalam membangun hubungan masyarakat dan meningkatkan kualitas pelayanan kesehatan yang diberikan oleh penyelenggara jaminan sosial di Sawahlunto, Sumatera Barat. Penelitian ini secara khusus bertujuan untuk menganalisis bagaimana praktik Humas memengaruhi kepercayaan publik, kesadaran, dan aksesibilitas terhadap layanan kesehatan di kawasan pertambangan yang bersejarah ini. Dengan pendekatan kualitatif, data dikumpulkan melalui wawancara mendalam dengan informan utama, termasuk profesional PR, pemimpin masyarakat setempat, dan penyedia layanan kesehatan. Hasil penelitian menunjukkan bahwa inisiatif strategis Humas tidak hanya meningkatkan kesadaran masyarakat akan layanan kesehatan yang tersedia, tetapi juga mendorong partisipasi masyarakat yang lebih besar dan memperkuat hubungan yang lebih erat dan tangguh antar pemangku kepentingan. Studi ini menyimpulkan bahwa peran Hubungan Masyarakat sangat penting dalam mengatasi kekhawatiran masyarakat dan mendorong penggunaan layanan kesehatan, yang pada akhirnya berkontribusi pada peningkatan hasil kesehatan. Temuan ini menggarisbawahi pentingnya

Humas dalam konteks jaminan sosial dan layanan kesehatan yang lebih luas, terutama dalam menghadapi tantangan unik di sektor pertambangan.

Kata kunci: Humas, Jaminan Sosial, Masyarakat, Pelayanan Kesehatan, Pertambangan.

INTRODUCTION

The city of Sawahlunto in West Sumatra is known as a mining city with a long history in the coal mining industry. The city faces a variety of health challenges, especially for miners who are often exposed to coal dust. This condition can lead to respiratory diseases, such as pneumoconiosis or black lung disease. In addition, hazardous chemicals used in the mining process increase the health risks of workers. This health challenge is exacerbated by the limitations of health facilities in Sawahlunto. Although there are several local clinics and hospitals, the medical equipment available is often inadequate to handle complex health conditions. Therefore, mine workers often have to be referred to hospitals in big cities like Padang, which requires additional time and costs¹.

BPJS Kesehatan as the provider of national health insurance has an important role in ensuring the welfare of mining workers. However, the implementation of these programs often faces challenges such as the accessibility of adequate health facilities and the convoluted claims bureaucracy². In this context, the role of Public Relations (PR) is important in building relationships with the mining worker community in Sawahlunto. PR helps spread information about BPJS programs and creates a better dialogue between the community and health care providers³.

This study uses a qualitative method with a case study approach. The data was obtained through in-depth interviews with 21 informants consisting of mining company management, BPJS Kesehatan PR staff, medical personnel, and mining workers in Sawahlunto. Informants are selected purposively based on their role in conflict management and community relationship building. The data analysis process is carried out with a thematic approach, identifying patterns that emerge from interviews and observations in the field⁴.

The results of the study show that PR plays a strategic role in disseminating clear and easy-to-understand information by the public regarding the BPJS Kesehatan program. However, the limitations of health facilities in Sawahlunto are still the main obstacle. Many mine workers have to travel long distances to get health services. In addition, the complicated and slow BPJS

¹ Delmira Syafrini and Reno Fernandes, “DAMPAK PERGESERAN KEBIJAKAN KOTA TAMBANG MENJADI KOTA WISATA TAMBANG BERBUDAYA PADA KEHIDUPAN SOSIAL EKONOMI MASYARAKAT DI KOTA SAWAHLUNTO,” *Jurnal Socius: Journal of Sociology Research and Education* 4, no. 2 (2018): 74, <https://doi.org/10.24036/scs.v4i2.23>.

² Ratna Ekawati and Nada Nurhalimah, “Kualitas Pelayanan Bagi Peserta BPJS Kesehatan Dan Non BPJS Kesehatan,” *Prosiding FRIMA (Festival Riset Ilmiah Manajemen Dan Akuntansi)*, 2022, <https://doi.org/10.55916/frima.v0i3.317>.

³ Farida Nurhasanah, Dindin Solahudin, and Abdul Aziz Ma’arif, “Kampanye Public Relations Tentang Sosialisasi Program Bayar Iuran Tepat Waktu,” *Jurnal Ilmu Hubungan Masyarakat*, 2020.

⁴ Charisma Gabriel Wilyatie, Muchamad Rizqi, and Edy Sudaryanto, “Peran Humas Dalam Mengatasi Keluhan Pelayanan Bpjs Di Rs Adi Husada Kapasari Surabaya,” *SEMAKOM: SEMINAR NASIONAL MAHASISWA KOMUNIKASI*, 2023.

Kesehatan claim process is also an obstacle in increasing public satisfaction with the services provided.

Although challenges still exist, especially in terms of accessibility and claims administration, PR efforts in building dialogue and trust with the mining community need to be continuously improved. With an effective communication strategy, PR can help overcome these obstacles and ensure that mine workers receive adequate health care.

The Role of BPJS Kesehatan in Ensuring the Welfare of Mining Workers. BPJS Kesehatan, as the main social security provider in Indonesia, has an important task in providing access to quality health services for all Indonesian people, including mining workers in Sawahlunto. The National Health Insurance Program (JKN) managed by BPJS Kesehatan aims to provide comprehensive health protection, ranging from preventive to curative services⁵.

However, although the program has been running for several years, its implementation in the field often faces various challenges. One of the problems that is often faced is the accessibility of health facilities. In Sawahlunto, the availability of adequate health facilities is one of the main obstacles. Mine workers who require intensive care or specialists often struggle to get quick access to such services, especially because local facilities are not always able to handle complex medical cases⁶.

In addition, bureaucracy in the BPJS Kesehatan claim process is also a challenge for mining workers. Long and convoluted administrative processes often lead to delays in medical treatment, which ultimately lowers patient satisfaction with the services provided. This is especially problematic when mine workers need medical care immediately after a work accident or when they suffer from illness due to exposure to coal dust⁷.

Public Relations and Community Relations Development. In this context, Public Relations (PR) has an important role in helping BPJS Kesehatan build good relationships with the community, especially mine workers and their families in Sawahlunto. PR is not only tasked with disseminating information about health programs provided by BPJS Kesehatan, but also to build trust and create a two-way dialogue between BPJS Kesehatan and the community⁸. One of the main roles of PR is to disseminate clear and timely information to the public regarding ways to access health services provided by BPJS Kesehatan⁹. Through well-planned communication campaigns, PR can help raise public awareness of their rights in the JKN program, as well as provide information on claims procedures that are often considered complicated by some people.

⁵ Octavia Fatma Nur Kusuma Dewi Sasongko, "Persepsi Masyarakat Atas Peran BPJS Kesehatan Sebagai Pemenuhan HAM Di Kecamatan Samarinda Ulu," *Nomos : Jurnal Penelitian Ilmu Hukum*, 2022, <https://doi.org/10.56393/nomos.v1i8.911>.

⁶ Hasrillah, "IMPLEMENTASI PELAYANAN KESEHATAN MASYARAKAT MELALUI PROGRAM BPJS KESEHATAN," *JAMI: Jurnal Ahli Muda Indonesia*, 2021, <https://doi.org/10.46510/jami.v2i2.64>.

⁷ Asep Hidayat, Imas Dela Menanda, and Laila Febriyuni Eka Putri, "ANALISIS PROSEDUR PENDAFTARAN BPJS KESEHATAN SECARA ONLINE SEBAGAI WUJUD TRANSFORMASI BIROKRASI DIGITAL DI INDONESIA," *Jurnal Dialektika: Jurnal Ilmu Sosial*, 2021, <https://doi.org/10.54783/dialektika.v19i3.14>.

⁸ C S Cendani and H Purnama, "Strategi Public Relations Dalam Menangani Hoaks Selama Pandemi Covid-19 (Studi Kasus Penanganan Hoaks BPJS Kesehatan Bandung Di Media Sosial)," *EProceedings* ..., 2021.

⁹ E K Astuti, "Peran BPJS Kesehatan Dalam Mewujudkan Hak Atas Pelayanan Kesehatan Bagi Warga Negara Indonesia," *JPeHI: Jurnal Penelitian Hukum Indonesia*, 2020.

In addition, PR also plays a role in building a positive image of BPJS Kesehatan in the eyes of the public. A good image is very important to ensure that the public has trust in the services provided by BPJS Kesehatan. With high trust, the public will be more motivated to actively participate in health programs, such as routine health checkups, vaccinations, and other disease prevention programs¹⁰.

PR also serves as a bridge between BPJS Kesehatan and other stakeholders, such as local governments, health service providers, and local community organizations. Through close cooperation with these parties, PR can help identify problems faced by the community, as well as design solutions that suit local needs. For example, PR can work with local healthcare providers to ensure that health facilities in Sawahlunto are continuously improved and improved, so as to provide better services for mine workers¹¹.

To achieve these goals, BPJS Kesehatan PR uses various communication strategies designed to build close relationships with the community in Sawahlunto. One strategy that is often used is community-based communication campaigns¹². This campaign involves social and health activities that directly involve the community, such as health seminars, free health checkups, and workshops on the importance of maintaining health in the work environment.

Through this community-based approach, BPJS Kesehatan not only provides information to the public, but also creates opportunities for the public to interact directly with health service providers and gain a better understanding of the services available. This direct interaction is crucial in building trust and ensuring that people feel heard and involved in their health-related decision-making process¹³.

In addition to community-based campaigns, BPJS Kesehatan PR also utilizes mass media and social media to disseminate information more widely. Mass media, such as television, radio, and local newspapers, are used to convey messages about the JKN program and health services provided by BPJS Kesehatan. Meanwhile, social media is used to reach younger and more tech-savvy generations, who may prefer to access information through digital platforms¹⁴.

The use of social media also allows BPJS Kesehatan to interact in real-time with the public, answer questions, and handle complaints that may arise. Quick responses to questions or complaints through social media can help strengthen the positive image of BPJS Kesehatan and

¹⁰ Deffrinica and Kikky Benediktha Vuspitasari, "PERAN BPJS KESEHATAN PADA PENINGKATAN KESEJAHTERAAN EKONOMI IBU HAMIL DI GOA BOMA," *Jurnal Borneo Akcaya*, 2020.

¹¹ Deffrinica, "PERAN BPJS KESEHATAN PADA PENINGKATAN KESEJAHTERAAN EKONOMI MASYARAKAT DI MONTERADO STUDI TERHADAP IBU HAMIL," *JURNAL BORNEO AKCAYA*, 2021, <https://doi.org/10.51266/borneoakcaya.v6i2.181>.

¹² Irawati Indrianingrum and Indah Puspitasari, "EVALUASI PROSES SISTEM RUJUKAN BADAN PENYELENGGARA JAMINAN KESEHATAN SOSIAL (BPJS) KESEHATAN DI FASILITAS KESEHATAN TINGKAT PERTAMA (FKTP) KABUPATEN JEPARA," *Jurnal Ilmu Keperawatan Dan Kebidanan*, 2021, <https://doi.org/10.26751/jikk.v12i1.930>.

¹³ Farida Nurhasanah, "Kampanye Public Relations Tentang Sosialisasi Program Bayar Iuran Tepat Waktu (Studi Deskriptif Kualitatif Pada Kampanye Public Relations Di Kantor BPJS Kesehatan Cabang Soreang)," *Reputation: Jurnal Hubungan Masyarakat*, 2020.

¹⁴ Lisa Amelia, "Analisis Kualitas Layanan Website BPJS Kesehatan Dengan Menggunakan Metode Webqual 4.0," *Jurnal Teknologi Sistem Informasi*, 2020, <https://doi.org/10.35957/jtsi.v1i2.515>.

increase the level of public satisfaction with the services provided. Challenges Faced by PR in Building Relationships with the Community. Although various efforts have been made by BPJS Kesehatan to build good relations with the community in Sawahlunto, there are still a number of challenges that need to be overcome¹⁵. One of the main challenges is the negative perception that still exists in some people regarding BPJS Kesehatan services. Some communities still feel that the services provided are inadequate, especially in terms of accessibility and speed of handling.

In addition, the lack of understanding of the claim procedure and rights owned by JKN participants is also an obstacle in increasing public participation. Although BPJS Kesehatan has tried to provide clear information, there are still many people who feel confused by the complicated administrative process. To overcome these challenges, BPJS Kesehatan PR needs to continue to improve communication and education efforts to the public. One way that can be done is by simplifying the information conveyed, so that it is easier for the general public to understand. In addition, there needs to be an increase in transparency and accountability, so that people feel that they are truly involved in the decision-making process related to their health¹⁶.

The role of Public Relations in building relationships with the community and improving the quality of health services in Sawahlunto City is very important. With an effective communication strategy, BPJS Kesehatan can increase public awareness, participation, and satisfaction with the health services provided. Although challenges remain, continuous efforts to improve relations with the community will have a long-term positive impact on the welfare of mine workers in Sawahlunto¹⁷.

This study reveals Public Relations (PR) activities in managing conflicts using conflict theory developed by Lewis A. Coser. This conflict theory provides an important perspective for understanding how PR can build Community Relations and manage conflicts in various sectors, including the insurance and mining industries. Coser's theory of social conflict helps explain how conflict can function as an element that strengthens social relationships when managed properly.

Previous Research, A number of studies have examined the relationship between Public Relations and Community Relations in the context of conflict management. One of the latest studies by Zike Martha (2024) in her dissertation examines how PR can be an effective mediator in managing conflicts between mining companies and local communities in Sawahlunto¹⁸. The study found that PR can increase public trust through a participatory approach that involves transparent two-way communication between companies and local communities. In addition, Zike

¹⁵ Sri Nurul Kur'aini et al., "Sosialisasi Pemanfaatan Layanan Mobile JKN BPJS Kesehatan Dalam Pelayanan Kesehatan Sebagai Upaya Peningkatan Kepesertaan BPJS Di RSO Prof. Dr. Soeharso Surakarta," *Genitri Jurnal Pengabdian Masyarakat Bidang Kesehatan*, 2023, <https://doi.org/10.36049/genitri.v2i1.90>.

¹⁶ Ryan Aldi Prasetyo and Safuan Safuan, "Efektivitas Penggunaan Aplikasi Mobile JKN Dalam Mengurangi Antrian," *Syntax Literate ; Jurnal Ilmiah Indonesia*, 2022, <https://doi.org/10.36418/syntax-literate.v7i2.6338>.

¹⁷ Verida Indri S and Muslikhah Dwihartanti, "Pelaksanaan Public Relations Dalam Sosialisasi," *Pelaksanaan Public Relations Dalam Sosialisasi PROGRAM JAMINAN SOSIAL KETENAGAKERJAAN DI KANTOR BPJS KETENAGAKERJAAN*, 2016.

¹⁸ Zike Martha, "Hubungan Masyarakat Dan Transformasi Layanan BPJS Kesehatan Dalam Membangun Hubungan Masyarakat Yang Solid," *Darotuna: Jurnal of Administrative Science* 5, no. 2 (2024): 249–65.

Martha also highlighted the important role of the local cultural approach in managing conflicts more effectively in the context of mining communities in Indonesia.

Research by Wahidin (2020) examines the transformation of Public Relations management at PT Adaro Indonesia, a coal mining company. This research shows that PR plays an important role in maintaining a company's positive image and building strong relationships with the local community. Wahidin revealed that the Community Relations approach implemented by Adaro PR has succeeded in strengthening the relationship between the company and the community through corporate social responsibility (CSR) programs designed to address environmental and social issues around the mining area¹⁹.

Syahputra (2018) discusses media relations strategies in the context of tin mining in Bangka Belitung. This study uses a qualitative approach and finds that conflicts of interest between companies, local governments, and local communities are often exacerbated by news framing in the media. The media plays an important role in shaping public opinion on mining-related environmental and social issues, so corporate PR is required to be more proactive in fostering relationships with the media to ensure that accurate and balanced information is conveyed to the public²⁰.

Sumartono (2010) in his research on the relationship of Community Relations between PT Indah Kiat Pulp & Paper Tbk and the Kragilan community in Serang, Banten, used a survey method with questionnaires. This study found that Community Relations contributes 99% in building positive relationships between companies and local communities, especially through CSR programs that focus on local infrastructure development and the welfare of the surrounding community²¹.

The theory of social conflict developed by Lewis A. Coser was first introduced in 1956. Coser argues that conflict is a natural and inevitable part of social interaction in society. Conflict is not always destructive, but it can be an important tool for strengthening social structures. This view is contrary to the traditional perspective that sees conflict as something that only causes destruction. In contrast, Coser argues that conflict can encourage positive change, especially if it is well managed within the existing social framework.

Coser (1955), distinguishes between two types of conflict, namely realistic and non-realistic conflicts. Realistic conflict occurs when there is dissatisfaction with a particular situation, usually involving clear and tangible interests. This type of conflict can arise from differences in goals, resources, or values that the parties involved want to achieve. For example, conflicts between workers and company management regarding wages are examples of realistic conflicts.

On the other hand, non-realistic conflicts arise from emotional factors or psychological needs that are not directly related to real goals, but rather to the release of tension or frustration.

¹⁹ Thalita Putri Widijanta, "Strategi Public Relations PT. Adaro Indonesia Dalam Mempertahankan Citra Positif Perusahaan," *Jurnal Pendidikan Tambusai* 3, no. 2 (2021): 6.

²⁰ Iswandi Syahputra, "Strategi Media Relations Perusahaan Pertambangan Timah Dan Agenda Setting Media Di Bangka Belitung," *Jurnal Kajian Komunikasi* 6, no. 1 (2018): 91, <https://doi.org/10.24198/jkk.v6i1.15233>.

²¹ Devita and Sumartono, "Hubungan Manfaat Kegiatan Community Relations Dengan Citra Perusahaan PT. Indah Kiat Pulp & Paper Tbk. Pada Masyarakat Kragilan Serang Banten," *Jurnal Komunikologi* 7, no. 2 (2010): 175–94.

These conflicts often have nothing to do with a specific identifiable problem, but with an underlying feeling, such as dissatisfaction or overflowing anxiety. According to Coser, these two types of conflicts can serve as a means to rebalance tensions within society, provided they are properly managed to achieve long-term stability .

Coser's theory highlights how conflict is not always destructive; Instead, conflicts can be a means to remedy social tensions and achieve long-term stability if managed properly. In the context of Public Relations, this theory is relevant for understanding how PR can play an important role in managing conflicts between companies and society, especially in industries that are often involved with environmental and social issues such as mining and insurance²².

Conflict management carries certain risks, especially in terms of economics and social. Companies and communities often face discomfort as a result of poorly managed conflicts. For example, a company may have to set aside a significant emergency fund to address unexpected risks. In addition, risks can result in concern and fear in the community, especially if no steps are taken to mitigate the risk.

To handle risk, there are several methods that can be used, including risk avoidance, loss control, risk retention, non-insurance transfers, and the use of insurance. Risk retention is often used by companies to reduce costs, but these risks must also be carefully monitored so as not to result in greater losses in the future.

PR plays an important role in managing conflicts between companies and society, especially in the mining industry. PR must be aware of various problems faced by companies and society, and be able to communicate effectively to encourage better cooperation. The main task of PR in conflict is to identify the causes of the conflict, find solutions, and prevent future recurrence of the conflict.

In this context, PR works closely with conflict management to maintain a positive image of the company and prevent the spread of negative information that can damage the company's reputation. PR skills in building relationships with local communities are also very important, especially in dealing with problems arising from company activities.

Community Relations is an important part of a PR strategy, especially in industries that are directly related to local communities, such as mining. Good Community Relations activities can help companies get support from the community and improve the company's image. In addition, Community Relations allows companies to be actively involved in solving social problems faced by the communities around their operational environment²³.

Iriantara (2019) revealed that the involvement of companies in youth activities or other social activities can help create closer relationships with the community. In addition, Community Relations can also be used to build trust and reduce potential conflicts with the community.

²² Khusniati Rofiah, "Dinamika Relasi Muhammadiyah Dan NU Dalam Perspektif Teori Konflik Fungsional Lewis A. Coser," *Kalam* 10, no. 2 (2017): 469, <https://doi.org/10.24042/klm.v10i2.10>.

²³ Ali Mursyid Azisi, "STUDI COMPARATIVE TEORI KONFLIK JOHAN GALTUNG DAN LEWIS A. COSER," *JURNAL YAQZHAN: Analisis Filsafat, Agama Dan Kemanusiaan*, 2021, <https://doi.org/10.24235/jy.v7i2.9178>.

In the context of Minangkabau local culture, Public Relations can function as a bridge between companies and the community. By understanding the prevailing local wisdom values, PR can build a more harmonious relationship with the local community. Minangkabau philosophies, such as "Alam Takambang Be Guru," provide a basis for companies to adopt an approach that respects the local environment and culture.

By using these local wisdom values, PR can help companies maintain a positive image and support the sustainability of relationships with the community. It is also relevant in the context of the mining industry in West Sumatra, where companies must consider the social and environmental impacts of their activities.

This research highlights the important role of Public Relations in managing conflicts and building relationships with the community through Community Relations. Lewis A. Coser's theory of conflict provides a useful framework for understanding how conflict can be managed constructively. In addition, this research also highlights the importance of understanding local wisdom and cultural values in building good relationships with the community. In practice, PR must be able to communicate well and identify solutions to conflicts that arise, while maintaining the company's image and ensuring that conflicts do not negatively impact the company's operations. With the right approach, PR can help companies overcome conflicts and build stronger and more sustainable relationships with society.

RESEARCH METHODS

This study uses a case study approach to uncover the relationship between Public Relations (PR) practices and community relations development in the context of mining conflicts in PT X Insurance, Salak Village, Sawahlunto, West Sumatra. This case study is considered relevant because it allows for in-depth research related to the problems faced by the company, as well as understanding the dynamics of the relationship between the company and the local community.

The approach used in this study is a qualitative approach, where the researcher acts as the main instrument in data collection. Data collection was carried out through in-depth interviews, direct observation, and document analysis. Informants are selected purposively, which means that only individuals who have direct involvement or in-depth knowledge of the conflict between the company and the community are interviewed²⁴.

To ensure the accuracy and validity of the data, the researcher conducted data triangulation, which is comparing information obtained from various sources, such as informants, company documents, and field notes. Confirmation is made multiple times to the informants to validate the results of the interviews, ensuring that the data collected is accurate and reflects the real conditions. Data analysis is carried out thematically, where important patterns and themes that emerge from the results of interviews and observations are identified and analyzed in depth.

The research was conducted at PT X Insurance which is engaged in coal mining services in Salak Village, Talawi District, Sawahlunto City, West Sumatra. PT X operates in an area of 100

²⁴ Rofiah, "Dinamika Relasi Muhammadiyah Dan NU Dalam Perspektif Teori Konflik Fungsional Lewis A. Coser."

Ha. The research began in January 2020 and data collection was carried out until March 2023. Researchers conduct observations, interviews, and analysis stages directly in the field to deepen the study, especially related to the role of PR in managing social conflicts in mining areas.

The informants in this study were selected using purposive techniques. The informants came from various relevant circles, including PT X Insurance management, PR staff, community leaders, and local government representatives. A total of 21 informants were involved in the study, including company officials, environmental activists, youth leaders, local residents, and journalists. The informants were selected based on the relevance of their roles in issues related to social conflict and the development of Community Relations.

This study uses two types of data sources, namely primary and secondary data. Primary data sources are obtained directly from interviews with local communities and related officials who are directly related to PR practices at PT X. Secondary data sources include documents and other supporting information that help enrich the researcher's understanding of the existing situation.

The data analysis process begins with reading all the data obtained in depth. Researchers code to identify relevant topics and then compile the data systematically. Data was obtained through interviews, field notes, and other materials related to PR and Community Relations practices. This study uses a semi-structured interview method to provide flexibility in understanding the informant's views on social issues that occur.

The analysis process was carried out continuously from the beginning to the end of the research, and the data was processed using a thematic approach to identify patterns and themes that emerged from interviews and observations. Researchers also verify findings by comparing data from various sources to ensure the validity of the research results.

This research is qualitative so it does not aim to produce generalizations. The focus of this research is limited to PT X insurance and the social context in Salak Village, Sawahlunto. One of the main challenges in data collection is the Covid-19 pandemic conditions, which forced researchers to collect data at night to avoid movement restrictions. Another limitation is that this research only covers one industry, namely coal mining, so the results cannot be directly applied to other industries. This research contributes to the understanding of how PR can play a role in building Community Relations in the mining sector in Indonesia.

The research is an active participant of BPJS Kesehatan. The majority of respondents are between 30 and 50 years old, with an average of more than 10 years of experience working in the mine. Most workers are the heads of families who are responsible for the welfare of their families, so their health is an important factor in maintaining the economic stability of the family. From the results of the interviews, many workers stated that they rely heavily on BPJS Kesehatan to get access to medical services, both for minor and more serious diseases.

RESULT AND DISSCUSSION

Perception of the Quality of Health Services

Most of the respondents showed a positive perception of the health services provided by BPJS Kesehatan. As many as 65% of respondents stated that they were quite satisfied with the services they received, especially in terms of the availability of basic medicines and the treatment of general health conditions. A miner who has worked for 15 years stated, "BPJS services here are quite good, especially for the treatment of minor diseases such as fever and flu. We don't have to spend extra money on basic medicines." However, there are also respondents who feel that services for more complex medical cases need to be improved.

As many as 20% of respondents stated that they were very satisfied, especially in terms of emergency medical services and handling of occupational injuries. One of the respondents, Suryadi (45 years old), said, When I had a work accident, BPJS immediately helped. The service was fast, and I didn't have to wait long to get emergency treatment." However, around 15% of respondents expressed dissatisfaction, especially related to the length of waiting times and limited medical facilities. Another respondent revealed, For more serious cases, we often have to be referred to Padang, and the process can take a long time.

Accessibility of Health Facilities

Limited access to health facilities in Sawahlunto is one of the main obstacles faced by mining workers. Many workers living in remote areas have to travel more than an hour to reach the nearest medical facility. One of the respondents, Fana (37 years old), said, The distance between my house and the clinic that collaborates with BPJS is quite far. Sometimes, if conditions are severe, this trip can be a big problem.

This condition is exacerbated by the limited number of clinics and hospitals that collaborate with BPJS in Sawahlunto. The referral process to a larger hospital in Padang is also a challenge for mine workers who need further medical care. One of the respondents added, "I have been injured and had to be referred to Padang. The process took a long time, and my condition became worse because I waited

BPJS Administrative Constraints

The BPJS Kesehatan administrative process is often an issue complained about by mining workers. Most respondents revealed that the BPJS claim procedure takes a long time and requires a lot of documents. Wawan (40 years old), a mining worker, complained, "The claim process is convoluted. Sometimes, even for emergency cases, we have to take care of a lot of paperwork first." The lack of coordination between BPJS and health service providers is also one of the main obstacles.

Another respondent expressed his frustration: "Sometimes, we have to repeatedly go to a health facility just to take care of one claim. This is very difficult for us who live in remote areas." This problem is exacerbated by a lack of socialization regarding BPJS claim procedures, which causes confusion among mine workers.

Competence of Medical Personnel

The quality and competence of medical personnel in Sawahlunto is also a concern in this study. Although most respondents were satisfied with the medical staff's services, some mine workers expressed concerns about the lack of experience of medical personnel in handling health cases often faced by mine workers, such as lung diseases due to exposure to coal dust. One of the respondents, Yanto (48 years old), stated, "Many of us suffer from respiratory problems due to mine dust, but the medical personnel here seem to be inexperienced in handling cases like this.

From interviews with several medical personnel, they are aware of this limitation. A medical worker admitted, "We need more training, especially in dealing with specific cases related to the health of mine workers. Our resources are limited, but we always try to give the best with what we have." The medical personnel also stated that improved training and medical facilities are urgently needed to deal with more complex health conditions in the mining sector.

Healthcare Innovation

Innovations in health services have begun to be implemented in Sawahlunto to improve the quality of BPJS Kesehatan services. One of the significant innovations is the introduction of telemedicine programs, which allow miners in remote locations to consult with specialists through remote communication technology. This program is very helpful in reducing the waiting time to get medical services and making it easier for mine workers who have difficulty reaching health facilities.

In addition, the use of information technology in the BPJS claim process has also begun to be implemented to speed up the administrative process and reduce bureaucracy. The system allows mine workers to submit claims online, which is expected to reduce the waiting time in the claim approval process.

To gain a deeper understanding of the obstacles faced by mining workers in obtaining health services from BPJS Kesehatan, this study conducted in-depth interviews with 20 resource persons, including hospital officials, BPJS Kesehatan officials, mining company managers, and mining workers. This qualitative approach is relevant to the theory put forward by Lewis A. Coser about realistic and unrealistic conflicts. In this case, the obstacles faced by mine workers in accessing BPJS services can be seen as a form of realistic conflict, where there is dissatisfaction with the access and quality of available health services.

The findings from the interviews indicate that there are coordination problems between BPJS Kesehatan and health service providers in Sawahlunto. The resource person highlighted that the lack of synergy in the referral and claims process often leads to delays in handling urgent medical cases. This condition worsens the situation for mine workers who need immediate medical care. In the context of Coser's theory, this situation can be described as a conflict caused by dissatisfaction stemming from a suboptimal service structure. These conflicts not only disrupt the physical well-being of workers, but also affect social stability within mining communities.

Quality of Health Services

The results of the data analysis show that the majority of mining workers are quite satisfied with the basic services provided by BPJS Kesehatan, especially related to the availability of basic medicines and the treatment of general conditions. As stated in the interview, a miner stated that, "BPJS services are adequate for the treatment of minor illnesses such as the flu, but for serious cases, local facilities are often unable to handle, so referrals to other cities are necessary." This reflects that despite satisfaction with basic services, limited facilities and long waiting times result in dissatisfaction in handling more complex medical cases.

Infrastructure and Competence of Medical Personnel

Most of the speakers also expressed the need to improve health infrastructure in Sawahlunto, especially in terms of medical equipment and medical personnel competence. This is in line with Coser's theory which states that conflict can arise when there is a difference between the needs of society and the ability of existing structures to meet them. Dissatisfaction with the quality of health care due to the lack of adequate medical equipment and limited training of medical personnel reflects a realistic conflict between the needs of mine workers and the ability of local health services to meet those needs.

In interviews, some medical personnel also acknowledged the need for ongoing training programs to improve their ability to handle specific cases such as lung diseases caused by exposure to coal dust. One of the medics stated, "We often have trouble dealing with mine-borne diseases due to limited training and resources." This reinforces the argument that investment in training and the improvement of health infrastructure is a crucial step to address existing problems.

From this analysis, it can be concluded that although BPJS Kesehatan services in Sawahlunto are considered adequate for basic services, there is still a lot of room for improvement, especially in terms of improving health infrastructure and medical personnel competence. Using the theoretical framework of Lewis A. Coser, these problems faced by miners can be seen as a form of realistic conflict that arises from dissatisfaction with the existing health care system. To overcome this conflict, it is necessary to increase synergy between BPJS Kesehatan and health facilities, as well as continuous efforts to improve the quality of medical equipment and training medical personnel in Sawahlunto.

CONCLUSION

This research highlights the importance of the role of Public Relations (PR) in the life insurance industry in Indonesia, not only as a communication tool, but also as a relationship manager and mediator between companies and stakeholders. PR has a strategic role to play in managing conflicts, especially those arising from customer dissatisfaction, and building strong relationships and creating a positive reputation to support the company's long-term success. One of the main functions of PR is in managing conflict. Conflicts that are handled well can improve the company's internal processes and improve the quality of services provided. PR also plays a

role in building customer trust and loyalty through transparent and accountable communication, so that customers feel valued and understood.

In addition, transparency and accountability are fundamental principles in the life insurance industry. Companies that prioritize transparency in operations, especially in the claim process, will gain greater trust from customers. Through Community Relations (CR), insurance companies can build closer relationships with the community, for example through financial education programs, which will ultimately improve the company's image and customer loyalty. The use of technology also plays an important role in modern PR. Social media, apps, and digital platforms allow for faster and more responsive communication. In this digital era, insurance companies must continue to monitor issues and respond quickly to improve customer satisfaction and maintain competitiveness in the market.

In addition, integrating local wisdom in PR strategies is another important aspect. By respecting local cultural values, companies can create more relevant campaigns and strengthen emotional connections with the community. Therefore, evaluation and monitoring of PR strategies are needed to ensure their effectiveness and relevance in the face of dynamic market changes. By making optimal use of PR, insurance companies can strengthen their reputation, better manage conflicts, and create closer relationships with customers. This will ultimately support the company's long-term success in an increasingly competitive insurance industry.

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