



Community-Based Education on Employment Social Security: Empowering Informal Workers in Kampung Semurut.

¹Merlin D*, Safitri Nurhidayati²

¹⁻² Universitas Muhammadiyah Berau, Berau

merlinstiem19@gmail.com, safitri.n091183@gmail.com

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ABSTRACT

This study examined the effectiveness of a community empowerment program through education on the employment social security program of BPJS Ketenagakerjaan in Kampung Semurut, Berau Regency. The problem addressed was the low level of knowledge and awareness among informal sector workers regarding employment social security, which limited their participation in the program. The objective of the study was to increase community understanding and awareness of the benefits and mechanisms of BPJS Ketenagakerjaan. The study employed a community-based participatory research approach with a descriptive qualitative design. The population consisted of informal sector workers, and the research subjects were selected purposively. Data were collected through observations, interviews, and pre-test and post-test questionnaires. The findings showed a clear improvement in participants' knowledge, awareness, and attitudes toward employment social security after the educational intervention. Participants demonstrated better understanding of program benefits, registration procedures, and the importance of social protection. The study concluded that community-based educational empowerment was effective in enhancing social security literacy and encouraging positive attitudes toward participation in employment social security programs, thereby supporting sustainable welfare improvement among rural communities.



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INTRODUCTION

Social security for employment is an essential instrument in providing protection and improving the welfare of workers, particularly those engaged in the informal sector. The BPJS Ketenagakerjaan program is designed to offer protection against work-related risks, including occupational accidents, death, and old-age security, thereby ensuring that workers and their families feel secure in carrying out their daily economic activities. However, the utilization of this program still faces various challenges, especially the low level of public understanding and awareness regarding the benefits and mechanisms of BPJS Ketenagakerjaan participation.

Kampung Semurut, located in Berau Regency, is an area where the majority of residents work as farmers, fishermen, and other informal sector workers. This condition places the community at a relatively high level of vulnerability to occupational risks and income uncertainty. At the same time, limited access to information and the lack of socialization activities have resulted in many community members not fully understanding the importance of employment social security as a form of long-term protection. Consequently, the level of community participation in the BPJS Ketenagakerjaan program remains low.

Based on these conditions, this Community Service Program is implemented as an effort to empower the community of Kampung Semurut through education and socialization of the BPJS Ketenagakerjaan social security program. This activity aims to enhance community knowledge, awareness, and understanding of the benefits, rights, and obligations of BPJS Ketenagakerjaan participants, as well as to encourage active community participation in the social security scheme. Through this program, it is expected that the people of Kampung Semurut will obtain better social protection, thereby improving family welfare and strengthening sustainable economic resilience.

RESEARCH METHODS

This study employed a community-based participatory research (CBPR) approach with a descriptive qualitative design. The research was conducted in Kampung Semurut, Berau Regency, focusing on the implementation of an educational program on BPJS Ketenagakerjaan as a form of community empowerment. This approach was selected to actively involve community members in the learning process and to ensure that the intervention was aligned with local needs and conditions.

The research population consisted of residents of Kampung Semurut who are engaged in informal employment sectors, including farmers, fishermen, and self-employed workers. The research subjects were selected using purposive sampling, targeting adult community members who were not registered or had limited understanding of the BPJS Ketenagakerjaan program. A total of participants took part in the educational and socialization activities.

Data were collected through observations, structured interviews, and pre-test and post-test questionnaires to measure changes in participants' knowledge and understanding of employment social security. The data analysis technique used was descriptive qualitative analysis, supported by simple quantitative analysis of pre-test and post-test results to identify improvements in participants' awareness and comprehension following the educational intervention. The findings were presented in narrative form and supported by tables and percentage comparisons where relevant.

RESULTS AND DISCUSSION

The implementation of the community empowerment program through education on BPJS Ketenagakerjaan in Kampung Semurut demonstrated positive outcomes in enhancing community knowledge and awareness of employment social security. The educational activities were conducted through interactive presentations, discussions, and question-and-answer sessions, allowing participants to actively engage with the material and relate it to their daily work experiences.

The results of the pre-test and post-test questionnaires indicate a significant improvement in participants' understanding of the BPJS Ketenagakerjaan program. Prior to the educational intervention, most participants had limited knowledge regarding the types of benefits, registration procedures, and contribution mechanisms of BPJS Ketenagakerjaan. After the program, participants showed increased comprehension of key aspects, including work accident insurance, death benefits, and old-age security. This improvement suggests that structured educational activities are effective in increasing literacy on employment social security among informal sector workers.

In addition to knowledge enhancement, the program also influenced participants' attitudes toward participation in BPJS Ketenagakerjaan. During the discussion sessions, several participants expressed a growing awareness of the importance of social protection and the risks associated with informal employment without insurance coverage. This shift in perception

indicates that education plays a crucial role not only in transferring knowledge but also in shaping positive attitudes and motivation to participate in social security programs.

These findings are consistent with previous studies that emphasize the importance of socialization and education in improving public participation in social security schemes, particularly among informal workers. Limited access to information and low awareness have been identified as major barriers to BPJS Ketenagakerjaan enrollment. Therefore, community-based educational approaches, as implemented in this program, can serve as an effective strategy to bridge information gaps and promote inclusive social protection.

Despite the positive results, this study has several limitations. The number of participants was relatively limited, and the duration of the program was short, which may affect the sustainability of the observed changes. Future community service programs are recommended to include follow-up activities and collaboration with local government or BPJS Ketenagakerjaan offices to ensure continuous assistance and increased enrollment. Overall, this community empowerment program demonstrates that education-based interventions can effectively support the expansion of employment social security coverage and contribute to the long-term welfare of rural communities.



Picture 1 : Discussion session

CONCLUSION

This study confirms that limited knowledge and low awareness of BPJS Ketenagakerjaan among informal sector workers in Kampung Semurut constitute a major barrier to participation in employment social security programs. The educational intervention implemented through this community empowerment activity effectively addressed these challenges by significantly improving participants' understanding of the benefits, procedures, and importance of BPJS Ketenagakerjaan. The findings demonstrate that community-based education not only enhances knowledge but also fosters positive attitudes toward social protection, which is essential for encouraging long-term participation in social security schemes. By strengthening social security literacy, this program contributes to reducing occupational vulnerability and improving economic resilience among rural communities. Therefore, educational empowerment initiatives play a crucial role in expanding inclusive employment social security coverage and supporting sustainable community welfare, particularly for informal workers who are most exposed to employment-related risks.

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