

## ABSTRACT

Digitalization has urged multiple industries to transform their traditional method of services, including BPJS Health. Indeed, multiple technology goods procurement and technology competence are compulsory. To meet all the necessities, private hospitals that collaborate with BPJS Health may experience multiple constraints. As a city that has received multiple awards concerning the application of the technological system, Pontianak becomes an appropriate city to analyze this phenomenon of the growth of digitalization.

To explore such a phenomenon, the author used a qualitative study with a phenomenology approach. To acquire the data, an in-depth interview is applied as the primary data source, as well as other techniques for secondary data sources. In analyzing the data, the author then categorizes its findings accordingly into multiple categories.

With the applied framework, the author manage to answer the research objectives, by focusing its analysis on four main scopes which are capacity or resources, usage, interoperability, and impact. Furthermore, it is found that the covid-19 did not irritate the digitalization process in the private hospitals that collaborate with BPJS Health. During the interview session, the author received a high satisfying answer toward digitalization from the employee, yet the author recognize the lack of critics in discussing such an issue. This phenomenon may lead to The Culture of Low Expectation which was introduced by Karlene Kerfoot (2009).

Therefore, the author proposes multiple suggestions for 3 main targets. For BPJS Health in Pontianak city, the author suggests BPJS Health to encourage the utilization of digital technology in private hospitals and minimize the information gap by double checking the information. To private hospitals, the author suggests to offer a right to demand training for a new employee, establishing a reward system to minimize employment change, and socialization to grow the endless learning of the digital issue. And concerning the digital system, the author suggests the authority to form a one-stop service system.

*Keywords: BPJS Health, Digitalization, Private Hospitals, Digital Maturity, Pontianak City*