

ABSTRAK

Latar Belakang: PBI APBD merupakan jenis kepesertaan JKN yang iurannya ditanggung oleh pemerintah melalui Anggaran Pendapatan dan Belanja Daerah. Dinas Kesehatan Kabupaten Sleman merupakan salah satu instansi pemerintah daerah yang menyediakan layanan administratif BPJS kepesertaan PBI APBD, tetapi belum dilaksanakan secara *online*. Layanan tersebut meliputi pengajuan kepesertaan baru, pengaktifan/penonaktifan, dan mutasi/pengalihan kepesertaan dari mandiri menjadi PBI APBD. Adapun untuk meningkatkan akses layanan tersebut, Dinas Kesehatan Kabupaten Sleman mengembangkan layanan *WhatsApp* dengan nama Sleman Sakti. Namun demikian, balasan pesan pada *WhatsApp* Sleman Sakti masih dilakukan secara manual, sehingga tidak memberikan efisiensi waktu dan kemudahan bagi masyarakat untuk mendapatkan layanan.

Tujuan: Merancang modernisasi akses informasi dan layanan *online* BPJS PBI APBD di Dinas Kesehatan Kabupaten Sleman melalui *WhatsApp chatbot* dan *google form*.

Metode: Penelitian ini menggunakan metode kualitatif *action research* yang bertujuan untuk memperbaiki sistem yang ada dengan metode perancangan *Rapid Application Development* (RAD) di Dinas Kesehatan Kabupaten Sleman tahun 2024. Data diperoleh melalui wawancara dengan petugas administrasi jaminan kesehatan sekaligus admin *WhatsApp* Sleman Sakti dan petugas pengolah data. Uji coba dan evaluasi hasil perancangan *WhatsApp chatbot* dan *google form* menggunakan *System Usability Scale* (SUS) yang dilakukan oleh masyarakat Kabupaten Sleman.

Hasil: Rancangan *WhatsApp chatbot* dan *google form* telah dirancang dan dilakukan uji coba sebagai langkah modernisasi akses layanan BPJS PBI APBD pada Dinas Kesehatan Kabupaten Sleman. Hasil evaluasi rancangan dengan *System Usability Scale* sebesar 89.58 yang menunjukkan kategori baik dan dapat diterima.

Kesimpulan: Hasil evaluasi dari perancangan *WhatsApp chatbot* dan *google form* yaitu sebesar 89.58, sehingga menunjukkan sistem tergolong baik dan dapat diterima. Perancangan ini diharapkan dapat diimplementasikan, dikembangkan, dan disertai penyusunan SOP terkait pengelolaan dan pemeliharaan sistem.

Kata Kunci: BPJS PBI APBD, *Google Form*, *Rapid Application Development*, *System Usability Scale*, *WhatsApp chatbot*

ABSTRACT

Background: PBI APBD is a type of JKN membership whose contributions are borne by the government through the Regional Revenue and Expenditure Budget. The Sleman District Health Service is one of the regional government agencies that provides BPJS administrative services for PBI APBD membership, but it has not been implemented online. These services include applying for new membership, activating/deactivating, and transferring/transferring membership from Mandiri to PBI APBD. To increase access to these services, the Sleman District Health Service developed a WhatsApp service with the name Sleman Sakti. However, replying to messages on WhatsApp Sleman Sakti is still done manually, so it does not provide time efficiency and ease for people to get services.

Objective: Designing modernization of access to information and online services for BPJS PBI APBD at the Sleman District Health Service via WhatsApp chatbot and Google form.

Method: This research uses a qualitative action research method which aims to improve the existing system with the Rapid Application Development (RAD) design method at the Sleman District Health Service in 2024. Data was obtained through interviews with health insurance administration officers as well as WhatsApp Sleman Sakti admin and processing officer data. Testing and evaluation of the results of WhatsApp chatbot and Google form design using the System Usability Scale (SUS) was carried out by the people of Sleman Regency.

Results: The WhatsApp chatbot and Google form have been designed and tested as steps to modernize access to BPJS PBI APBD services at the Sleman District Health Service. The results of the design evaluation with the System Usability Scale were 89.58 which indicated a good and acceptable category.

Conclusion: The evaluation results from designing the WhatsApp chatbot and Google form are 89.58, thus showing that the system is classified as good and acceptable. It is hoped that this design can be implemented, developed and accompanied by the preparation of SOPs related to system management and maintenance.

Keywords: BPJS PBI APBD, Google Form, Rapid Application Development, System Usability Scale, WhatsApp chatbot