

## ABSTRAK

**Latar belakang:** Sesuai peta jalan JKN, terhitung mulai 1 januari 2016, pelaku UKM sebagai pemberi kerja wajib mendaftarkan pekerjanya pada program JKN. Jaminan perlindungan kesehatan atas tenaga kerja di UKM menjadi kewajiban pelaku UKM sebagai pemberi kerja, masih banyak pelaku UKM yang belum melakukannya.

Diperlukan kontribusi dari berbagai sektor dan bidang dalam usaha peningkatan cakupan kepesertaan jaminan sosial, koordinasi merupakan aspek penting untuk program dan kegiatan dalam pencapaian tujuan. Kondisi ini mendorong peneliti untuk melakukan kajian lebih lanjut tentang koordinasi antar *stakeholder* dan lintas sektor dalam rangka peningkatan tercapaian kepesertaan jaminan kesehatan pekerja UKM.

**Tujuan:** Mengetahui koordinasi *stakeholder* terkait dalam mendorong cakupan kepesertaan pekerja UMKM di Kabupaten Pemalang.

**Metode:** Penelitian ini menggunakan metode penelitian kualitatif, dengan pendekatan Studi Kasus. Pengumpulan data primer dilakukan melalui wawancara mendalam sedangkan data sekunder diperoleh dari telaah dokumen atau arsip yang tersedia.

**Hasil** : *Stakeholder* yang berperan dalam peningkatan kepesertaan jaminan sosial pegawai UKM dikategorikan dalam stakeholder penyelenggara, eksekutif pemerintah daerah, pemilik usaha, dan kejaksaan. Koordinasi yang telah dilakukan meliputi pembetulan forum kemitraan dan penegakan kepatuhan, pembuatan MOU antara pemda dengan BPJS. Kegiatan koordinasi meliputi pertemuan rutin, pertukaran data, sosialisasi bersama dan sidak kepesertaan. Dalam pelaksanaannya koordinasi masih mengalami hambatan, yaitu sinkronisasi data, *stakeholder* yang masih merasa JKN bukan tanggung jawab utama, OPD terkait belum memaknai peraturan yang ada.

**Kesimpulan** : Koordinasi yang dilakukan oleh pihak BPJS, OPD terkait dan pihak kejaksaan belum berlangsung secara maksimal. Perlu dilakukan upaya lebih lanjut seperti sinkronisasi data dan integrasi dengan program stakeholder lain.

**Kata kunci:** Koordinasi, *Stakeholder*, UKM, Pemilik Usaha.

## ABSTRACT

**Background :** In accordance with the roadmap set, starting from January 1st, 2016, the employers of Small Medium Enterprises or Usaha Kecil Menengah (UKM) have an obligation to register their employees into the Indonesian National Health Insurance program or JKN program; however, there are still many employers who have not registered their employees. The health insurance for UKM's employees becomes the responsibility of the employer.

The contribution from various sectors is needed in attempts to increase the number of social security participation and coordination is the important aspect in creating programmes and activities to achieve the goal. This condition encourages researcher to conduct further studies about the coordination among stakeholders and cross-sector in order to increase the number of health insurance participation of UKM's employees.

**Objective :** to find out the kind of coordination by stakeholders related to increase the number of Micro, Small, Medium Enterprises or Usaha Mikro Kecil Menengah (UMKM)' employees participation in Pemalang district.

**Method:** The reseach used qualitative method with case study Approach. Primary data collection was conducted through in-depth interviews and secondary data was obtained from the study of existing documents or archives.

**Result:** The stakeholders who have a role in increasing the social Insurance participations of UKM employee were categorised as organizer stakeholder, local government executive, busniess owner and prosecutors. The Coordination that has been done includes the establishment of partnership forums and enforcement of compliance, the making of Memorandum of Understanding (MoU) between local governments and Social Insurance Administration Organization (BPJS). These Coordination activities include regular meetings, data exchange, joint socialization and membership disputes. In the implementation of coordination is still experiencing obstacle, namely the data synchronization, the stakeholders who think that JKN is not their main responsibility, the relevant region organisation or Organisasi Pemerintah Daerah (OPD) has not interpreted the existing regulations.

**Conclusion:** The coordination which is conducted by BPJS, the relevant OPD and the prosecutor's office has not taken place optimally; further efforts should be made such as data synchronization and the integration with other stakeholder programs.

**Keywords:** Coordination, Stakeholder, UKM, Business Owner.