

INTISARI

Rebranding merupakan upaya yang dilakukan oleh perusahaan untuk menginformasikan ulang nama ataupun identitas suatu produk kepada konsumen. Seperti yang dilakukan oleh PT.Askes yang melakukan *Rebranding* dengan mengubah struktur organisasi, sistem pelayanan dan juga identitasnya menjadi Badan Penyelenggara Jaminan Sosial Kesehatan (BPJS Kesehatan). *Rebranding* BPJS Kesehatan dilakukan secara nasional termasuk BPJS Kesehatan Kantor Cabang Utama Purwokerto. Dalam penelitian ini dilakukan wawancara terhadap kepala bagian pemasaran BPJS Kesehatan KCU Purwokerto dan kepada masyarakat peserta BPJS Kesehatan maupun masyarakat non asuransi.

Strategi *rebranding* sangat mempengaruhi keberhasilan *rebranding*, strategi *rebranding* yang dilakukan BPJS Kesehatan yaitu dengan cara sosialisasi kepada berbagai kalangan, iklan, brosur, dan lain-lain. Hasil penelitian menunjukkan bahwa keberhasilan *rebranding* BPJS Kesehatan dilihat dari tingkat pemahaman masyarakat baik peserta maupun masyarakat non asuransi terhadap BPJS Kesehatan. Dari segi pemahaman peserta terhadap BPJS Kesehatan dapat dikatakan cukup baik, dilihat dari pemahaman peserta mengenai kepesertaan BPJS, cara mengakses layanan, kewajiban peserta, dan lain-lain. Masyarakat non asuransi juga memiliki pemahaman yang baik terhadap BPJS Kesehatan, dilihat dari hampir seluruh masyarakat pernah mendengar dan menerima sosialisasi dari BPJS Kesehatan. Selain itu, keberhasilan *rebranding* juga dilihat dari perkembangan peserta BPJS Kesehatan yang terus mengalami peningkatan.

Proses *rebranding* BPJS Kesehatan tidak lepas dari kendala yaitu kurangnya kesadaran masyarakat akan pentingnya jaminan kesehatan menyebabkan banyaknya peserta yang menunggak sehingga BPJS Kesehatan setiap tahunnya mengalami defisit. Kurangnya kesadaran masyarakat juga menyebabkan masih banyak masyarakat yang belum menjadi anggota khususnya masyarakat yang tidak memiliki masalah kesehatan.

Kata kunci: Strategi *Rebranding*, Pemahaman Masyarakat, Perkembangan Peserta.

ABSTRACT

Rebranding is the efforts made by the company to inform the name or the identity of a product to consumers. As is done by Health Insurances Company (PT. ASKES) by changing the organizational structure, service system and also its identity to Social Security Administering Agency Health (BPJS Health). Rebranding in it carried nationally, including in Social Security Administering Agency Health (BPJS Health) Central Branch Office of Purwokerto. In this study was conducted interviews with the head of marketing in Social Security Administering Agency Health (BPJS Health) Central Branch of Purwokerto and to the participants in Social Security Administering Agency Health (BPJS Health) and communities for the insurance.

Strategy of rebranding really affect the success of the rebranding, rebranding conducted in Social Security Administering Agency Health (BPJS Health) that is by means of giving socialization to various circles of people, advertisements, brochures, and others. The results showed that the success of the rebranding in Social Security Administering Agency Health (BPJS Health) was seen from the level of understanding of society both participants and the public for the insurance against in Social Security Administering Agency Health (BPJS Health). In terms of understanding of the participant to in Social Security Administering Agency Health (BPJS Health) was good, it can be seen from the understanding of the participants on participation in, how to access services, the obligation to participants, and others. People for the insurance also have a good understanding of in Social Security Administering Agency Health (BPJS Health), it can be seen from almost the entire society and receive information from in it. In addition, the success of rebranding also be seen from the development of the participants in Social Security Administering Agency Health (BPJS Health) continues to increase.

The rebranding's process in Social Security Administering Agency Health (BPJS Health) is not free from any obstacles and that is the lack of public awareness about the importance of health guarantee leads to a lot of the participants delay their membership monthly fee so it puts Social Security Administering Agency Health (BPJS Health) into a deficit each year. Lack of public awareness also causes a lot of people who do not become a member especially those who do not have health problems.

The key word : Rebranding Strategy, The Society Understanding, The Participants Delevopment