

**ABSTRAK**

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**Analisis Proses Pengambilan Keputusan Pimpinan Badan Usaha Sektor Formal dalam Kebijakan Program Jaminan Kesehatan Nasional (JKN) Kabupaten Way Kanan Provinsi Lampung  
xvii + 165 halaman + 15 tabel + 4 gambar + 7 lampiran**

Pemerintah mewajibkan pemberi kerja mendaftarkan dirinya dan pekerjanya sebagai peserta BPJS Kesehatan paling lambat 1 Januari 2015. 25 dari 29 badan usaha telah mendapatkan sosialisasi, akan tetapi baru 7 badan usaha yang bergabung dengan program JKN. Tujuan penelitian ini untuk menganalisis proses pengambilan keputusan pimpinan badan usaha sektor formal dalam kebijakan program JKN di Kabupaten Way Kanan Provinsi Lampung. Penelitian ini merupakan penelitian kualitatif dengan pendekatan deskriptif. Subjek penelitian merupakan pimpinan badan usaha sektor formal. Pengolahan dan analisis data menggunakan *content analysis*.

Hasil penelitian menunjukkan bahwa tidak seluruh badan usaha menyediakan dana penyelenggaraan jaminan kesehatan, 2 dari 6 badan usaha telah memiliki sumber daya manusia dan sarana prasarana pelayanan kesehatan. Pemerintah daerah telah melakukan pendekatan organisasional kepada pimpinan badan usaha, penegakan hukum terkait sanksi belum dilaksanakan, adanya permintaan serikat kerja untuk bergabung dengan program JKN. Sosialisasi telah dilaksanakan, baik secara langsung maupun melalui media cetak dan elektronik. Badan usaha menilai sistem pembiayaan program JKN baik karena terjangkau dan adanya pembagian tanggungjawab antara pemberi kerja dan pekerja, sedangkan pada sistem pelayanan dinilai kurang baik dan perlu perbaikan, 5 dari 6 badan usaha membutuhkan jaminan kesehatan.

Disarankan untuk membentuk forum pengawasan dan pemeriksaan atas kepatuhan peserta dan pemberi kerja untuk melakukan sosialisasi dan advokasi kepada badan usaha, membentuk forum kemitraan yang berfungsi melakukan evaluasi bersama dan menangani keluhan dan permasalahan penyelenggaraan JKN.

**Kata Kunci** : Proses Pengambilan Keputusan, Badan Usaha Sektor Formal, Jaminan Kesehatan Nasional.

**Kepustakaan** : 62 (1998-2016)

**ABSTRACT**

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**Analysis of Making Decision Process by Chairmans of Formal Sector Enterprises in Policy of National Health Insurance (NHI) Program in District of Way Kanan in Province of Lampung**  
**xvii + 165 pages + 15 tables + 4 figures + 7 appendices**

A government obligates employers to register themselves and employees as a member of Health BPJS no later than 1 January 2015. 25 of 29 enterprises had received socialisation. However, just seven of these enterprises had joined with National Health Insurance (NHI) program. The aim of this study was to analyse a process of making a decision by chairman of formal sector enterprises in policy of the NHI program in District of Way Kanan in Province of Lampung. This was a qualitative study using a descriptive approach. Research subjects were chairmans of formal sector enterprises. Data were analysed using content analysis.

The results of this research showed that not all enterprises allocated budget for health insurance and 2 of 6 enterprises had human resource and facilities of health services. Local government had conducted organisational approach to chairman of enterprises, law enforcement had not been applied, and there was any request from labour association to join with the NHI program. Socialisation had been implemented both directly and indirectly through printed and electronic media. Enterprises assumed that financing system of the NHI program was good because it was affordable and any sharing of responsibility between employers and employees. Notwithstanding, service system was not good and needed to be improved. Five of six enterprises required health insurance.

There needs to form monitoring and checking forum for employees and employers to socialise and advocate enterprises, to form partnership forum that had a function to jointly evaluate and handle complaints and problems in conducting NHI.

**Keywords : Process of Making a Decision, Formal Sector Enterprises, National Health Insurance**

**Bibliography: 62 (1998-2016)**