

ANALISIS IMPLEMENTASI KEBIJAKAN JAMINAN KESEHATAN BAGI KARYAWAN DI PT OASIS GENIUS HOSPITALITY TAHUN 2026

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Abstrak

Implementasi kebijakan jaminan kesehatan merupakan salah satu bentuk tanggung jawab perusahaan dalam memenuhi hak perlindungan kesehatan bagi karyawan. Penelitian ini bertujuan untuk menganalisis implementasi kebijakan jaminan kesehatan bagi karyawan di PT Oasis Genius Hospitality Tahun 2026. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Informan dipilih menggunakan teknik purposive berdasarkan keterlibatan dalam pelaksanaan kebijakan dan terdiri atas empat orang, yaitu Direktur, Human Resources (HR), Manajer Operasional, dan Manajer Area. Pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan telaah dokumen, sedangkan analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa variabel komunikasi belum optimal karena sosialisasi kebijakan belum dilakukan secara konsisten. Variabel sumber daya menunjukkan keterbatasan jumlah sumber daya manusia dalam pengelolaan administrasi kepesertaan BPJS Kesehatan. Variabel disposisi menunjukkan adanya komitmen pelaksana dalam menjalankan kebijakan, namun implementasinya belum dilakukan secara seragam. Variabel struktur birokrasi belum didukung oleh standar operasional prosedur (SOP) tertulis yang komprehensif serta koordinasi yang belum optimal. Kondisi tersebut tercermin dari 6 dari 10 karyawan inti (60%) yang belum terdaftar sebagai peserta BPJS Kesehatan kategori Pekerja Penerima Upah (PPU). Penelitian ini menyimpulkan bahwa implementasi kebijakan jaminan kesehatan di PT Oasis Genius Hospitality belum optimal sehingga perusahaan perlu memperkuat sosialisasi kebijakan, menyusun SOP tertulis, meningkatkan koordinasi, serta melakukan evaluasi secara berkala agar pelaksanaan kebijakan berjalan lebih efektif.

Kata kunci: Implementasi Kebijakan, Jaminan Kesehatan, BPJS Kesehatan, Perlindungan Karyawan.

ANALYSIS OF THE IMPLEMENTATION OF HEALTH INSURANCE POLICY FOR EMPLOYEES AT PT OASIS GENIUS HOSPITALITY IN 2026

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Abstract

The implementation of a health insurance policy is one form of corporate responsibility in fulfilling employees' rights to health protection. This study aimed to analyze the implementation of the health insurance policy for employees at PT Oasis Genius Hospitality in 2026. This study used a descriptive method with a qualitative approach. Informants were selected using purposive sampling based on their involvement in the implementation of the policy and consisted of four individuals, namely the Director, Human Resources (HR), Operations Manager, and Area Manager. Data were collected through in-depth interviews, observation, and document review, while data analysis was conducted through data reduction, data presentation, and conclusion drawing. The results showed that the communication variable was not yet optimal because policy socialization had not been conducted consistently. The resource variable indicated a limited number of human resources responsible for managing BPJS Kesehatan membership administration. The disposition variable showed the commitment of policy implementers to carrying out the policy; however, its implementation had not been carried out uniformly. The bureaucratic structure variable was not yet supported by comprehensive written standard operating procedures (SOPs), and coordination was not yet optimal. This condition was reflected in the finding that 6 out of 10 core employees (60%) had not been registered as BPJS Kesehatan participants under the Wage Recipient (PPU) category. This study concluded that the implementation of the health insurance policy at PT Oasis Genius Hospitality was not yet optimal. Therefore, the company needs to strengthen policy socialization, develop written SOPs, improve coordination, and conduct regular evaluations to ensure that the policy is implemented more effectively.

Kata kunci: Policy Implementation, Health Insurance, BPJS Kesehatan, Employee Protection