

**RURAL COMMUNITY UNDERSTANDING OF THE BENEFITS OF HEALTH INSURANCE IN INDONESIA: LITERATURE REVIEW****Meylia Safira**

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Submitted: 13/05/2023

Accepted: 26/05/2023

Published: 28/05/2023

**ABSTRACT**

*The knowledge of rural communities regarding health insurance is still limited, leading them to use insurance less compared to urban residents. This lack of understanding is related to the characteristics of rural communities, which are heavily influenced by religious factors in their perception of insurance laws. This study aims to analyze and understand effective and efficient methods of socialization to reach all groups and layers of society. The study is a literature review that cites several online sources such as Google Scholar and Garuda, using keywords such as "Understanding Rural Communities," "Health Insurance," and "Insurance Benefits." The inclusion criteria used focus on the understanding of rural communities regarding the benefits of health insurance. The research findings indicate that the understanding of insurance among the community varies, where some rural communities have grasped it, but many are still unaware of the importance of health insurance benefits. This is influenced by factors such as individual characteristics, the surrounding environment, and limited access to healthcare services. Therefore, there is a need for increased education and socialization among rural communities regarding the benefits of health insurance in order to improve public health.*

**Keyword:** Rural Communities, Understanding, Health Insurance

**PRELIMINARY**

Basically, every individual is faced with risks in their lives that can threaten their lives and assets. One of the risks in life that everyone faces is the possibility of falling ill. It is hoped that people can control the risk of illness so that they do not experience significant losses if this risk occurs. One way to reduce the risk of illness is through health insurance (Suryono, 2009). Health insurance is a type of insurance that can overcome health risks and cover all necessary costs if someone falls ill, including illnesses caused by accidents (Thabrany, 1999).

In Indonesia, people in rural areas tend to use less insurance than residents in urban areas. This is mainly caused by the limited knowledge of people in rural areas about health insurance (Djunawan, 2019). In addition, public knowledge in rural areas about health insurance in the National Health Insurance Program (JKN) is still very limited, which causes participants to lack understanding about health insurance and the JKN program. Apart from that, low levels of education can also reduce people's knowledge in rural areas about health insurance in order to utilize health services (Sartini Risky & Nofitasari, 2017).

The problem of people's understanding of health insurance in general is closely related to variations in the understanding that individuals should be more independent, especially in rural areas where religious elements play an important role in their views on insurance law. This problem also arises from the need to clarify the legal status of insurance due to differences of opinion, both individual and institutional, regarding the halal and haram aspects of insurance itself. The development of the insurance industry, especially health insurance, is influenced by the efforts of various parties in conducting outreach, including the government, business community and academics. The question is how to carry out outreach effectively and efficiently so that it reaches all

groups and segments of society (Ramadhan, 2015). The government has implemented a program called the "Financial Inclusion Program" as a means of outreach. This program aims to facilitate public access to financial institutions and educate them about the various types of financial institutions and the products they offer.

### **Research Purposes**

The aim of this research is to analyze and understand effective and efficient socialization methods in reaching all groups and levels of society regarding rural communities' understanding of the benefits of health insurance in Indonesia. This research also aims to identify factors that influence rural communities' understanding of health insurance, such as individual characteristics, surrounding environment, and limited access to health services. Apart from that, this research also wants to realize that people's understanding of health insurance varies and that there are still many rural people who do not realize the importance of the benefits of health insurance.

By better understanding the factors that influence community understanding and the challenges faced in outreach, this research hopes to provide recommendations for improving education and outreach to rural communities regarding the benefits of health insurance to improve overall community health.

### **RESEARCH METHOD**

The method used in this research is a literature review which refers to several online sources such as Google Scholar and Garuda using the keywords "Understanding of Village Community", "Health Insurance", and "Insurance Benefits". The inclusion criteria in this study were articles that discussed rural communities' understanding of the benefits of health insurance. Meanwhile, exclusion criteria include incomplete articles, articles published more than 5 years ago, and articles that do not meet these criteria. After going through a screening process based on inclusion and exclusion criteria, 6 articles were selected which will be used as references in table form in the research results section. The aim of this research is to analyze and understand effective and efficient socialization methods in reaching all groups and levels of society regarding rural communities' understanding of the benefits of health insurance in Indonesia. This research also aims to identify factors that influence rural communities' understanding of health insurance, such as individual characteristics, surrounding environment, and limited access to health services. Apart from that, this research also wants to realize that people's understanding of health insurance varies and that there are still many rural people who do not realize the importance of the benefits of health insurance.

### **RESULTS**

Based on research on rural communities' understanding of the benefits of health insurance in Indonesia which was carried out in the last five years, namely 2018 - 2023, using the literature review method sourced from Google Scholar and Garuda and according to keywords and inclusion criteria, six journals were obtained. From these six journals, it was found that there is still a lack of public understanding and knowledge regarding insurance in general and the importance of using insurance in Indonesia. This is due to the lack of public willingness to find out further information related to insurance and the limited information disseminated by the insurance providers themselves.

Therefore, the public needs to be given further education and understanding to know the importance of using insurance to reduce risks that may occur in the future. An example of providing education is through training and providing materials to increase public understanding regarding insurance.

Table 1. Journal Explanation of Rural Community Understanding of the Benefits of Health Insurance in Indonesia

Author/Year	Title	Method	Results
Laturrahmi et al., (2020)	Analysis of Rural Community Behavior towards National Health Insurance from a Health Communication Perspective	Instrumental case study design	From the results of this research, it appears that the people of Boro Village, Tulungagung Regency have a wrong understanding regarding the JKN-KIS product. This can be seen from their lack of knowledge about the importance of JKN. The public reported rumors circulating about JKN-KIS, so they tried to verify this information from reliable sources. However, they are reluctant to look for information themselves, so it is necessary to carry out outreach to health workers. This condition causes people to hesitate to join JKN-KIS, especially non-PBI participants. However, people are still interested in getting PBI JKN-KIS membership because they feel that paying the non-PBI JKN-KIS monthly contribution will be a waste if it is not used.
Tobari et al. (2019)	Implementation of the Community Health Insurance Program Policy at the Batu Community Health Center, Pesanggrahan Village, Batu District	Qualitative research method with a descriptive approach	The results of this research indicate that the Jamkesmas program at the Batu Health Center in Pesanggrahan village, Batu district is the main program that is very beneficial for the community. Apart from that, distributing Askes cards to the public also provides greater opportunities for them to get free medical services. Askes card holders can take advantage of this service free of charge according to their health condition. However, with regional growth and increasingly difficult population numbers in Batu Regency, it is becoming increasingly difficult to identify and organize who is eligible to receive the Jamkesmas program. Complaints from the public are increasing and they are facing difficulties in obtaining free health insurance, giving rise to doubts about the implementation of the health insurance program

Idwar (2022)	Public Service Innovation in Mojomalang Village, Parengan District, Tuban Regency (Case Study of Administrative and Population Services)	Qualitative research method with a descriptive approach Descriptive research with a qualitative approach	The results of this research show that public service innovation in Mojomalang Village, Parengan District, Tuban Regency, fulfills four of the five characteristics of public service innovation. This service innovation meets the criteria by providing real benefits. The attribute of acceptance of public service innovation is also fulfilled, where this innovation is accepted by the community. However, there are several attributes of the complexity of innovation in public services, such as network distribution, network maintenance, lack of human resources, and lack of digital-based service information for the public. Therefore, improvements need to be made in the future. In Mojomalang Village, public service innovation in administrative and population services is ongoing and developing well, and provides added value for village communities as service users.
Afnina et al., (2022)	Assistance with BPJS Membership for the Community in Paya Bujok Seuleumak Village, Langsa Baro District, Langsa City	Qualitative approach with lecture method	Based on the research results, it is known that participants know the obligations that must be fulfilled and their rights. Participants also have an understanding of the referral procedures or stages, including the types of service items and types of medicines that are not covered by BPJS, as well as the sanctions and fines imposed by BPJS.
Nurhayati, et al., (2022)	Insurance Literacy for the Community of Mangun Jaya Tambun Selatan Village	Counseling and Training	Low public interest in insurance programs is a factor that contributes to the low level of interest in insurance institutions, especially among housewives. The reasons for this lack of interest include the limited information received by the public regarding insurance institutions. The results of the analysis show that there is a significant difference between the pre-test and post-test questionnaire scores.
Asmayawati, (2019)	Level of Understanding of the Kaligandu Community of Serang Banten City towards Sharia	Descriptive research with a quantitative	Based on the results of previous research and discussions, it can be concluded that the majority

	Insurance	approach	of respondents (362 people) tend to disagree. This shows a lack of public knowledge, understanding and awareness of sharia insurance. This limited understanding may be caused by a lack of adequate attention and education regarding sharia insurance to the public. In fact, sharia insurance is a means of protection designed to help and protect someone from risks in a future full of uncertainty.
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**DISCUSSION**

**Level of Understanding and Behavior of Village Community towards the Health Insurance Program**

Research regarding the level of public understanding of health insurance programs has also been conducted in other countries, such as Japan and Vietnam. Thi Thuy Nga, Fitzgerald, and Dunne (2018) in Laturrahmi et al. (2020) found that a lack of knowledge about insurance was one of the factors for low participation in family insurance programs among informal sector workers in Vietnam. Goto, Ishikawa, Nakayama & Kiuchi (2018) in Laturrahmi et al. (2020) found a positive relationship between the level of health literacy and health behavior in Japanese society, especially in terms of the type of information provided. Studies conducted by Wirastyanto (2016) and Hasibuan (2016) in Laturrahmi et al. (2020) stated that public perception of health insurance programs, especially BPJS Health, is related to public participation in the program. Lack of information about health insurance programs makes people reluctant to participate.

Specifically in Tulungagung, overlapping information in the community causes their low understanding of the insurance program they want to choose. According to the village, people are expected to search for information independently through online sources. However, in reality, people still have limitations in terms of understanding information technology and tend to be passive in seeking information. Apart from that, the tendency to rely on providing information from the village government, which is known as the principle of "manut mirut" in Tulungagung community culture, also makes the community tend to be passive. Previous research illustrates that local knowledge, culture, or values play a role in people's behavior towards health insurance programs.

**Implementation and Innovation of Health Insurance Program Policies**

The government has made various efforts to overcome health service problems, starting from establishing regulations governing the health system to implementing programs aimed at underprivileged communities so that all levels of society can experience health services equally. One implementation of these efforts is the Community Health Insurance (Jamkesmas) program, which provides health protection for underprivileged communities in Indonesia. This program has been running since 2004 under the Ministry of Health. One of the community health centers (puskesmas) in Batu City, especially in Pesanggaran Village, Batu District, has implemented the Jamkesmas program as its main focus, considering that the majority of residents in Batu District belong to underprivileged groups. The Jamkesmas program has greatly helped the community in reducing their financial burden in accessing health services. The distribution of Askes cards (health insurance cards) also makes it easier for people to get free health services at the Batu Health Center. However, the increasing population in Batu District is a challenge in accurately identifying and managing recipients who are entitled to the Jamkesmas program.

To overcome this problem, it is necessary to improve the provision of public services related to administration and population services through the implementation of village websites and the Population Administration Information System (SIAK). It is hoped that this public service innovation product can meet community needs. However, in practice, the implementation of this innovation has

not been optimal because many people do not know the available information. For example, in Mojomalang Village, public service innovation has existed since 2014 as a real effort by the village to improve the quality of administrative and population services. In its implementation, Mojomalang Village adopted Everett M. Rogers' innovation theory, taking into account relative advantage, suitability, complexity, possibility of being tried, and ease of observation. The results show that the use of the village website and SIAK has been successfully implemented, as seen from the village government's actions to improve health services. However, the public's lack of knowledge and interest in the insurance system is an obstacle in improving the quality of health services. Based on the National Survey of Financial Literacy and Inclusion (SNLIK), it appears that insurance literacy needs to be improved, with insurance literacy only reaching 19.4%, lower than the banking index which reached 36.12% (Nurhayati et al., 2022). There are two common problems in insurance, namely lack of information and public knowledge about insurance programs, which causes individuals to unknowingly sign policies without understanding its contents. Financial institutions often fail to provide adequate explanations to consumers, resulting in many complaints being reported to the Financial Services Authority (OJK).

Basically, problems in the insurance industry arise due to high financial inclusion but low public literacy. In other words, financial products are in great demand by the public, but understanding about these products is still limited. Therefore, knowledge about investment services needs to be improved. Training related to insurance awareness has been carried out in Mangun Jaya Village. The results of a survey involving 13 respondents showed that on average they were only able to answer four out of ten questions. Therefore, the choice of training location was based on a lack of understanding about insurance, as seen from the questionnaire distributed to assess the level of understanding in the village. This training provided significant results in increasing people's understanding of insurance, which was then followed by financial literacy training to achieve more optimal results. Individuals' disagreement with seeking further information regarding the benefits of the National Health Insurance (JKN) program has created an attitude of public skepticism in participating in the program. However, the response from the community in Mojomalang Village, Paya Village and Pesanggrahan Village was different, because their residents had a better understanding of the JKN program. In addition, they see the JKN program as useful in increasing their access to health services.

## CONCLUSION

Based on the research above, it can be concluded that there are still several people in Boro Village, Mangun Jaya Village, and Kaligandu City people who have insufficient knowledge about the existence of JKN and have behavior or attitudes that are reluctant to seek further information about the benefits of the JKN program. This causes uncertainty among the village community in participating in the existing JKN program. However, this is different from the opinion of the people in Mojomalang Village, Paya Village and Pesanggrahan Village, where the residents have a better understanding of the JKN program. They also think that the existence of the JKN program helps them increase access to health services and optimize health services.

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