

ABSTRACT

Implementation of the National Health Insurance Program policy, abbreviated as the JKN program, is a government and community (people) program with the aim of providing certainty of comprehensive health insurance for every Indonesian so that the Indonesian population can live a healthy, productive and prosperous life. The National Health Insurance (JKN) developed in Indonesia is part of the National Social Security System. To find out the implementation of the Social Security Administering Body Program for Health at the Puskesmas Kota Juang, Bireuen Regency and to find out the supporting and inhibiting factors for the BPJS Health Program. This research uses a qualitative approach with a descriptive type of analysis. Data was collected through field observations, interviews and documentation. The research results show that the implementation of the BPJS Health Program at the Juang City Community Health Center has effective communication, high commitment from the medical team, a positive disposition from the implementers, and a relatively good bureaucratic structure. However, there are also several inhibiting factors, such as a lack of public understanding of the BPJS program mechanism, requiring a long time to replace, limited resources (medical personnel and equipment), and inconsistencies in SOP implementation. Therefore, it is recommended that the Juang City Community Health Center increase socialization and education of the BPJS program to the community, increase the availability of resources, and strengthen supervision of the implementation of SOPs. This effort is expected to increase efficiency, sustainability and quality of health services for BPJS Health participants.

Keywords: Implementation, Health Services, Supporting Factors, and Inhibiting Factors