

ABSTRACT

People's welfare is the most important thing in our lives and also in a country. One of our country goals is people's welfare. In Indonesia state of welfare goals are found in the opening of the fourth paragraph of the 1945 Constitution. Social protection also plays an important role in improving people's welfare, stabilizing social conditions and economic performance, and contributing to improving business competitiveness. One way to reduce poverty in Indonesia is to work. One of the informal workers is an athlete, but the life of an athlete in retirement is not as beautiful as it should be, many of them experience poverty. Indonesia has a public legal entity that is in charge of protecting all workers, namely Badan Penyelenggara Jaminan Sosial (BPJS) Ketenagakerjaan. The implementation of social security programs is one of the responsibilities and obligations of the State to provide social economic protection to the community. BPJS Employment must certainly have the right marketing communication strategy. The purpose of this study was to determine the marketing communication strategy of BPJS Employment to increase the awareness of athletes and marketing activities conducted by BPJS Employment. The author concludes that the BPJS Employment seen from its marketing activities has been good at marketing its programs to athletes.

Keywords: Marketing Communication Strategy, Athlete, Marketing Activities