

ABSTRACT

Yakes Telkom urges its participants to register BPJS while Yakes Telkom already has a role as health insurance for Yakes Telkom participants. This study examines the influence of the design of BPJS policy socialization messages on changes in the attitude of Yakes Telkom participants to capture BPJS participation. The purpose of this research is to find out how much influence the message design of the socialization of BPJS registration policy on changes in the attitude of Yakes Telkom participants to capture BPJS participation. This research uses quantitative methods of descriptive analysis. The sampling used in this study used a non-probability sampling method with a purposive sampling technique that took 100 respondents from Yakes Telkom participants. The results of this study stated that H_0 was rejected and H_1 was accepted, besides that the results of this study also had a significant effect simultaneous between variable X (message design) and variable Y (attitude change). The existence of influence of BPJS policy socialization message design on changes in the attitude of Yakes Telkom participants is because it is in accordance with several previous studies that examined the same sub variables and the concept of sub variables and Theory of Planned Behavior can still be used.

Keywords: *Attitude Change, Message Design, Yakes Telkom*