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**IMPLEMENTATION OF THE INDONESIA HEALTH CARD (KIS) PROGRAM
IN HEALTH SERVICES AT THE MADELLO HEALTH CENTER, BALUSU
DISTRICT, BARRU DISTRICT**

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ABSTRACT

This research aims to determine the implementation of the Healthy Indonesia Card (KIS) program at Madello Health Center and the factors that influence the implementation of the Healthy Indonesia Card (KIS) Program at Madello District Health Center. Balusu, Kab. Barru. The research method used is a qualitative research method with a descriptive approach, sources and data were obtained by observation, interviews, documentation and triangulation. Data analysis uses data reduction, data display, and conclusions and verification. The results of the research show how KIS is implemented, namely that there is good communication between community health centers, socialization of KIS participants, the flow that must be followed when using KIS, accompanied by a responsive attitude from employees, the implementation of the KIS program is considered to be good. As well as the influencing factors, namely the patient's house being in a remote location, community health center officers experiencing difficulty in reaching the patient's house, limited vehicles and lack of roads.

Keywords: *Services, Indonesia, Health, Implementation*

A. Introduction

Health services or health care are the maintenance or improvement of health status through efforts to prevent, diagnose, therapy, restore or cure diseases, injuries and other physical and mental disorders. Health services are provided professionally by health workers and health support workers, for example doctors, dentists, nurses, midwives, pharmacists, and their assistants. Health service activities are provided in primary, secondary and tertiary health facilities, and include public health.

The Healthy Indonesia Card (KIS) is one of President Joko Widodo's programs which has been planned since the campaign period. Today, the card was launched together with the Smart Indonesia Card (KIP) and the Prosperous Family Card and Prosperous Family Savings Card (KSKS). KIS functions as a health insurance card, which can be used to obtain free health services at primary and advanced level health facilities, according to the disease conditions suffered by the KIS recipient. KIS is intended for underprivileged residents. KIS can be used in clinics, health centers, general practitioners and hospitals throughout Indonesia. Apart from treatment, KIS can also be used as a preventive measure. Meanwhile, BPJS Health can only be used when you are sick and need treatment. Based on the constitution and law, the Ministry of Health since 2005 has implemented a social health insurance program, starting with the maintenance guarantee for the poor (JPKMM) or better known as Askeskin (2005-2007) which later changed to the community health insurance program (JASKESMAS) until now (Minister of Health Regulation Number 40 of 2012). Efforts made by the government to overcome health service problems include making regulations, one of which is Law Number 36 of 2009 concerning health. Apart from that, in the context of equalizing health services, the government has begun to promote programs aimed at

underprivileged communities so that all people can enjoy health services fairly and equally. One of the health service programs that poor people can enjoy. The Barru Social Service has served 7,000 underprivileged residents as National Health Insurance (JKN-KIS) participants.

According to Mubarak and Chayatin (2009) in Varaina (2016), the definition of health services is any effort carried out individually or jointly within an organization to maintain and improve health, prevent and cure disease, and restore the health of individuals, families, groups, and society. Meanwhile, the definition of health services according to law number 36 of 2009 is a state of health, both physically, mentally, spiritually, as well as socially and economically. The government provides health services in the form of mass or general health services which usually take the form of health programs and individual services. In providing services in the health sector, every government policy must be accompanied by policy targets. So that the health service policy that is made is right on target, categories of health service recipients are created. Basically, there are two categories in public services based on targets and orientation, namely:

1. The public or community-oriented category of health services included in the public category consists of environmental sanitation (clean water, waste disposal facilities, both solid waste and liquid waste, immunization, and air protection). Community-oriented health services are more focused directly on individuals in society. This orientation is an effort to prevent and improve public health. Categories that are oriented towards individuals or individuals, individual or personal health services are

health services that focus on serving the health of individuals who generally have health problems or illnesses that require intensive health services.

2. In this individual or personal health service, it is more oriented towards healing and treatment and recovery which is aimed directly at individuals who need this personal health service. Notoatmodjo (2010) in varaina (2016) Lavey and loomba 1973 in education co.id (2018) the definition of health services is any effort either carried out individually or jointly in an organization to improve and maintain health, prevent disease , treating disease and also restoring health aimed at individuals, groups and communities. This health service can also be said to be an institutionalized health service effort with a basis.

However, overall the number of residents in this area served by JKN is 169,759 out of the 173,683 residents of Barru Regency. This means that there are still around 3,924 residents who have not been accommodated in the national health insurance program. This was revealed when the Regent of Barru, Suardi Saleh, handed over the Healthy Indonesia Card (KIS) in the framework of Universal Health Coverage (UHC) 2018 which was held in Mallusetasi and Soppeng Riaja Districts, Tuesday. This activity hopes that people who already have a KIS card will be guaranteed to receive guarantees in the form of health protection so that participants can get the benefits of health care and protection in meeting the basic health needs provided to every community.

Barru Regent Suardi Saleh, in his speech, hoped that with the newly received KIS cards, residents who experience health problems or wish to have a health check-up, can go to first level health facilities. Actually, the KIS card that you have is not free, because the fees are paid by the Barru Regional Government with a total budget for KIS sharing for the Province of Rp. 704,572,800/month and specifically for KIS Barru

Regency Rp. 161,000,000/month so the total budget for Barru Regency is IDR. 865,572,800/month against 58,056 participants. This government effort was then conveyed by holding the Healthy Indonesia Card Program (KIS) so that it could help the community in getting health services so that people were healthier and more prosperous, based on Law No. 40 of 2004 concerning the National Social Security System (SJSN), Law No. . 24 of 2011 concerning BPJS Health and Law no. 71 of 2013 concerning Health services in health insurance, where these health services include all first level health facilities and referral level facilities that collaborate with BPJS. Therefore, President Joko Widodo issued the Healthy Indonesia Card Program policy based on Presidential Instruction Number 7 of 2014 concerning the Implementation of the Prosperous Family Savings Program, Smart Indonesia Program and Healthy Indonesia Program. In its implementation, the government has appointed BPJS as the organizer, while KIS is the program. Where the Healthy Indonesia Card (KIS) Program is an improvement on the BPJS Program, especially for participants who receive contribution assistance.

Community Health Centers, known as Puskesmas, are First Level Health Facilities (FKTP) which are responsible for public health in their working area in one or part of the sub-district area. In Minister of Health Regulation Number 75 of 2014 concerning Community Health Centers, it is stated that Community Health Centers function to organize first level Community Health Efforts (UKM) and Individual Health Efforts (UKP). Puskesmas is a district/city health service, so that in carrying out its duties and functions, it will refer to the health development policies of the relevant district/city regional government.

Technical health services Puskesmas is the main health service facility for Healthy Indonesia Card holders. The technician is a tiered referral system, KIS holders can check their health at the puskesmas, if there is a health problem that cannot be treated at the puskesmas then they can ask for a referral for treatment to get the facility. maximum like a hospital. As we know, community health centers have inadequate facilities and infrastructure, therefore a referral system is implemented so that we can get maximum service in health services. Most of the people in Madello are people from the lower middle economic class who are of course vulnerable to various health problems such as limited access to health service facilities. Based on the background above, as has been described, the author is interested in conducting specific research regarding "Implementation of the Healthy Indonesia Card (KIS) Program in Health Services at the Madello Community Health Center, Kec. Balusu, Kab. Barru, South Sulawesi".

B. Research Methods

This research is research that uses a qualitative descriptive approach. This Qualitative Descriptive is in the form of written or spoken words from people and observed behavior. The aim is to find out the pattern of message distribution on how to implement the Healthy Indonesia Card (KIS) Program at Madello. The descriptive method is a method used to analyze or describe research results but is not used to make broader conclusions. Descriptive research studies everything that involves society, situations in society, activities and influences on phenomena. In carrying out this research the author used data collection techniques by observation, documentation and interviews. Observation is the initial observation of concluding a problem. Documentation is a data collection technique sourced from journals, books and

scientific articles, and so on. An interview is collecting data from the results of direct interviews with informants regarding what they want to ask.

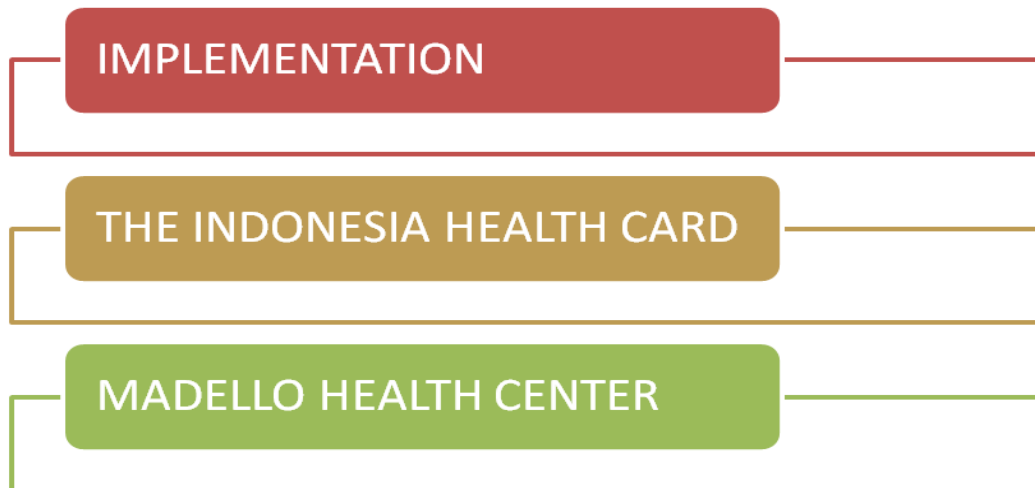


FIGURE 1. CONCEPTUAL FRAMEWORK

C. RESEARCH RESULTS AND DISCUSSION

Madello Community Health Center is a community health center in Balusu sub-district. Balusu district is one of the 79TUJU0 districts in Barru district. Geographically, Balusu sub-district is in the north of Barru Regency with an area of 11,220 km² with a population of 1842 people. Balusu sub-district is divided into 1 sub-district and 5 villages with regional boundaries which include:



Figure 1. Balusu District area

The working area of the Madello Community Health Center covers the entire Balusu sub-district area

In implementing the KIS program, what other interests are taken by the implementer? Based on information from Dr. Amir as the head of the Madello Community Health Center stated that; "Regarding the implementation of the KIS program, as the head of the community health center, I certainly do not have any other deviant interests. "Basically this program is aimed at underprivileged communities." (interview March 7, 2023) In connection with A. Md.'s statement. Farm as the KIS Implementer of the Madello Community Health Center also stated the same thing: "As the implementer of this program, I know the aim of the program, of course I have no intention of taking on other interests that hinder the progress of this program." (interview on March 7, 2023) In connection with the above, the resource person Sakkatang, s.kep, Ns as Bok Manager also said the same thing: "I do not take on other interests outside of my duties.

I just think about how to carry out my duties well" (interview 7 March 2023) In connection with the halal above, resource person Husnul Khatima, SKM as an SP2TP officer stated the same thing: "I personally know how to run the KIS program well according to the tasks that have been assigned to me." (Interview on March 7 2023) b. According to mother or father, who is the target? KIS program policy? Based on the opinion of the source, Dr. Amir, as the head of the Madelo Community Health Center, stated that; "KIS is a card that functions to provide free health insurance to the public. "The target of this KIS program is to help underprivileged communities or communities whose economic conditions are very weak" (interview 7 March 2023)

In connection with the above, resource person Andi Nurhayati Arsyad, A, Md. Farm as the Executive of the Madello Community Health Center also stated the same thing: "All the people in the Balusu sub-district area. When they are sick, they can get treatment for free just by showing this card to the health center staff" (interview 7 March 2023) In connection with the above, the resource person Sakkatang, s.kep, Ns as the manager of the bok also stated the same thing; "The KIS program is health insurance that receives subsidies from the government. "This KIS is intended for people who cannot afford it" (interview 7 March 2023) In connection with the above, resource person Husnul Khatima, SKM as an SP2TP officer stated the same thing: "The target of this KIS program is to help our poor people" (interview 7 March 2023) Based on observations made by the author, the services provided by Puskesmas employees are in accordance with the SOP that has been created, unless there is a patient with a serious illness, the Puskesmas staff will prioritize him and immediately refer him to the hospital. Every patient is served well without differentiating between one patient and another. Based on information from interviews, observations and documentation, the author can interpret that there are no other interests taken by the implementers of this KIS program. Puskesmas employees only carry out their respective duties for the success of this program.

The target of this program is to provide free health services to underprivileged communities. The relationship between the implementation of the Healthy Indonesia Card Program in health services at the Balusu District Health Center and the types of benefits obtained What are the benefits obtained by the Community Health Center in implementing the KIS program? Based on information from the source, namely Dr. Amir as the head of the Madello Community Health Center stated that; "The benefit

obtained from this program is that it provides convenience to people who cannot afford it. They will get free health services” (interview 7 March 2023) In connection with the above, resource person Andi Nurhayati Arsyad, A, Md.Farm as KIS Implementer also stated the same thing; "I think that with the KIS program our community will really be helped, they no longer need to think about costs when going to the health center for treatment.

They just show this KIS to the community health center staff and they will get free health services" (Interview 7 March 2023) In connection with the above, the resource person Sakkatang, s.kep, Ns as the Bok manager stated the same thing: "In my opinion, the KIS program is a program aimed at helping people who cannot afford to get free health services" (Interview 7 March 2023) In connection with the above, resource person Husnul Khatima, SKM as an SP2TP officer stated the same thing: "The benefit is to help people who cannot afford it or whose economic conditions are very weak" (interview 7 March 2023) KIS participants So far, what benefits have you received from this KIS program? Mrs. Marjoni said, "As an underprivileged member of society, I am very grateful for the existence of this KIS.

D.CONCLUSIONS

The implementation of the Healthy Indonesia Card Program in Health Services at the Madello Community Health Center, Balusu District, Barru Regency can be seen from several implementation variables, namely There is good communication between community health center employees, outreach is carried out to KIS participants regarding knowledge of how to use KIS, the steps that must be followed when using KIS, and accompanied by a responsive attitude from employees. The implementation of

the KIS program is considered to be good in the way they provide services to patients, namely patiently and kindly. However, sometimes there are employees who arrive late. The level of officer compliance can be said to be good, seen from their responsive service to KIS participants. The supporting and inhibiting factors are based on information from sources. The obstacles are that the patient's house is in a remote location, Puskesmas officers have difficulty reaching the patient's house due to limited vehicles and poor roads. Because of this, officers had to walk to the location of the patient's house. Meanwhile, the supporting factors, namely medical resources, including doctors, midwives and pharmacists, are quite adequate at the Madello Community Health Center, Balusu District. In terms of funding, the implementation of KIS at the Madello Community Health Center is going well and is sufficient. Then there is the availability of sufficient human resources or medical personnel.

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