

# Analisis strategi pemasaran PT. Asuransi Jasindo (persero) dalam menghadapi persaingan di industri Australia kerugian Indonesia = Analysis of marketing strategy of PT. Asuransi Jasindo Ltd. in competing with loss insurance industry in Indonesia

Fadjar Isdijanto, author

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## Abstrak

Looking at the brutto premium of PT. Asuransi Jasindo and the development of loss insurance industry in Indonesia, it was obvious that the market competition of insurance industry was very competitive. Such competition could be handled if PT. Asuransi Jasindo could apply a marketing strategy that had a sustainable competitive advantage. This served as the background of the research which aimed at identifying the feasibility of applying the sustainable competitive advantage concept as the marketing strategy and to what extent it can be applied to identify competitive position of PT. Asuransi Jasindo towards other competitors in the loss insurance industry in Indonesia.

The research adopted descriptive method through data collection in a form of secondary and primary data. The former used books, annual reports and other documents related with the research. As for the latter, questionnaires designed based on the Likert Scale were distributed to the personnel of PT. Asuransi Jasindo in the units in the head quarter office and 15 branch offices.

The research adopted Boston Consulting Group (BCG) matrixs theory and the Sustainable Competitive Advantage (SCA) approach. The BCG matrixs was used to identify the competitive position of PT. Asuransi Jasindo towards the competitors in the loss insurance industry and the SCA approach here was to analyse the components of competitors covering own products familiarity, familiarity towards competitors, familiarty towards the competitors? products and the components of competition techniques comprising of cost advantage, product differenciation, market focus, pioneering products and market synergy.

The results of this research depicted that the competitive position of PT. Asuransi Jasindo in the loss insurance industry in Indonesia was in the star quadrant possessing the growth of long-run opportunities. The strategies that could be adopted were forward integration, backward integration, horizontal integration, market penetration, market development and product development.

Whereas the results of analysis ofthe components of prerequisite condition of SCA concept was things like the familiarity of own products, familiarity of competitors? products, cost advantage, product differenciation, market focus and pioneering products receiving good/high level category and as for being familiar with the competitors possessing very good/very high category whereas the market synergy obtained relatively good/relatively high category. Therefore it could be concluded that the SCA concept could be adopted as the marketing strategy of PT. Asuransi Jasindo.

The optirnalize the adopt on of the SCA concept as the marketing strategy that possessed the sustainable competition required mending and improvement of such strategies as market synergy, human resource development and the market extention.