

## SUMMARY

SULASTRI. Analysis of Alternative Development Strategy in PT Asuransi Jiwa Taspen. Supervised by AMZUL RIFIN and BUNASOR SANIM.

Insurance is a financial institution that is engaged in the service and the Non-Bank Financial Institutions. Definition of non-bank financial institutions are all entities conducting activities in the financial sector, which directly or indirectly raise funds notably by issuing commercial paper and distribute ithe fund to the community, especially to finance the company's investment.

The achievement of PT Asuransi Jiwa TASPEN is not maximal, due to the limitations of facilities, infrastructure, and human resources in the development of the market, but the opportunities of this company in achieving the targets set will be very large if implemented strategies that fit the factors experienced by the company. This study aims to identify and study the factors that affect the internal and external existence of PT Asuransi Jiwa TASPEN and formulate appropriate strategic alternatives applied in PT Asuransi Jiwa TASPEN.

Internal and external factors the company is very strong influence on PT Asuransi Jiwa TASPEN. With the strengths, weaknesses, opportunities and threats in PT Asuransi Jiwa TASPEN, the management must utilize SO strategy that harnesses the power of the largest to take advantage of opportunities. SO alternative strategy, namely; strengthen partnerships with the government and the availability of insurance programs to the needs of civil servants, development of marketing distribution, the opening office channeling at the branch offices in order to anticipate market development and improve the quality and quantity of human resources.

Keywords: alternative strategies, insurance, PT Asuransi Jiwa TASPEN, SWOT



**SB-IPB**

Sekolah Bisnis - Institut Pertanian Bogor