SUMMARY

GRAITA GAIETY JATMIKO. The Development Strategy of Rice Crop Insurance (AUTP) of PT Asuransi Jasa Indonesia, Jakarta. Supervised by ARIEF DARYANTO and ROKHANI HASBULLAH.

Rice Farm Insurance (AUTP) is a government program established in order to protect the farmers from the risk of crop failure. In 2015, AUTP began to develop on a national scale. The ministry of state-owned enterprises (BUMN) appointed PT Asuransi Jasa Indonesia, as a state-owned company in the insurance sector to implement the AUTP program. The scheme in the AUTP implementation involved many stakeholders such as District/City Offices, Agricultural Advisors, Provincial Offices, and Ministry of Agriculture. Total premium paid is Rp. 180.000, in which 80% of the premium value is borne by the government so that the farmers only pay 20% or Rp. 36.000 per hectare per planting season. The compensation (claim) given to AUTP participants amounted to 6 million per hectare per planting season. Regarding the claim submitted by the farmers to PT Asuransi Jasindo, the compensation is granted according to the principle of indemnity insurance. Based on the indemnity principle, the farmers suffering losses caused by flood, drought, and Plant Pest Organism (OPT) attack will be granted a compensation in accordance with the agreed sum stated in the insurance agreement (AUTP policy).

The aim of this study was to analyze the internal and external factors which affect the Rice Farm Insurance development, to know the company position in implementing AUTP program, and to design various alternative strategies in the implementation of AUTP. This study was conducted by using in-depth interview method and secondary data collection from PT Asuransi Jasindo, Ministry of Agriculture, and Central Bureau of Statistics. This study was analyzed using the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) to evaluate the strategic factor. Meanwhile the matrix analysis of Internal External (IE) is used to know the company position in the implementation of AUTP. Several alternative strategies were obtained used the SWOT analysis. Otherwise, the priority strategy was determined using QSPM analysis. The result of the strategy analysis obtained will be used to design the implementation strategy.

According to the IFE and EFE analysis, the most influential internal strategic factors of the AUTP development were a good reputation of the company and the lack of UUPM employee. Meanwhile, the most influential external strategic factors were a wide market share and threat of new entrants. The company positions on the AUTP implementation is in hold and maintain position. The SWOT analysis in this study resulted in 8 alternative strategies. The recommended priority strategy for the company in form of add or expand the distribution channel network.

Keywords: agricultural risk, development strategy, PT Asuransi Jasa Indonesia, QSPM, rice crop insurance