

## Strategy of PT. Asuransi Jasa Indonesia to become market leader in free competitive market fra

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### Abstrak

PT. Asuransi Jasa Indonesia have conduct reformulation it strategy in free competitive market era, As state enterprise, FT. Asuransi Jasa Indonesia got same protection policy by government. But in free market era, the government do not allowed to give same protection to any state enterprise. To face that condition, PT. Asuransi Jasa Indonesia have to formulate it strategy to become market leader.

This research aim to formulate PT. Asuransi Jasa Indonesia Strategy to become market leader, in detail are : (1) to analyze external and internal business environment of PT. Asuransi Jasa Indonesia, (2) to know competitive map potency, (3) to formulate PT. Asuransi Jasa Indonesia strategy to become market leader in era free competitive market. In this research the writer use same theory such as; strategic management and strategic marketing Value Chain, BCG Matrix, and Discipline of Market Leader.

Method of this research is descriptive, with analyze unit is PT. Asuransi Jasa Indonesia office. To collect data, the writer use : (1) primary data by questioner, (2) secondary data by collecting financial report of PT. Asuransi rasa Indonesia, literature and etc. Sampling method in this research is expert survey method by purposive sampling. To find the strength and weakness is used Value Chain Matrix. To know potential map of PT. Asuransi Jasa Indonesia is used BCG Matrix. To formulated the strategy to become market leader is used "Discipline of Market Leader by Tracy & Wiersema".

This research result: (1) from internal analyze: PT. Asuransi Jasa Indonesia have two power that are buyer bargaining and rival level. Key success from external analyze must be owned by PT. Asuransi jasa Indonesia are: prudential, service Coverage, efficiency, liquidity. 2) from potential mapping of PT. Asuransi jasa Indonesia by BCG Matrix shown that PT. Asuransi Jasa Indonesia in "star" position that the company have best long-run opportunities in growth. Same strategy can be used are: forward integration, backward integration, horizontal integration, market penetration, market development, product development. (3) strategy to become market leader by "Discipline of Market Leader" are PT. Asuransi jasa Indonesia very good in product excellence but in operation excellence and costumer intimacy is good. PT. Asuransi Jasa Indonesia have to increase operation excellence and costumer intimacy.