

Marketing Strategy of Allisya Protection Plus at Allianz STAG Genteng Biru: Islamic Economic Perspective

Ni Wayan Dian Irmayani^{1*}, I Gede Sudiarsa²

Politeknik Nasional

Corresponding Author: Ni Wayan Dian Irmayani Dianirmayani51@gmail.com

ARTICLE INFO

Keywords: Insurance
Marketing Strategy, Islamic
Economics, Marketing
Strategy Evaluation

Received : 02 February

Revised : 18 February

Accepted: 21 March

©2024 Irmayani: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This research is motivated by the lack of awareness of the Indonesian people about the importance of insurance in future life. Therefore, a strong strategy is needed from the agents to market insurance to the public and to survive to develop the company, especially Allianz Insurance and Allianz STAG Blue Tile partners. This study is a field study using descriptive qualitative methods with research subjects consisting of core subjects and supporting subjects, namely Business Partners, business executives and allisya Protection Plus customers. The results of this study indicate that the marketing strategy of allisya Protection Plus Insurance at Allianz STAG Genteng Biru partners carried out by agents is as follows: segmentation, Target market, positioning, marketing tactics, differentiation, marketing mix, Sales, Marketing Value, brand, Service and process. The purpose of this study is to evaluate and understand the marketing strategy of Allisya Protection Plus Insurance at Allianz STAG Blue Tile partners. This study also aims to determine how the marketing strategy of Allisya Protection Plus Insurance according to the perspective of Islamic Economics. Allisya Protection Plus Insurance Marketing Strategy at Allianz STAG Genteng Biru Partners is carried out by agents by paying attention to several aspects, such as segmentation, targeting, positioning, marketing tactics, differentiation, marketing mix, Sales, Marketing Value, brand, service, and process. In addition, this marketing strategy is also explained in the context of Islamic Economics, where agents try to market products in accordance with Sharia principles and provide good service to prospective customers.

INTRODUCTION

The research is based on the lack of awareness among Indonesian citizens regarding the importance of insurance in their future lives. The study aims to address the need for a robust marketing strategy from agents to promote insurance and ensure the company's growth, particularly Allianz Insurance and Allianz STAG Genteng Biru. The research problem revolves around the absence of specific company-defined strategies for marketing products, allowing flexibility for the agents to engage in marketing activities. The urgency of the research is highlighted by the growing competition in the insurance industry and the need to penetrate the low insurance awareness in the country. The research hypothesis for a quantitative study could be formulated to assess the effectiveness of specific marketing strategies in increasing insurance awareness and sales. The research question or objective is to evaluate and understand the marketing strategy for Allisya Protection Plus insurance at Allianz STAG Genteng Biru, particularly in the context of Islamic finance. The research problem in the provided text is the lack of awareness among Indonesian citizens regarding the importance of insurance in their future lives. This gap in awareness necessitates a strong marketing strategy from agents to promote insurance and ensure the company's growth, particularly Allianz Insurance and Allianz STAG Genteng Biru. The research hypothesis for a quantitative study could be formulated to assess the effectiveness of specific marketing strategies in increasing insurance awareness and sales. For example, "The implementation of targeted marketing tactics will lead to a significant increase in insurance awareness and sales among the Indonesian population. The research question or objective is to evaluate and understand the marketing strategy for Allisya Protection Plus insurance at Allianz STAG Genteng Biru, particularly in the context of Islamic finance. The objective is to gain insights into the effectiveness of the marketing strategies employed and their impact on the awareness and sales of Allisya Protection Plus insurance, with a specific focus on the Islamic finance perspective.

LITERATURE REVIEW

The research methodology involves the collection of primary and secondary data. Primary data is obtained directly from the researched institution, while secondary data is sourced from books, journals, articles, and other relevant materials. Data collection techniques include observation, interviews, and documentation. These methods are employed to gain a clear understanding of the marketing strategies for insurance products, particularly Allisya Protection Plus at Mitra Allianz STAG Genteng Biru. The analysis of data is conducted using descriptive analysis methods, which involve presenting and analyzing the data obtained from observations and written sources. The study is conducted at the Allianz STAG Genteng Biru branch, focusing on the marketing strategy for Allisya Protection Plus. The research aims to provide insights for academic fulfillment, strategic input for the company, and contributions to the literature on Islamic economics. The research aims to understand the marketing strategies employed by Allianz agents to promote Allisya Protection Plus at Mitra Allianz STAG Genteng Biru. The study's significance lies in its potential to provide

insights for practitioners, policy makers, and further research in the field of Sharia-based insurance marketing in Indonesia. The literature review also includes references to various sources such as books, internet resources, and legal documents related to insurance and Islamic economics.

The research findings indicate that the marketing strategy employed by agents is characterized by segmentation, targeting, positioning, marketing tactics, differentiation, marketing mix, sales, marketing value, brand, service, and process. The study also highlights the significance of these strategies in promoting the insurance product within the framework of the company's guidelines and Sharia principles. Method .The research is driven by the lack of public awareness in Indonesia regarding the importance of insurance for future life. It emphasizes the need for a strong strategy from agents to market insurance effectively, focusing on the development of companies such as Allianz insurance and Allianz STAG Genteng Biru. The study is based on field research using a qualitative descriptive method and involves research subjects such as Business Partners, Business Executives, and Allianz Protection Plus customers. The findings reveal the marketing strategy for Allisya Protection Plus insurance, including segmentation, targeting, positioning, marketing tactics, differentiation, marketing mix, sales, marketing value, brand, service, and process. The Indonesian market for insurance is promising, especially for Sharia-compliant financial institutions. Allianz Indonesia, established in 1981, offers a variety of insurance products, including life, health, and general insurance, as well as employee benefits, pension funds, and savings. The company has a wide network and a robust presence in 44 cities with 80 service points, supported by over 14,000 agents and around 1,000 employees. Allisya Protection Plus, a Sharia-based insurance and investment product, aims to provide lifelong protection against unexpected events while helping achieve future goals. The study highlights the low awareness of insurance among Indonesians, attributed to factors such as low income, a focus on immediate needs over future ones, and limited socialization about the importance of insurance. To address these challenges, the research aims to understand the marketing strategies employed by Allianz agents to promote Allisya Protection Plus at Mitra Allianz STAG Genteng Biru. The study's significance lies in its potential to provide insights for academic fulfillment, strategic input for the company, and contributions to the literature on Islamic economics. The research methodology includes data collection through observation, in-depth interviews, and questionnaires, followed by a descriptive analysis to elucidate the marketing strategies for Allisya Protection Plus at Mitra Allianz STAG Genteng Biru. The ultimate goal is to offer recommendations that can benefit the company and contribute to the advancement of Sharia-based insurance in Indonesia.

METHODOLOGY

This study is a field study using descriptive qualitative methods with research subjects consisting of core subjects and supporting subjects, namely Business Partners, business executives and allisya Protection Plus customers.

RESEARCH RESULT AND DISCUSSION

The specific marketing strategies implemented by Allianz agents to promote the Allisya Protection Plus product at Mitra Allianz STAG Genteng Biru include segmentation, targeting, positioning, marketing tactics, differentiation, marketing mix, sales, marketing value, brand, service, and process. These strategies are designed to adhere to the principles of Islamic economics, ensuring that the marketing activities align with Sharia principles. Additionally, the agents are provided with guidelines and ethical codes through seminars and guidebooks to ensure that their marketing efforts comply with company standards and regulations. The agents are also encouraged to provide excellent service to potential customers to build trust and maintain a positive reputation. The marketing strategies are not dictated by the company, but agents are given the flexibility to market the products within the framework of the company's guidelines and Sharia principles.

Islamic financial institutions (LKS) according to the National Sharia Council (DSN) are financial institutions that issue Islamic financial products and are licensed to operate as Islamic financial institutions. This definition confirms that an LKS must meet two elements, namely the element of conformity with Islamic Sharia and the element of legality of operations as a financial institution. Islamic financial institutions have 2 types of different properties, among others, bank Islamic financial institutions and non-bank Islamic financial institutions. One of the non-bank Islamic financial institutions is Islamic insurance. The prospects for the Islamic finance industry in Indonesia are increasingly promising, including insurance. The 2017 Global Islamic Financial Report (GIFR) said the world's Islamic financial assets grew by seven percent to reach USD2,293 trillion in 2016. It is estimated that by 2021, total Islamic financial assets in the world will reach USD3.5 trillion from USD2 trillion in 2015. Meanwhile, domestically, an overview of Sharia insurance financial data as of July 2017 released by the Financial Services Authority (OJK) revealed that the Sharia insurance industry's assets reached Rp37,293 trillion, an increase of 17.26% compared to the same period the previous year. Currently there are at least 11 best Sharia insurance in Indonesia, including Allianz Sharia, Takaful Insurance, PRUSyariah, Manulife Sharia insurance, and AIA Sharia insurance. Allianz has been present since 1981 through its representative office in Jakarta. In 1989, PT Asuransi Allianz Utama Indonesia officially operates providing services in the field of General Insurance. In 1996, Allianz completed its insurance services in Indonesia by establishing PT Asuransi Allianz Life Indonesia which is engaged in life insurance, health and pension funds. In 2006, both companies started Islamic insurance business. In 2007, Allianz Indonesia introduced Allianz Center as a concept of One Stop Solutions, where Allianz customers & agents can get our insurance services in one place. Allianz Center has been operating in Jakarta, Surabaya, Bandung and Denpasar. Now, together, Allianz Indonesia is present in 44 cities with 80 service points, supported by more than 14,000 agents, with around 1,000 employees and solid banking partners to serve our customers. Allianz Indonesia provides insurance solutions from A-Z.

Allisya Protection Plus is a sharia-based insurance plus investment product with lifetime protection. This Program provides maximum protection against unexpected events that can affect the financial condition of the family while helping to Realize Future Dreams. The level of awareness of Indonesian people with insurance is still relatively low compared to other countries. This is because insurance is considered not a major need. Based on the results of research conducted on Indonesian public awareness of the importance of insurance, only 18% understand and understand the importance of protection of 240 million people. Whereas if viewed further, insurance is quite effective to support one's quality of life. This is evidenced by the number of developed countries that require their citizens to have insurance. It is undeniable that the graph of a person's life must have ups and downs, only God knows what will happen in the future. In other words, in life will experience unexpected risks, these risks can be in the form of a burden of risk on yourself, family or property that we have. That is what causes the need for protection that is able to guarantee someone's life. One solution that can be done is to have insurance. Unfortunately, the awareness of the Indonesian people about the importance of insurance is still lacking. Many factors that cause people to be minimal for insurance, among others, the level of welfare or low income so that insurance has not been used as a necessity or style life, many who prioritize the needs of now rather than the needs of the future, and still low socialization of the importance of insurance in the community. Every company has a goal to be able to stay alive and thrive. These goals can only be achieved through maintaining and increasing the level of profit or profit of the company. This effort can only be done if the company can maintain and increase sales, through efforts to find and build subscriptions, and efforts to dominate the market. This goal can only be achieved if the company's marketing department conducts a solid strategy to be able to use the opportunities or opportunities that exist in marketing, so that the company's position or position in the market can be maintained and improved. Along with the rapid development of the times, the more the growth of insurance in Indonesia will automatically be stronger competition in the field of marketing. Given that the interest of the Indonesian people to be insured is still relatively low, based on data from the Indonesian Life Insurance Association (AAJI), the number of customers was 53.27 million people and shrank in the first half of 2018 by 9 percent compared to the first half of 2017 of 58.51 million people, so it is very necessary for a strong strategy from agents to market insurance to the public and to survive developing companies, especially Allianz Insurance. Based on this problem, the researcher felt the need to learn more about how the marketing strategy carried out by Allianz agents to market Allisya Protection Plus insurance products in Allianz STAG Genteng Biru Partners which was appointed as a final project entitled "Allisya Protection Plus Insurance Marketing Strategy in Allianz STAG Genteng Biru partners".

The role of Business Partners in marketing the Allisya Protection Plus product at Mitra Allianz STAG Genteng Biru involves overseeing and guiding the marketing activities of agents. They are responsible for ensuring that the marketing strategies align with the principles of Islamic economics and comply with the guidelines set by Allianz. Business Partners provide training and

support to agents on how to effectively market the product, emphasizing the importance of adhering to Sharia principles in the marketing process. Additionally, they play a crucial role in ensuring that the agents provide excellent service to potential customers, building trust and maintaining a positive reputation for the company. The Business Partners also work closely with the agents, providing guidance and assistance to ensure that the products are marketed in a manner that aligns with the company's standards and Sharia principles.

Allianz encourages flexibility in marketing its products, particularly those based on Sharia principles, by providing agents with the freedom to market the products within the framework of the company's guidelines and Sharia principles. The company does not impose specific or stringent marketing strategies on the agents, but instead, it offers training, guidance, and ethical codes through seminars and guidebooks. These resources outline the ethical standards for agents, the dos and don'ts of marketing, and comprehensive product information to ensure that agents understand the products before marketing them to potential customers. Additionally, Allianz allows agents to develop their own personalized marketing strategies, as long as they adhere to the company's regulations and Sharia principles. This approach empowers agents to tailor their marketing efforts to the specific needs and preferences of their target audience, fostering a more flexible and adaptable marketing approach.

Allianz provides comprehensive training and support to its agents in marketing Sharia-compliant products, such as Allisya Protection Plus. The company emphasizes the importance of adhering to Sharia principles in marketing these products and ensures that agents are well-equipped to do so. Agents receive training on ethical codes, guidelines, and product information through seminars and guidebooks. These resources cover the ethical standards for agents, dos and don'ts of marketing, and detailed product information to ensure a thorough understanding before marketing to potential customers. Additionally, Allianz allows agents the flexibility to develop personalized marketing strategies within the framework of the company's guidelines and Sharia principles. This approach empowers agents to tailor their marketing efforts to the specific needs and preferences of their target audience, fostering a more flexible and adaptable marketing approach.

The research findings obtained during the process of collecting research data indicate the marketing strategy for Allisya Protection Plus insurance at Allianz STAG Genteng Biru. The research utilized a qualitative descriptive field research method and involved core subjects such as Business Partners, Business Executives, and Allisya Protection Plus customers. The data collection techniques included observation, in-depth interviews, and the use of questionnaires. The research findings revealed that the marketing strategy for Allisya Protection Plus insurance at Allianz STAG Genteng Biru encompassed segmentation, targeting, positioning, marketing tactics, differentiation, marketing mix, sales, marketing value, brand, service, and process. These findings were obtained through direct data collection from the researched institution, as well as secondary data obtained from books, journals, articles, and other relevant sources. The discussion

section would typically relate the research findings to the literature review presented. It would analyze how the results align with existing theories related to marketing strategies, Islamic finance, and consumer behavior in the insurance industry. The research findings would be compared and contrasted with the existing literature to provide insights into the effectiveness of the marketing strategies employed and their impact on the awareness and sales of Allisya Protection Plus insurance. focus on the marketing strategy of Allisya Protection Plus at Mitra Allianz STAG Genteng Biru, particularly from the perspective of Islamic economics. It emphasizes the importance of understanding Islamic economic principles in insurance marketing and highlights the need for strong marketing strategies to promote insurance in Indonesia. In the absence of specific result in the form of tables or descriptions, the discussion would typically relate the findings to the existing literature review. It would analyze how the research findings align with or contribute to the understanding of marketing strategies, particularly within the context of Islamic economics and the insurance industry. The discussion would also explore the implications of the research findings for practitioners, policy makers, and potential areas for further research.

CONCLUSIONS AND RECOMMENDATIONS

The research on the marketing strategy of Allisya Protection Plus insurance at Mitra Allianz STAG Genteng Biru has revealed several key findings. The conclusion of the study indicates that the marketing strategy employed by agents is characterized by segmentation, targeting, positioning, marketing tactics, differentiation, marketing mix, sales, marketing value, brand, service, and process. The conclusion also highlights the significance of these strategies in promoting the insurance product within the framework of the company's guidelines and Sharia principles. The marketing strategy for Allisya Protection Plus at Mitra Allianz STAG Genteng Biru is not determined by the company, but rather by the agents, who are provided with certain requirements and ethical codes from Allianz in the form of a guidebook. The agents at Mitra Allianz employ various marketing strategies, including segmentation, targeting, positioning, marketing tactics, differentiation, marketing mix, sales, marketing value, brand, service, and process.

Based on the conclusion of the study, it is recommended that Allianz and its agents continue to focus on implementing and refining the marketing strategies identified in the research. Additionally, there is a need to further emphasize the ethical codes and guidelines for agents, ensuring that the marketing efforts align with Sharia principles and ethical standards. Furthermore, the study suggests that future research should explore the long-term impact of these marketing strategies on customer acquisition, retention, and overall business performance. These recommendations aim to provide actionable insights for practitioners and policy makers in the insurance industry, contributing to the advancement of Sharia-based insurance marketing in Indonesia. The research on the marketing strategy of Allisya Protection Plus at Mitra Allianz STAG Genteng Biru has provided valuable insights. The conclusion of the study includes the following key points:

1. Provide additional training and support for agents to enhance their understanding of marketing strategies and ensure alignment with the company's ethical codes and requirements.
2. Encourage the development of marketing materials and approaches that emphasize the unique selling points of Allisya Protection Plus, such as its Sharia-compliant nature and its value proposition to potential customers.
3. Conduct further research to explore the impact of Islamic economic principles on insurance marketing and customer perceptions in the Indonesian context, with a focus on the effectiveness of the strategies employed by agents at Mitra Allianz STAG Genteng Biru.

These recommendations aim to improve the effectiveness of marketing strategies for Allisya Protection Plus and contribute to the growth and success of Allianz and its partners in the Indonesian market.

ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

REFERENCES

- Abdullah, Thamrin, Manajemen Pemasaran, Jakarta: PT. Raja Grafindo Persada
Alma, Buchari dan Donni Juni Priansa, Manajemen Bisnis Syariah (edisi
revisi), Bandung: Alfa Beta Bandung, 2014
- Allianz, Allisya Protection
Plus, [https://www.allianz.co.id/produk/asuransisyariah/allisya-
protection-plus](https://www.allianz.co.id/produk/asuransisyariah/allisya-protection-plus) (Diakses pada hari Senin, 16 November 2020 Pukul 07.53
WIB)
- Allianz, Produk, <https://www.allianz.co.id/produk> (Diakses pada hari Senin,
16 November 2020 Pukul 11.30 WIB)
- Ardianto, Elvinaro, Metodologi Penelitian Untuk Public Relations: Kuantitatif
dan Kualitatif, Bandung: Simbiosis Rekatama Media, 2014
- Asqalani, A, Bulugh al-Maram min Adillatil Ahkam, Beirut: Dar al Fikr, 2012
Assauri, Sofjan. 2013. Manajemen Pemasaran. Jakarta : Rajawali Pers.
- David, Fred R, 2011. Strategic Management, Buku 1. Edisi 12 Jakarta
Global Edition. Pearson Education Limited, New York.
- Ibrahim, Metode Penelitian Kualitatif: Panduan Penelitian Beserta Contoh
Proposal Kualitatif, Bandung: CV. Alfabeta
- Irmayani, N. W. D., Mirayani, N. K. S., & Rusadi, N. W. P. (2022). Webinar Online
Literasi Keuangan (Financial Literacy) Bagi Generasi Milenial. JOONG-KI:
Jurnal Pengabdian Masyarakat, 1(2), 240-244.
- Irmayani, Ni W. D., et al. Strategi Pemasaran (Menghadapi Dunia Bisnis Yang
Kompetitif). Edited by Dr.Luhglatno,S.E.,M.M.,M.Si. Eureka Media
Aksara, 2023.
- Kotler, Philip And Gary Armstrong., 2018., Principle Of Marketing, 17e Global
Edition, Pearson Education Limited, New York.
- Kotler, Philip And Kevin Lane Keller., 2016., Marketing Management, 15e
- Sugiyono, Metode Penelitian Kuantitatif, Kualitatif dan R&D, Bandung:
Alfabeta, 2011

Irmayani

Sugiyono, Metode Penelitian Kuantitatif, Kualitatif dan R&D, Bandung:
Alfabeta, 2013

Sugiyono. 2016. Metode Penelitian Kuantitatif, Kualitatif, R&D. Bandung : IKAPI

Undang Undang Nomor 40 tahun 2014 tentang Perasuransian