



## Marketing Development Through Swot Analysis for Medical Profession Liability Insurance at PT Bumida 1967

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### ABSTRACT

*The purpose of this research is to develop a marketing strategy from PT. BUMIDA 1967, to further develop and increase sales volume. This research was conducted by direct interview method, by filling in some of the questions summarized in the questionnaire to Branch Managers and employees of the marketing division. Data processing method uses SWOT analysis. The results showed that the strategy used by PT. BUMIDA Semarang Branch uses a diversification strategy or an innovation strategy. By using SAP and ETOP analysis, PT. BUMIDA 1967 Semarang Branch is in a strong internal position and an external position on speculative ventures. So the company PT. BUMIDA 1967 Semarang Branch is in an investment position to develop Doctor Liability Insurance products with increasingly aggressive innovations to increase company turnover.*

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### 1. Introduction

In the current era of globalization, the insurance industry continues to develop, because insurance is a financial means needed to ensure the implementation of household and corporate life, to eliminate fundamental risks such as the risk of death, or the risk of property ownership, both individuals and companies. Therefore insurance has become a life companion like other primary needs, for those who already understand the importance of insurance.

One of the insurance companies that has been operating for a long time is PT. Bumiputera Muda 1967 General Insurance (or better known as BUMIDA), there are 2 types of products offered, namely: 1) Individual, 2) Corporation. PT. Asuransi Bumiputera Muda 1967 (Bumida) again developed a super unique line of business, namely medical profession liability insurance (Doctor's Liability Insurance). Losses resulting from running a medical profession which is legally responsible for paying compensation for damages arising from bodily injury caused by events that occur in the coverage area of the coverage during the policy period. The background of the creation of this product is an increase in public legal awareness in line with the number of claims against the medical profession, the development of several cases of alleged "malpractice" that befell celebrities, and doctors expect a sense of security in carrying out their profession through reliable protection / insurance. The advantage of this medical profession liability insurance product is the assistance from the Medicolegal Team, which is a team consisting of experts who have high competence in the medicolegal field, experienced in assisting colleagues in enforcing codes of ethics at regional and national levels, and experience with BUMIDA in handling the case analysis process. and advocating for malpractice claims since 2004.

The marketing strategy is carried out through corporations (60%) and as much as 40% is marketed in retail. In addition, PT. BUMIDA also relies on agent, brokerage and direct marketing. Therefore a marketing strategy is needed to increase the sales volume of medical profession liability insurance. Marketing strategy is a process of understanding the various activities and efforts of the company towards meeting market demand in certain target markets (Chandra, 2002). Marketing strategy can also be interpreted as the way a company plans to achieve marketing goals, which focuses on the resources it has in an effort to increase benefits and maintain a competitive advantage (Harini, 2019).

PT. 1967 BUMIDA, creating medical profession liability insurance products, which are expected to be able to meet market demand and improve the marketing performance of PT. BUMIDA 1967 as a whole. Marketing strategy deemed appropriate for the marketing development of PT. BUMIDA 1967 is a SWOT analysis strategy. Therefore, this research takes the title " MARKETING DEVELOPMENT THROUGH SWOT ANALYSIS FOR MEDICAL PROFESSION LIABILITY INSURANCE AT PT BUMIDA 1967".

Based on the background of the problems above, several problems in this study can be formulated, namely:

- How is the condition of the company at PT. BUMIDA 1967 Semarang branch currently?
- How to design a SWOT analysis at PT. BUMIDA 1967 Semarang Branch?
- How is the marketing strategy at PT. BUMIDA 1967 Semarang Branch?

### 2. Study of Learning Outcomes Theory

#### 2.1 Marketing

The definition of marketing is a social and managerial process between individuals and groups to get what is needed through the creation of valuable products / services (Kotler, 2008). Marketing is a scientific concept that is objective in helping, developing and directing mutually beneficial exchanges and aims to achieve sustainable satisfaction for stakeholders (Hasan, 2008). The marketing strategy is a direction and guidelines in selecting target markets, and designing and implementing a marketing mix (Fandy Tjiptono, 2015). Meanwhile, the marketing strategy using SWOT analysis is a marketing action in identifying strengths and opportunities, and at the same time minimizing weaknesses and threats. SWOT analysis can also be used by managers to formulate and develop company strategies in facing competition (Taufiqrokhman; 2016).

Marketing strategy of PT. 1967 BUMIDA in marketing medical profession liability insurance products, has the



advantages of its products, namely:

- Accompanying the doctor since the alleged negligence / potential charges
- Trusted and competent medicolegal team
- Experienced Since 2004 (12 Years)
- Compensation is decided without having to go through a court decision
- Guarantee all practice locations (according to law)
- Ensure negligence according to the competence and portion of medical responsibility
- An affordable premium

In developing its marketing strategy, a SWOT analysis will be carried out to help find the company's strategic position in the quadrant which is in accordance with the SWOT Matrix.

## 2.2 SWOT Matrix

After conducting internal and external analysis of the company, then identification is carried out to determine alternative ways to use existing opportunities and opportunities and avoid threats and weaknesses faced by the company (Freddy Rangkuti; 2009), which are translated into 4 quadrants, namely:

Quadrant 1: Is a favorable position for the company, because it has strength so that it can take advantage of existing opportunities. The strategy used is to support an aggressive growth policy (Growth oriented strategy).

Quadrant 2: the company is at a disadvantage due to threats, but there are still internal strengths that the company has. The strategy that should be used is to use the strengths that are owned through a product diversification strategy.

Quadrant 3: There is a market opportunity for the company, but is unable to fulfill it due to the absence of internal strength.

The strategy used is to reduce the company's internal problems, so as to seize market opportunities.

Quadrant 4: Is an unfavorable position, because the company is facing internal threats and weaknesses.

## 3. Research Methods

### 3.1 Types of Research

This research is a qualitative descriptive research type, where research activities are carried out to answer the problems posed through research questions based on the responses or answers given by company leaders or appointed employees (Wahidmurni, 2017).

### 3.2 Types and Sources of Data

In obtaining primary data, the study conducted interviews with informants who had been assigned by the company. Meanwhile, secondary data, researchers through review of documentation.

### 3.3 Selection of Informants

In qualitative descriptive research, the main source of information is informants, therefore it should be chosen from people who really understand the condition of the company and are directly involved with the research problem. According to Moleong, (2005) states that the number of informants does not determine the results of the study, but the most important thing is the depth of information obtained by the researcher. The selected informants in this study were:

- Branch Head
- Marketing employees, who understand the marketing mix that has been applied and the marketing strategies that have been used.

### 3.4 Research Instruments

The instruments in this study were:

- Observations are made through observations that occur on the research object in a detailed, measurable and clear manner.
- Interviews were conducted directly to the branch manager of PT. BUMIDA 1967 Semarang Branch and marketing employee (Account Officer) Mr. Ismail Muslich as The Most Inspiring Agent Award 2017 as the first winner and received several rewards in 2016,2017, 2018, 2019 and 2020.
- Documentation, is to obtain the data needed to answer research problems through document collection, which are then examined carefully to support and increase the confidence of research results (Satori, 2011).

## 4. Results and Discussion

The research discussion was carried out in the following stages:

- Analyze SAP (internal company, strengths and weaknesses)
- Analyzing the ETOP (company externalities, opportunities and threats)
- Make a SWOT analysis
- Marketing strategy recommendations

### 4.1 SAP (Strategic Advantages Profile) Analysis

SAP analysis is made by giving weight and rating to each factor, namely the strengths and weaknesses. The score is obtained from the multiplication of weights and ratings. From the factors described in the previous discussion, the following company SAP table can be compiled:

**Table 1**  
SAP analysis (Strategic Advantages Profile)

NO	INTERNAL ELEMENTS	WEIGHT	RATING	SCORE
<i>(STRONG)</i>				
1	Product quality (no competitors)	0,2	5	1
2	Price (premiums ranging from 2 million-7.5 million / year)	0,1	5	0,5
3	Company image (good enough)	0,1	5	0,5
4	Services (Medicolegal Assistance)	0,1	5	0,5



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5	Facilities (well provided)	0,1	5	0,5
<i>(WEAKNESS)</i>				
1	Promotion (less vigorous)	0,1	5	0,5
2	Place (need branch office in district / city)	0,1	5	0,5
3	Skills (needs to be improved)	0,1	5	0,5
4	Employees (need to add AO / marketing)	0,1	5	0,5
TOTAL		1.0		5

Source: Primary data processed, 2020

POWERFUL position. This position does not harm the long term, the company acts quite freely, even if competitors are active.

#### 4.2 ETOP analysis

By giving weight and rating as in the SAP analysis, here are the elements of company opportunity (EOE) and elements of corporate threat (ETE) in the table below:

**Table 2**  
Opportunity and Threat Analysis

NO	ELEMENT OF OPPORTUNITY	WEIGHT	RATING	SCORE
1	Market domination (the product is starting to be recognized)	0.2	3	0,6
2	Technological developments (e-marketing)	0.2	3	0.6
3	Ability to establish (good relationship)	0.2	5	1
4	Cooperation (with hospitals2)	0.2	5	1
5	Network Marketing (medical profession)	0.2	3	0.6
TOTAL		1.0		3.8
NO	ELEMENT OF THREAT	WEIGHT	RATING	SCORE
1	Demographics / Population (Professional Doctor)	0.3	5	1,5
2	Government policy	0.2	4	0.8
3	Existence of Competitors	0.2	3	0.6
4	Reputation	0.3	2	0.6
TOTAL		1.0		3.5

Source: Primary data processed, 2020

Based on the opportunity analysis with a score of 3.8 and a threat analysis with a score of 3.5, the company's position is included in speculative business.

#### 4.3 SWOT Analysis

SWOT matrix analysis is a merger of SAP and ETOP positions into the SWOT matrix, the position and sign I (investment) is a position that has more strategic alternatives compared to position D (divestment). The business position of PT. BUMIDA 1967 Semarang Branch can be seen from the SWOT matrix shown in the table below:

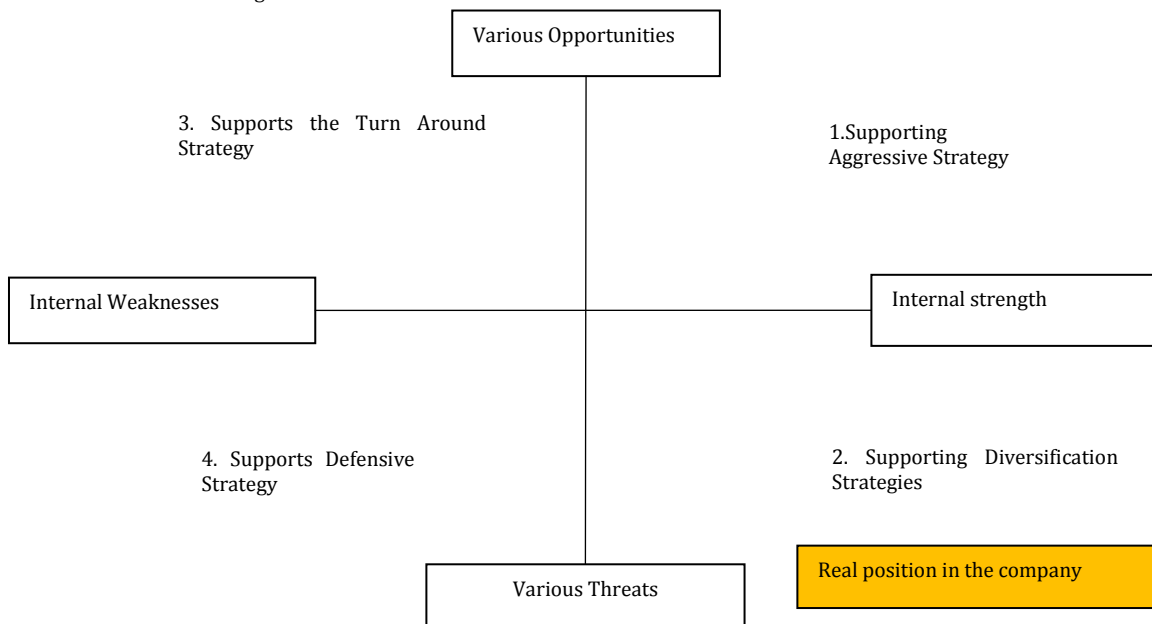


Fig 1 SWOT DIAGRAM

Source: Primary data processed



In the SWOT matrix above, the internal analysis of SAP PT. BUMIDA 1967 Semarang Branch is in a Strong position and ETOP external analysis is on the position of Speculative Business. So the company PT. BUMIDA 1967 Semarang Branch is in an investment position, namely a company position that has an alternative strategy or growth strategy.

**Table 3**

SWOT Position Matrix

ETOP SAP	Ideal venture	Adult Business	Speculative Effort	Bad business
Dominant	I	I	I	I
Strong	I	I	I	C
Secure	I	I	C	D
Last	I	C	D	D
Weak	C	D	D	D
Losing hope	I	D	D	D

Being in Quadrant 2 illustrates the situation that even though the organization faces threats, there are strengths that can be relied on. For this reason, organizations can use alternative strategy 2, namely the diversification strategy or innovation strategy

#### 4.4 Marketing Strategy

From the results of the discussion above, the marketing strategy recommendations are as follows:

**Table 4**

Marketing strategy

No	DIVISI	Strategi Yang Digunakan
1	Human Resources	- Recruitment of AO / marketing personnel - Product training for agents and employees -Sharing and evaluation is held once a week -Proposing rewards / rewards and bonuses for agents and employees who reach the target
2	Marketing	-Research the market for the right marketing strategy -Product diversification and Innovative -Holding seminars, sharing and socialization to hospitals and the medical profession -Providing the best service -Branding of products through online and offline promotions

#### 5. Conclusions

Based on research on marketing strategies by PT. 1967 BUMIDA to increase the sales of medical profession liability insurance products, the following conclusions are obtained:

- The results of the study using SAP and ETOP analysis, PT. BUMIDA 1967 is in a strong internal position and an external position on speculative ventures. So the company PT. BUMIDA 1967 Semarang Branch is in an investment position to develop medical profession liability insurance products with increasingly aggressive innovations to increase company turnover.
- From the SWOT analysis of PT. BUMIDA 1967 is in quadrant 2 illustrating the situation that even though corporate organizations face threats, there are strengths that can be relied on. For this reason, organizations can use alternative strategy 2, namely the diversification strategy or innovation strategy.
- In terms of the strategy used by PT. 1967 BUMIDA in the future can build a wider market, both domestically and abroad, do a lot of cooperation with hospitals, so that the medical profession liability insurance product can be even bigger.

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