PROMOTIONAL TOOLS DESIGN FOR PT ASURANSI JIWA INHEALTH INDONESIA

Name : Aditiya Denta Sari Sutadi
Student Reg. Number : 3406 100 076
Department : Industrial Product Design, FTSP-ITS
Consellor : Ir. Baroto Tavip Indrojarwo

InHealth is an Insurance Company that officially built on April 2009. This company has a vision to be a market leader in Insurance industry in Indonesia. To accomplish its vision, promotion is something that company has to do in order to increase the awareness level of the society that they will entrust InHealth to manage their health insurance in the end.

The result based on the interview of Mrs. A.A. Putu Mawar, SE, MM as InHealth’s East Region of Indonesia General Manager is InHealth still focusing in introducing and promoting the company and its product to public in generally. Especially to hospitals, and companies which are potential to be cooperated with. The result based on the interview of Sutrisno as A Sales Manager is indicating that the difficulty which InHealth faces in searching for clients that InHealth’s premi tend to be higher than its competitor’s premi. And also, the prospective client’s trust and knowledge factor about InHealth and its speciality.

Based on those interview, the writer will makes the promotion tools that is marketing kit (brochures, company profile, and interactive media), newspaper ads, website, and merchandise. The goal is, those promotion tools will increase the level of public’s awareness of InHealth and its products.

Keywords: promotion tools, awareness, inhealth, asuransi