

ABSTRACT

Anna Septiani Husna Norlaila, 2022. *Strategy of Insurance Agent PT Allianz Banjarmasin Branch in Achieving Sales Target of Sharia Life Insurance Products During the Covid-19 Pandemic. Thesis, Sharia Insurance Study Program, Faculty of Economics and Islamic Business.* Supervisor: Abdul Gafur, Lc, MA.

Keywords: Insurance agent strategy , to Achieve sales target

This research is motivated by the lack of public awareness of the importance of insurance in life in the future, because people have not made insurance a necessity and there is still a low understanding of the importance of insurance, pandemic covid-19.

The type of research conducted is field research (field research). The approach used is a descriptive qualitative approach with data collection techniques in the form of interviews with directors, managers, and insurance agents, and documentation. The process of data analysis techniques in this study has three stages, namely, data reduction, data display, and conclusion drawing/verification data.

Based on the results of the study, it was found that the strategy of the insurance agent PT Allianz Banjarmasin Branch was during the covid-19 pandemic to market insurance products, prospecting for prospective customers and claiming services using digital marketing. The problem with the agent's strategy during the covid-19 pandemic is that many prospective customers do not need sharia life insurance products because they are capable and strong and they prefer their life needs to future needs, as well as the limited ability to provide direct education or visit people's homes or homes prospective customer.