

## ***ABSTRACT***

**DESIGN STRATEGY PLANNING FOR PT. ASURANSI ARTARINDO**

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*In Indonesia, the insurance industry is an industrial sector that has existed for decades. To target new markets in this digital era, the insurance industry has challenges to start venturing into the digital world. This is supported by the issuance of regulations regarding Insurance Technology (Insurtech) by the Financial Services Authority to digitize the insurance industry. PT. Asuransi Artarindo is a general insurance service provider that has been established since 1978 and is currently starting to develop its business through a digital ecosystem. Besides that, PT. Asuransi Artarindo is now starting to change its segmentation from what was originally only for business groups, to insurance that handles individuals. However, PT. Asuransi Artarindo still does not have a strong visual identity to represent its company both offline and online. Therefore, a new business strategy is needed to market its insurance products. In addition, the design system applied must also be appropriate as a supporter to strengthen brand awareness of PT. Asuransi Artarindo in the community. The data in the design were obtained through data collection methods in the form of interviews, observations, questionnaires, and literature studies. Meanwhile, theories such as design strategy and visual communication design are used to analyze the data so as to produce outputs in the form of design strategy designs, visual identities, design systems, and promotional media to help PT. Asuransi Artarindo responds to market developments as well as to start a new segmentation.*

*Keywords: Design Strategy, Insurance Industry, Digitization*