

## **ABSTRAK**

Saat ini pentingnya asuransi memang masih nampak belum disadari oleh masyarakat di Indonesia, padahal semakin hari tingkat resiko semakin meningkat. Perkembangan PT Prudential *Life Assurance* sebagai salah satu perusahaan asuransi di Indonesia tidak terlepas dari peran agen. Oleh karena itu, dibutuhkan kemampuan komunikasi interpersonal yang baik bagi para agen untuk dapat bersaing satu dan lainnya. Penulis memilih PT Prudential *Life Assurance* sebagai lokasi penelitian dikarenakan *image* atau citra yang terbentuk di benak masyarakat adalah *image* yang eksklusif dan sudah memiliki kepercayaan tersendiri di benak masyarakat. Sehingga, penulis tertarik untuk mengetahui bagaimana Evaluasi Komunikasi Interpersonal Agen Asuransi Jiwa PT Asuransi Prudential Indonesia Cabang Yogyakarta dalam Menarik Minat Calon Nasabah Untuk Berasuransi. Penulis menggunakan metode penelitian deskriptif kualitatif dalam penelitian ini. Melalui metode ini, penulis ingin mengetahui bagaimana Evaluasi Komunikasi Interpersonal Agen Asuransi Jiwa PT Asuransi Prudential Indonesia Cabang Yogyakarta dalam Menarik Minat Calon Nasabah Untuk Berasuransi dan mengetahui apa saja faktor yang menghambat serta mendukung proses Evaluasi Komunikasi Interpersonal Agen Asuransi Jiwa PT Asuransi Prudential Indonesia Cabang Yogyakarta dalam Menarik Minat Calon Nasabah Untuk Berasuransi. Berdasarkan penelitian yang telah dilakukan, penulis mendapatkan hasil bahwa melalui strategi “Jemput Bola”, komunikasi interpersonal yang diterapkan para agen telah berjalan dengan cukup efektif. Para agen asuransi Prudential *Life Assurance* tetap memperhatikan aspek-aspek penunjang efektivitas komunikasi interpersonal, yaitu keterbukaan, empati, dukungan, sikap positif, dan kesamaan.

## **ABSTRACT**

Nowadays, the importance of life insurance still unrealized by the people in Indonesia. The development of PT Prudential *Life Assurance* in Indonesia cant be separated with the role of its agents. Therefore, the capacity of interpersonal communication is needed by the agents to compete each other. The author chose PT Prudential *Life Assurance* as a research location because the exclusive emage which built in peoples mind. Therefore, writer interested to know how exactly the evaluation strategy of interpersonal communication of Life Insurance agents in PT Prudential *Life Assurance* to attract pre customer to have insurance. In this research, writer used research qualitative descriptive method. Through this method, writer wanted to know how exactly the evaluation strategy of interpersonal communication of Life Insurance agents in PT Prudential *Life Assurance* to attract pre customer to have insurance and also to know what were the obstacle factors and supporting factors for Life Insurance agents in PT Prudential *Life Assurance* to attract pre customer to have insurance. The data were get by interview technique, observation technique, and also by bibliography study. Results from this research was get by analysis of thinking about interpersobal communication strategy concept and related with marketing communication strategy to knew exactly the evaluation strategy of interpersonal communication of Life Insurance agents in PT Prudential *Life Assurance* to attract pre customer to have insurance. All the data were confirmed with every people that are related with the research through source triangulation data validity. Based on this research, writer get the results that the strategy of “Pick up the ball” has been effectively running.