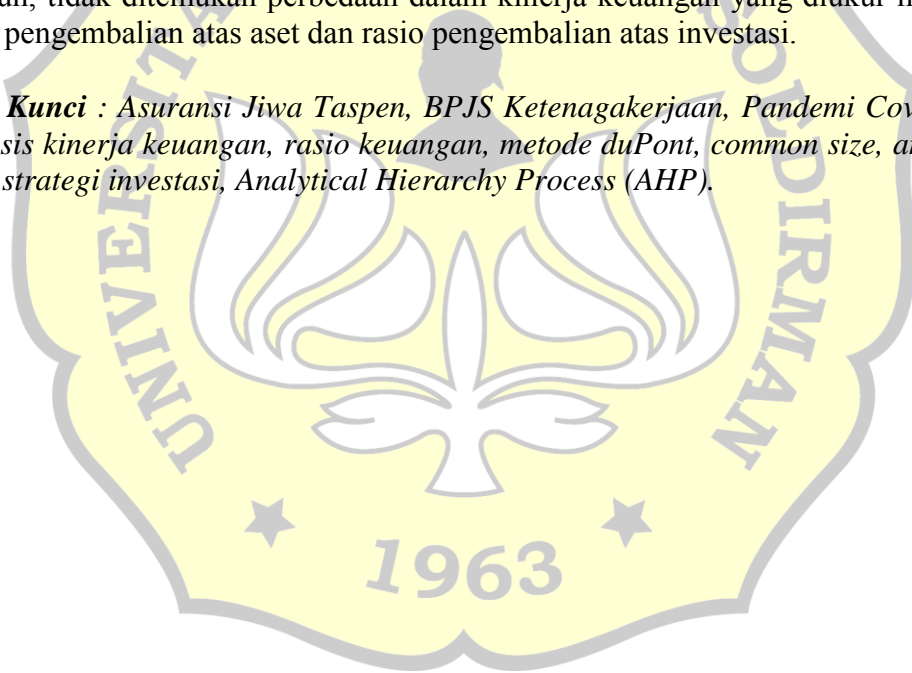


RINGKASAN

Penelitian ini bertujuan untuk menganalisis perbedaan kinerja keuangan Taspen *Life Insurance* antara sebelum dengan selama pandemi *Covid-19* dan membandingkannya dengan kinerja keuangan BPJS Ketenagakerjaan. Metode yang digunakan meliputi analisis rasio keuangan, metode *duPont*, *common size*, tren analisis, dan pemetaan strategi investasi dengan metode Analytical Hierarchy Process (AHP).

Hasil penelitian pertama menunjukkan bahwa tidak terdapat perbedaan dalam kinerja keuangan Taspen Life Insurance sebelum dan selama pandemi COVID-19 berdasarkan pengukuran rasio likuiditas, profitabilitas, solvabilitas, dan aktivitas. Sementara itu, hasil penelitian kedua menunjukkan adanya perbedaan kinerja keuangan antara Taspen Life Insurance dan BPJS Ketenagakerjaan yang diukur menggunakan rasio cepat, rasio lancar, rasio utang terhadap ekuitas, rasio pengembalian atas ekuitas, serta rasio perputaran total aset. Namun, tidak ditemukan perbedaan dalam kinerja keuangan yang diukur melalui rasio pengembalian atas aset dan rasio pengembalian atas investasi.

Kata Kunci : *Asuransi Jiwa Taspen, BPJS Ketenagakerjaan, Pandemi Covid-19, analisis kinerja keuangan, rasio keuangan, metode duPont, common size, analisis tren, strategi investasi, Analytical Hierarchy Process (AHP).*



SUMMARY

This study aims to analyze the differences in the financial performance of Taspen Life Insurance between before and during the Covid-19 pandemic and compare it with the financial performance of BPJS Ketenagakerjaan. The methods used include financial ratio analysis, duPont method, common size, trend analysis, and investment strategy mapping using the Analytical Hierarchy Process (AHP) method.

The results of the first study show that there is no difference in the financial performance of Taspen Life Insurance before and during the COVID-19 pandemic based on the measurement of liquidity, profitability, solvency, and activity ratios. Meanwhile, the results of the second study show that there are differences in financial performance between Taspen Life Insurance and BPJS Ketenagakerjaan as measured using the quick ratio, current ratio, debt-to-equity ratio, return on equity ratio, and total asset turnover ratio. However, there is no difference in financial performance measured by return on assets ratio and return on investment ratio.

Keywords : *Taspen Life Insurance, BPJS Ketenagakerjaan, Covid-19 Pandemic, financial performance analysis, financial ratios, duPont method, common size, trend analysis, investment strategy, Analytical Hierarchy Process (AHP).*

