

**TINJAUAN YURIDIS ATAS PRODUK ASURANSI
YANG DIKAITKAN DENGAN INVESTASI
(PRODUK UNIT LINK)**

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Abstract

The Unit Link Product is life a relative new of insurance product (in Indonesia was introduced in the year of 1998). This kind of insurance exist as the consequence of capital market booming, by this model of insurance there is possibility of life insurance linked with investment instruments. The Unit Link Product gives many possibilities among policy holders to make choice of investment that can be gained of optimization of investment return level. Prospect of selling and developing Unit Link Product in Indonesia shown good prospect (is about 200 % in average per year). Since this kinds of insurance product being introduced in Indonesia, premium acceptance of Link Unit shown rapidly development comparing with the acceptance of life insurance premium totally.

Keywords : Unit Link Product, Life Insurance, Good Prospect.