

STRATEGI PEMASARAN TABUNGAN EMAS PEGADAIAN KANTOR CABANG PUSAT TANJUNG PRIOK DALAM MENINGKATKAN MINAT MASYARAKAT

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi pemasaran yang diterapkan oleh Pegadaian KCP Tanjung Priok dalam meningkatkan minat masyarakat terhadap produk Tabungan Emas. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan metode pengumpulan data melalui wawancara, observasi, dokumentasi, dan penyebaran kuisioner. Pendekatan yang digunakan dalam penelitian ini meliputi bauran pemasaran 7P (*Product, Price, Place, Promotion, People, Process, dan Physical Evidence*), konsep *Flower of Service*, analisis *SWOT*, serta strategi STP (Segmentasi, Target, Posisi).

Hasil penelitian menunjukkan bahwa Pegadaian telah berhasil menerapkan strategi pemasaran secara efektif dengan dukungan promosi digital, literasi keuangan, pelayanan prima, serta penguatan aplikasi digital. Strategi tersebut mampu menarik minat masyarakat terhadap produk Tabungan Emas, khususnya di kalangan usia produktif dan pelaku UMKM. Meskipun demikian, tantangan seperti rendahnya literasi keuangan dan persaingan dari platform fintech perlu diantisipasi melalui inovasi dan pendekatan komunikasi yang lebih adaptif.

Kata kunci: Strategi Pemasaran, Tabungan Emas, Pegadaian, 7P, *Flower of Service*, *SWOT*, STP (Segmentasi, Target, Posisi).

The Marketing Strategy of Pegadaian's Gold Savings Product at Tanjung Priok Main Branch in Enhancing Public Interest

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ABSTRACT

This study aims to analyze the marketing strategies implemented by Pegadaian KCP Tanjung Priok in increasing public interest in the Gold Savings product. This research uses a descriptive qualitative approach with data collection methods including interviews, observation, documentation, and questionnaire distribution. The study applies the 7P marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence), Flower of Service concept, SWOT analysis, and STP (Segmenting, Targeting, Positioning) strategy.

The results indicate that Pegadaian has successfully implemented effective marketing strategies through digital promotion, financial literacy programs, excellent customer service, and the enhancement of its digital platform. These efforts have successfully attracted public interest, especially among the productive age group and micro-enterprises. However, challenges such as low financial literacy and competition from fintech platforms must be addressed with adaptive communication strategies and continuous innovation.

Keywords: *Marketing Strategy, Gold Savings, Pegadaian, 7P, Flower of Service, SWOT, STP.*