

ABSTRAK

Maysa Hasna Nabila, 2023. “*Analisis Strategi Pemasaran Produk Lelang Barang Jaminan (Studi Kasus PT Pegadaian (Persero) Cabang Metro)*”. Tugas Akhir, Jurusan D-III Program Studi Akuntansi, Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Metro, Pembimbing (1) Suyanto, S.E., M.Si., Akt., CA., ACPA., CPA., CRA. Pembimbing (2) M. Ridho Al Amin, S.E., M.Ak.

Tugas akhir ini membahas tentang Strategi Pemasaran Produk Lelang Barang Jaminan di PT Pegadaian (Persero) Cabang Metro. Penelitian ini bertujuan untuk mengetahui apakah strategi pemasaran produk lelang barang jaminan yang dilakukan oleh PT Pegadaian (Persero) Cabang Metro sudah tepat. Jenis penelitian ini adalah deskriptif kualitatif. Informasi penelitian yaitu karyawan dan nasabah PT Pegadaian (Persero) Cabang Metro. Teknik pengumpulan data dalam penelitian ini menggunakan beberapa metode yaitu Observasi (pengamatan), *interview* (wawancara), dan dokumentasi. Setelah semua data terkumpul, selanjutnya disusun menggunakan analisis kualitatif yang bersifat mendeskripsikan data sehingga dapat ditarik kesimpulan untuk menjawab permasalahan penelitian ini.

Hasil penelitian ini menunjukkan bahwa strategi pemasaran produk lelang barang jaminan di PT Pegadaian (Persero) Cabang Metro menggunakan 4 cara yaitu, strategi produk, strategi harga, strategi lokasi, dan strategi promosi. Strategi produk, strategi harga, dan strategi lokasi yang dilakukan strategi produk. Strategi produk, strategi harga, dan strategi lokasi yang dilakukan PT Pegadaian (Persero) Cabang Metro sudah tepat, namun strategi promosi yang dilakukan PT Pegadaian (Persero) Cabang Metro masih kurang tepat, karena kurangnya pemasaran melalui media sosial sehingga informasi mengenai produk lelang barang jaminan masih belum menyebar luas.

Kata Kunci: Strategi, Pemasaran, Produk Lelang Barang Jaminan

ABSTRACT

Maysa Hasna Nabila, 2023. "Analysis of Marketing Strategy for Collateral Auction Products (Case Study of PT Pegadaian (Persero) Metro Branch)". An Undergraduate Thesis, D-III Department, Accounting Study Program, Economics and Business Faculty, Muhammadiyah University of Metro, Advisor (1) Suyanto, S.E., M.Si., Akt, CA, ACPA, CPA, CRA. Advisor r (2) M. Ridho Al Amin, S.E., M.Ak.

This final project discusses the Marketing Strategy of Collateral Auction Products at PT Pegadaian (Persero) Metro Branch. This study aimed to determine whether the marketing strategy of collateral auction products carried out by PT Pegadaian (Persero) Metro Branch was appropriate. This type of research was descriptive qualitative. Research information were employees and customers of PT Pegadaian (Persero) Metro Branch. Data collection techniques in this study used several methods, namely observation, interviews, and documentation. After all the data were collected, They were then compiled using qualitative analysis which described the data so that conclusions can be drawn to answer the problems of this research.

The results of this study indicated that the marketing strategy of collateral auction products at PT Pegadaian (Persero) Metro Branch used 4 ways, namely, product strategy, price strategy, location strategy, and promotion strategy. Product strategy, price strategy, and location strategy were carried out by product strategy. The product strategy, price strategy, and location strategy carried out by PT Pegadaian (Persero) Metro Branch are appropriate, but the promotion strategy carried out by PT Pegadaian (Persero) Metro Branch was still inappropriate, due to the lack of marketing through social media so that information about collateral auction products was still not widespread.

Keywords: Strategy, Marketing, Collateral Auction Products