

## ABSTRAK

### STRATEGI PEMASARAN PT PEGADAIAN (PERSERO)

#### (Studi Kasus di PT Pegadaian (Persero) CP Lempuyangan Kota Yogyakarta)

Tugas akhir ini mengangkat tema pemasaran pada sektor publik yang mengambil lokus di PT Pegadaian (Persero) CP Lempuyangan. Penelitian ini bertujuan untuk mengetahui strategi pemasaran PT Pegadaian (Persero) CP Lempuyangan dan tantangan serta kunci sukses strategi pemasaran PT Pegadaian (Persero) CP Lempuyangan.

Penelitian yang dilakukan melihat strategi pemasaran PT Pegadaian (Persero) CP Lempuyangan dari teori bauran pemasaran (*marketing mix*). Berdasarkan hasil penelitian, strategi pemasaran PT Pegadaian (Persero) CP Lempuyangan terdiri dari 7P, yaitu *product*, *price*, *place*, *promotion*, *people*, *process* dan *physical evidence*. *Place* dan *physical evidence* merupakan kunci sukses pemasaran sedangkan *promotion* merupakan komponen strategi pemasaran yang kurang optimal. Tantangan yang dihadapi PT Pegadaian (Persero) CP Lempuyangan berupa ketatnya persaingan dengan lembaga serupa dan terbatasnya jumlah SDM yang dimiliki.

**Kata Kunci:** Strategi Pemasaran, PT Pegadaian (Persero), *Marketing Mix*, 7P

## ***ABSTRACT***

### ***MARKETING STRATEGY OF PT PEGADAIAN (PERSERO)***

***(A Case Study at PT Pegadaian (Persero) CP Lempuyangan Kota Yogyakarta)***

*This thesis is focused on the public sector marketing that took place at PT Pegadaian (Persero) Office, Lempuyangan Branch. This research aimed to understand the marketing strategy and its challenges, and discover the key to their successful marketing strategy.*

*In observing the marketing strategy of this company, the marketing mix theory was used. The results of this research determined that the marketing strategy of the company consists of the “7Ps”. The 7Ps are: product, price, place, promotion, people, process and physical evidence. The research discovered that the company uses the place and physical evidence elements as the key to their successful marketing strategy, whereas the promotion element is less fruitful than the other elements. The company confronted numerous challenges such as high competition with other institutions that provide similar services, as well as limited human resources.*

***Key Words:*** Marketing Strategy, PT Pegadaian (Persero), Marketing Mix. 7Ps