

## RINGKASAN EKSEKUTIF

PT Pegadaian merupakan lembaga Badan Usaha Milik Negara (BUMN) yang bergerak di bidang jasa pengkreditan atas dasar hukum gadai. Selama melakukan magang di PT Pegadaian Area Malang, Penulis diberikan proyek oleh perusahaan untuk membantu memaksimalkan dan pemerataan nasabah. Terdapat permasalahan pada PT Pegadaian Area Malang untuk mempromosikan produk emas mereka, permasalahan tersebut merupakan, masyarakat desa yang kurang mengetahui produk-produk PT Pegadaian yang berbasis non gadai dengan akar permasalahan Literasi yang rendah tentang portfolio bisnis PT Pegadaian secara keseluruhan terutama di bidang investasi emas. Hal ini menyebabkan produk emas di perusahaan belum terlalu dikenal diberbagai target pasar salah satunya adalah di desa, selama melakukan magang Penulis kemudian melakukan survei di beberapa desa, untuk mencari tahu, desa mana yang dapat menjadi target pasar perusahaan untuk memasarkan produk emas yang perusahaan miliki. Oleh sebab itu diadakannya *event marketing* di Desa Tulungrejo Kota Batu untuk berkegiatan meliterasikan produk emas yang dimiliki PT Pegadaian. Tujuan perusahaan mengadakan *event* ini juga ingin menjalin komunikasi dan kerjasama dengan desa. Masyarakat desa pada umumnya masih belum merasakan pentingnya berinvestasi emas, dengan adanya proyek ini, perusahaan berharap masyarakat desa sadar akan pentingnya berinvestasi di masa sekarang. Proyek ini dilaksanakan pada Bulan September 2022-Januari 2023 dan kemudian terdapat pemantauan nasabah secara berkala. Terdapat 1 proyek yang dilaksanakan yaitu pelaksanaan *event* Sadari Emas. Sadari Emas merupakan sebuah *event* dan kegiatan sosialisasi literasi kepada masyarakat desa mengenai pentingnya berinvestasi emas yang dilakukan di 14 Rukun Warga (RW) dan kemudian dikukuhkan peresmian desa yang diadakan di Desa Tulungrejo, Kota Batu sebagai desa sadar akan investasi emas. Terdapat beberapa tahapan penyusunan kegiatan yang dilakukan melalui rapat koordinasi bersama *team*, survei lokasi kegiatan, implementasi kegiatan dan evaluasi. Hal akhir capaian dari proyek ini berupa terlaksanannya *event* Sadari Emas di Desa Tulungrejo Kota Batu. Desa Tulungrejo menjadi pilihan Penulis dan *team* dikarenakan desa tersebut pernah bekerjasama bersama PT Pegadaian sehingga masyarakat desa memiliki sedikit pengetahuan mengenai produk perusahaan.

**Kata-Kata Kunci:** Komunikasi Pemasaran, *Event Marketing*.

## EXECUTIVE SUMMARY

*PT Pegadaian is a BUMN institution engaged in credit services based on mortgage law. During an internship at PT Pegadaian Area Malang, the author was given a project by the company to help maximize and equitable distribution of customers. There were problems with PT Pegadaian Area Malang to promote their gold products. The problem was that the local communities does not know about PT Pegadaian's non-pawn-based products. Low literacy regarding PT Pegadaian's business portfolio as a whole, especially in the field of gold investment, was the root of this problem. This has caused the company's gold products not well known in various market segments especially in suburbs. During the internship the author then conducted a survey in several villages with the aim of finding out which villages could be the target for marketing the company's gold products. Therefore, a marketing event was held in Tulungrejo Village, Batu City to literate gold products owned by PT Pegadaian. The purpose of the company holding this event was also to establish communication and cooperation with the village. The people in general still did not feel the importance of investing in gold. With this project, the company hope that the local communities would be aware of the importance of investing in the present. This project was implemented in September 2022-January 2023 and then there was regular customer monitoring. There was 1 project that was carried out, namely the implementation of the Sadari Emas event. Sadari Emas was an event and literacy socialization activity to the village community. The literacy was about the importance of investing in gold. This event was held in 14 Rukun Warga (RW) and also there was the inauguration of a "village that is aware of gold investment" which was held in Tulungrejo Village, Batu City. There were several stages of organizing activities that were carried out through coordination meetings with the team, surveying the location of activities, implementation of activities and evaluation. The final achievement of this project was the implementation of the Sadari Emas event in Tulungrejo Village, Batu City. Tulungrejo village was being one of the options for author and teams because the village has up with PT Pegadaian, therefore the local communities had some knowledge about the company's products.*

**Keywords: Marketing Communication, Event Marketing.**