

EXECUTIVE SUMMARY

PT Pegadaian (Persero) is a BUMN institution engaged in the field of credit services based on pawn law. There are problems with PT Pegadaian Area Malang in promoting their gold products to the village. Based on this problem, Sadari Emas Event was held. This project is being carried out in September 2022-January 2023. There is 1 project being carried out, namely the implementation of the Sadari Emas Event. There are several stages in the preparation of activities carried out through coordination meetings, site surveys, and documentation. The final achievement of this project was the implementation of the Sadari Emas Event in Tulungrejo Village, Batu City. PT Pegadaian doesn't know the cost margin that must be spent to make a profit on this event. Because of this, customer profitability was held in Tulungrejo Village, Batu City to know profit generated by PT Pegadaian. Customer Profitability Analysis is one of the solutions to determine the character and tendencies of customers as well as to increase the profitability of company customers with a technique known as Activity Based Costing. The results of this analysis are expected to be a consideration for the company in determining future policies and strategies.

Keywords: Sadari Emas, customer profitability