

ABSTRACT

Investment among the millennial generation is currently becoming a trend, based on a survey conducted by the Alvara Research Center; the investment product that is currently one of the highest is gold with a percentage of 29.6%. This is strengthened by the results of the population census which shows that the millennial generation is in second place, reaching 69.38 million people or 25.87% of the total population of Indonesia. Pegadaian sees this opportunity to reach more millennial customers by opening The Gade Coffee and Gold, which is one form of Pegadaian's contribution to boosting the national economy. Because increasing investment rates in Indonesia will influence the country's economy in a better direction. The research method used is descriptive qualitative with data collection techniques through observation, interviews and literature study. The research results show that The Gade Coffee and Gold has succeeded in creating positive brand positioning, brand personality and brand identity in the eyes of millennials. Branding through elements such as interior design, use of social media and various promotional materials in cafes has increased millennial awareness and understanding of Pegadaian products. This research concludes that Pegadaian's branding strategy through The Gade Coffee and Gold is effective in building a positive image and reaching millennials as potential customers. This research provides theoretical contributions in the field of marketing communications and can be a reference for other companies wishing to implement similar strategies.

Keywords: *Millennials, Pegadaian Strategy, The Gade Kopi and Gold Branding Strategy*