

ABSTRACT

This study discusses the Strengthening of Customer Product Knowledge at Pegadaian from the identification obtained, the understanding of product knowledge for several Pegadaian customers is a problem for sales for the Pegadaian Company.

The purpose of this report is to help the Pegadaian Company by strengthening product understanding for customers so that they can increase or maximize sales and also as a requirement for my graduation in order to obtain an Associate Degree.

With the increasing development of digital technology, social media has become an important tool in educating and providing information to customers, therefore the author tries to utilize the development of this technology as a project material to help and improve product understanding for customers.

This study identifies the role of Pegadaian's social media in increasing customer knowledge about the products offered. The methods used include quantitative and qualitative analysis of social media usage data and customer responses.

The results of this study are expected to provide valuable insights for Pegadaian in increasing the effectiveness and efficiency of efforts to strengthen product knowledge through digital platforms.

Keywords: Research, Technology, Effectiveness, Information