

ABSTRACT

Galeri 24 is a business unit of PT Pegadaian that focuses on the sale of high-quality gold products, including jewelry and gold bars, while upholding standards of quality, authenticity, and secure transactions—both online and through physical outlets. Gold bars, as one of the most sought-after investment instruments, require effective marketing strategies to enhance consumer appeal, especially amid the increasingly intense competition in the precious metals industry. This study aims to analyze the strategies implemented by PT Pegadaian Galeri 24 Regional Bandung to increase gold bar sales, particularly through the optimization of digital marketing and customer relationship management.

The analysis was conducted using internal and external factor approaches, utilizing the IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices to identify the company's strengths, weaknesses, opportunities, and threats. The results were then mapped using the IE (Internal-External) Matrix to determine the company's strategic position within a growth framework and further analyzed through the SWOT matrix to formulate alternative strategies. These strategies were subsequently evaluated and prioritized using the QSPM (Quantitative Strategic Planning Matrix) to determine the most feasible strategy based on the relative attractiveness of each alternative.

The research results show that the weighted score of the EFE matrix is 3.241, and the IFE matrix is 2.261. The IE matrix coordinates place the company in quadrant II. Based on this, 17 strategies were generated using the SWOT values, which were then narrowed down to 5 alternative strategies. The main strategy, based on the QSPM matrix, is promoting product advantages such as official certifications (SNI and ISO), standardized national pricing, multibrand offerings, and fast, no-deduction after-sales service as the key strengths of Galeri 24 in strengthening its position in the market. The priority strategy proposed in this study is to focus on promoting the advantages of gold bullion through digital media and consistent market education. These findings are expected to provide a tangible contribution to the development of Galeri 24's business strategy in driving sustainable growth in gold bar sales.

Keywords: Galeri 24, gold bar sales, marketing strategy, digital marketing, product excellence, IFE, EFE, IE Matrix, SWOT, QSPM.