



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Proposal Inovasi Model Bisnis dengan Pendekatan
Analitik pada Produk Tabungan Emas Digital
PT PEGADAIAN**

Muhammad Subhan M.	15152010003
Nico Adhitio	15152010005
Zulfikar Ilham Mirza	15152010009
Ni Made Hindita	15152010011
Yuliana Wijaya	15152010017

**PROGRAM STUDI S2 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2022**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Proposal Business Model Innovation with Analytics
Approaches for Digital Gold Savings of
PT PEGADAIAN**

Muhammad Subhan M.	15152010003
Nico Adhitio	15152010005
Zulfikar Ilham Mirza	15152010009
Ni Made Hindita	15152010011
Yuliana Wijaya	15152010017

**MASTER OF MANAGEMENT PROGRAM
APPLIED BUSINESS ANALYTICS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2022**