

EXECUTIVE SUMMARY

Disruption caused by technological advances causes companies that have been around for a long time to have increasingly fierce competition. Especially in the era of the Covid-19 pandemic where many products and services are offered on an application-based basis. The convenience in the form of applications will certainly attract the interest of the millennial generation.

In addition, due to the pandemic, people are aware of the investments that need to be made in preparing for future needs. Based on the results of a survey issued by Jakpat (2022), demographically, 49% of the age category is the millennial generation, followed by Gen-Z at 37%, and Gen-X at 14%. The types of investments that are in demand are varied, but the most are gold savings at 48%, mutual funds 34%, deposits 29%, and various other types of investments.

The high interest in investing in gold has made many companies offer application-based gold savings products. The incumbent that has a relationship with gold products is PT Pegadaian. The main business of PT Pegadaian itself is to provide loans to customers, both individuals / business groups using collateral items which can be in the form of securities, gold, diamonds, and so on.

On the other hand, Pegadaian has also developed the Pegadaian Digital System (PDS) application with its gold savings product. This is done by Pegadaian to remain competitive and at the same time attract millennials who now understand the importance of investment. Even so, PDS still has not shown maximum results due to the many similar products offered by competitors.

Therefore, it is necessary to carry out an innovation business model in gold savings to be able to have a competitive advantage compared to its competitors. Descriptive, predictive, and prescriptive analysis is used to find and determine business model innovations that can provide solutions for Pegadaian. It is hoped that this solution can become the main choice of the community in choosing gold savings products.