INCOME JOURNAL OF ECONOMICS DEVELOPMENT
e-ISSN: 3025-3225
Volume 4 Number 12 | January 2024

Marketing Strategy Analysis Using STP Strategy (Segmentation, Targeting, Positioning) at PT. Berkah Ridho Cinta Indonesia

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Article Info

Marketing Strategy, Segmenting, Targeting, Positioning

Abstract

This research aims to explain the STP marketing strategy (Segmenting, Targeting, Positioning) in marketing Brownies Cinta business products at PT. Berkah Ridho Cinta Indonesia. The method used in this research is descriptive qualitative, the data used in this study are primary data and secondary data using descriptive qualitative. In the STP marketing analysis, geographic segmentation is focused on the Surakarta Residency area, which has a higher potential for repeat purchases. In demographic segmentation, the target audience encompasses consumers ranging from children to the elderly and spans various economic levels. Psychographic segmentation is concentrated on consumers who exhibit a preference for specific foods or snacks, particularly cakes or brownies. The implementation of STP marketing strategy is anticipated to support the business performance and the product performance of Brownies Cinta enterprise, enabling consumers to become more acquainted with the products produced and contributing to the expansion of market share. The researcher concludes that the application of the STP strategy in the Brownies Cinta enterprise significantly influences the increase in sales, as elucidated by the results of interviews and observations conducted by the researcher.

1. INTRODUCTION

In the midst of rapid industrial development, intense competition between individuals and groups is currently occurring in the business world, especially in the food sector. The Central Statistics Agency (BPS) noted that gross domestic product (GDP) at fixed prices from the food and beverage sector amounted to IDR 209.51 trillion in the second quarter of 2023. The value increased 4.62% compared to the same period in the second quarter of 2022 with an amount of IDR 200.30 trillion (Mustajab, 2023). The growth data shows that the food sector will continue to grow and this will of course make the food sector more competitive in the market.

Companies must make extra efforts to maintain their existence so that they can remain competitive among their many competitors. Companies need to determine effective strategies to achieve company goals in facing increasingly competitive competition and maintain company survival (Dewi & Fransiska, 2023). The efforts needed to excel in competition include understanding market competition, being able to recognize market conditions, and being able to meet consumer needs and satisfaction. One way that companies can do this is to create an effective marketing strategy (Amrah, 2020)

Marketing strategy is a number of efforts to market a product in the form of goods or services to consumers using certain tactics and plans with the aim of increasing the number of sales (Alfons, 2017). Determining a marketing strategy is a good starting point so that your existence in the business world can continue to exist and always follow market developments which are of course increasingly competitive. STP (Segmenting, Targeting, Positioning) will be a marketing strategy that can be applied to all companies.

Segmentation in the market, important target markets, and business position of a company can be identified using this STP method. A marketing strategy that is structured appropriately and well can be achieved by using segmentation so that it will make it easier for companies to group various consumers with similar preferences, wants and needs. After carrying out this process, of course a company must determine which segmentation it will plan

to become the company's main market. This stage is called targeting. The size of the segmentation, the profits that will be achieved later, growth opportunities, and the alignment of the company's capabilities and the availability of its resources really need to be considered when determining targeting. If both steps have been implemented, the next stage is positioning. In positioning there is a link between an attractive opinion and the introduction of an image about the brand of a company that will be seen by the target customers in the target segment. By carrying out effective positioning, companies can differentiate their products or brands from competitors and build emotional relationships with consumers (Handayani et al., 2023)

Companies will get a significant positive impact after using this STP marketing strategy. If the segmentation process is carried out correctly, it will be easy for companies to group market opportunities that have never been exploited and offers and promotions can be structured more precisely. Apart from that, precise targeting will enable each company to optimize its resources efficiently and of course also with effective marketing. Meanwhile, a good positioning process will also have a positive impact on the company, such as gaining a good brand reputation, increasing consumer understanding, and influencing consumer purchasing steps.

On a company scale, implementing the STP strategy is very important to use, one of which is at PT. Berkah Ridho Cinta Indonesia, which is a company in the culinary sector which is known to the public for its main product, namely brownies. PT. Berkah Ridho Cinta Indonesia has branches spread across the Karanganyar, Sragen, Surakarta, Sukoharjo, Wonogiri, Boyolali, Klaten, Salatiga, Ngawi, Magelang and Yogyakarta areas. The company has experienced development from year to year. One of the factors that triggers this development is the marketing strategy that has been implemented in this company. Companies always carry out continuous marketing research because market trends move quickly and marketing research is always needed so that marketing strategies are always updated so that companies can remain competitive in the market. To achieve the company's target of expanding the market and increasing sales, an effective marketing strategy is needed by creating clear marketing segmentation, main marketing targets, and an appropriate business position for the company.

With this background, researchers want to know the various marketing strategies implemented by PT. Berkah Ridho Cinta Indonesia, especially by using the STP strategy, is an effort to reach a wide market and to increase sales volume.

2 RESEARCH METHODOLOGY

The research method used is descriptive qualitative using a case study approach. Qualitative research is research that produces discoveries that cannot be achieved using statistical procedures or quantitative methods (Sidiq & Choiri, 2019). Primary data sources were obtained by direct observation and direct interviews with informants who know PT's marketing communication strategy. Berkah Ridho Cinta Indonesia is an employee of the Marketing Communication division and secondary data was obtained through Brownies Cinta company documents and available archives which are continuous with this research. Researchers use this method because they want to explain what is being researched on the basis of facts available in the field.

4. RESULTS AND DISCUSSION

Marketing planning in a company is a comprehensive strategy that aims to achieve various specific goals in each company. In an effort to achieve these goals, targeted and structured planning and strategy development is needed to make it easier for a company to present products that suit the preferences and needs of target consumers. In facing increasingly competitive competition, every company including PT. Berkah Ridho Cinta Indonesia is encouraged to implement the STP (Segmentation, Targeting, Positioning) strategy in its marketing efforts.

4.1 Market Segmentation (Segmenting)

Market segmentation is the activity of dividing a market into different groups of buyers who have different needs, characteristics or behavior. Market segmentation can also be interpreted as the process of identifying and analyzing buyers in the product market, analyzing the differences between buyers in the market (Hakiki, 2020). Division of Market Segmentation (Segmenting) in PT marketing activities. Berkah Ridho Cinta Indonesia or Brownies Cinta is made by considering the various characteristics, desires and needs of its consumers. This business segmentation is realized through geographic, demographic and psychographic segmentation.

In geographic segmentation, the marketing of Love Brownies is in the areas of Central Java, Yogyakarta and East Java, the main focus of marketing Brownies Love is in the Surakarta Residency area because in this area there are many branches of Love Brownies shops, especially in the Karanganyar and Surakarta areas and there are repeat purchase opportunities Brownies Love is in the area. However, marketing Brownies Cinta can also be spread widely through online marketing. Love Brownies can also reach its sales in a wider area by sending outside the branch area, however, there are only a few products recommended for delivery via expedition, for example Dry Brownies which are safe to send via expedition and have the longest shelf life among the products. Brownies Another love that is for one month.

The demographic segmentation is consumers of all age ranges, from children, adults, to the elderly, and the main focus of consumers is housewives. All age ranges and groups can enter this segmentation because all ages like various types of snacks or food, including brownies. Apart from that, Brownies Cinta products can also be consumed by all economic levels because the price of the product is still relatively affordable, ranging from IDR 17,000.00 to IDR 38,000.00.

Meanwhile, psychographic segmentation focuses on consumers who tend to like food or snacks, especially cakes or brownies. The marketing process for the Brownies Love business is carried out offline through sales in Brownies Love stores or branches, marketing by word of mouth, distributing brochures, selling directly at stands in various places, and by participating in various events such as expos/bazaars, recitations, grand reunions, cooking classes, car free day (CFD), other events, and disseminating information or product catalogs to people closest to you. Meanwhile, online marketing is carried out by disseminating information on product prices, promotions and product availability through Brownies Cinta social media on Facebook, Instagram, WhatsApp Business, as well as online ordering platforms such as websites, go-food, grab-food and shopee-food.

4.2 Target Market (Targeting)

According to Kotler, quoted in (Salsabila & Hasbi, 2022), targeting is defined as follows: targeting is choosing one or more market segments to enter or how the company optimizes a market. Target Market (Targeting) in marketing PT. Berkah Ridho Cinta Indonesia is based on predetermined segmentation where the Brownies Cinta product will target all ages and community groups starting from children, students, housewives, office workers, and other people who tend to like food and snacks. especially cakes and brownies with various flavors that will continue to follow market tastes. Consumers will buy Brownies Cinta product variants according to their tastes, desires and needs.

The target market for Love Brownies for variants such as mini brownies, original brownies, almond oven brownies, choco brownies, red velvet brownies, chocolate milk brownies, dry brownies, dessert boxes, and others is children to teenagers, while for the pandan brownie variant, Fruity brownies, black and white brownies, roll cakes and chiffon usually suit the tastes of adults and the elderly. Various variants of brownies and chiffon are suitable for social gatherings, meetings and other large events. Mini Brownies, mini donuts and brownies/birthday cake variants are suitable as birthday gifts.

This Love Brownies product has been sold in various places/branches spread across Central Java, Yogyakarta and East Java so that it will make it easier for consumers to buy Love Brownies products. This growth is expected to continue with the addition of new branches of Brownies Cinta in the future. The balance between company goals and capabilities is being achieved even though it is not yet at the optimal point.

4.3 Market Position (Positioning)

According to Kotler, positioning is the act of designing a company's offer and image so that it occupies a distinctive position (compared to competitors) in the minds of target customers (Ismanto, 2020). Positioning is a step implemented by companies in offering value to predetermined customer segmentations by instilling a product image in consumers (Handayani et al., 2023). The Love Brownies business has several positioning stages including:

a) Brand attributes

Even though the Brownies Cinta business has been widely found on the market, the Brownies Love business itself guarantees that its products use the best product quality and the best taste. The best quality is obtained by using the best selected raw materials and ensuring that the raw materials are safe and healthy so that product quality can be guaranteed and safe for consumption over a long period of time.

b) Price and quality

One of the advantages of the Brownies Cinta product is that the price is more affordable compared to its competitors who sell brownie products. Brownies Cinta can still compete in the market because it has a more affordable price and in its manufacture it uses a lot of raw materials which are provided directly so that it can fulfill orders in large quantities which makes it easier for consumers who want to order products directly in large quantities, for example for consumption at small events. or big.

c) Competitors

This love brownies business has several competitors in the surrounding area, for example Amanda's Brownies, which could lead to a potential reduction in product sales volume if the marketing strategy for the Love Brownies business is not carried out optimally. In this context, the Brownies Cinta business has an additional advantage with its good ability to provide an understanding of the best quality of its products and informing that the raw materials for making Brownies Cinta products use quality materials during the production period. It is hoped that this explanation regarding the superiority of the Brownies Cinta product will increase consumers' confidence in buying the products produced by Brownies Cinta. Through efforts to position a business with production like this, it will become impressive in the eyes of consumers. Apart from that, Love Brownies can also create a good brand image and company image because with this, Love Brownies' business can introduce the superiority of its business compared to similar products produced by competing companies. That way, when consumers know the superiority of the product and the added value of the product, consumers will feel confident and have no doubts in purchasing various Brownies Cinta products and this will give consumers a high chance of making repeat purchases later.

5. CLOSING

Research at PT. Berkah Ridho Cinta Indonesia or Brownies Cinta shows that the business uses the STP (Segmenting, Targeting, Positioning) marketing strategy to provide good product value to consumers. The goal is to achieve high competitiveness and greater competitive advantage. To increase sales, Brownies Cinta implements a market segmentation strategy based on geography, demographics and psychographics. In geographic segmentation, marketing of Love Brownies is focused on Central Java, Yogyakarta and East Java, especially in Surakarta Residency.

This is because in this area there are many branches of Brownies Cinta stores, especially in Karanganyar and Surakarta, where the opportunity for repeat purchases appears to be high. The target market for Love Brownies includes all age groups and community groups, such as children, students, housewives, office workers, and the general public who like food and snacks, especially cakes and brownies. Through Positioning efforts, Brownies Cinta creates a good brand and company image, introducing the advantages of its business compared to similar products from competitors. The results of interviews and observations show that the STP strategy has a positive effect in increasing sales at the Brownies Cinta business.

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