

Analysis of Marketing Strategies in Segmentation, Targeting, and Positioning (STP) in The Sales of Twelve SMPN 1 Pace Canteens

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Article Information		Abstract
Submission date	10 December 2023	<p>Research aim: This study aims to analyze the process of segmentation, targeting, and positioning (STP) as a marketing strategy in the twelve canteen business.</p> <p>Design/Method/Approach: This research is a descriptive qualitative research, with a case study approach. This method is used to understand in depth about the opinions of each informant, so that the object of research can develop a more appropriate and effective strategy.</p> <p>Research Finding: This research is expected to provide strategic guidance to the twelve canteen businesses in developing more effective and targeted marketing strategies. By understanding market segments deeply, targeting effectively, and positioning products appropriately.</p> <p>Theoretical contribution/Originality: Segmentation, Targeting, and Positioning (STP) is one of the marketing strategies that greatly affects business. Segmentation involves breaking the market into homogeneous groups, while targeting helps select potential market segments and, positioning creates a unique image for the product or brand in the minds of consumers.</p> <p>Practitioner/Policy implication: Segmentation, Targeting, and Positioning (STP) shows a company or business can target individual consumers more effectively, Implications can see market segmentation that has been targeted.</p> <p>Research limitation: limited informants as interviews for this research, so that misih is weak in the process of Segmentation, Targeting, and Positioning (STP). This research is applied to get input from other business people and the cutomers involved.</p> <p>Keywords: Marketing Strategy, Segmentation, Targeting, Positioning</p>
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1. Introduction

Marketing becomes important in a business, marketing becomes one of the strategic processes that involves market research to understand consumer needs, market segmentation to identify target audiences, product development that meets market needs [1]. Appropriate pricing, product promotion through multiple channels, efficient distribution, and customer service that builds long-term relationships. By utilizing technology. This allows businesses to market their products or services effectively, create value for customers, and gain a competitive advantage in the market [2]. An important role in marketing by ensuring the right focus on potential target markets in advancing the business, by using an effective STP approach the

company can identify profitable market opportunities, appropriate marketing strategies, and build strong relationships with customers, in order to improve overall business performance [3].

Marketing activities or a series of processes carried out by an organization or individual to create, communicate, and provide value to customers with the aim of satisfying their needs and desires, a plan that describes expectations, especially for medium enterprises, will have the impact of various marketing activities or programs on the demand for their products or product lines in certain target markets [4]. You can use three marketing programs simultaneously, because each type of program such as Segmentation, Targeting and Positioning, customer service or product development has a different influence on demand. Therefore, a mechanism is needed that can coordinate marketing programs so that these programs are in line and integrated with synergy [5].

This mechanism is referred to as marketing strategy, Marketing can be said to be the most important part to gradually in the market and compete with other competitors. Often companies fail in marketing, because the concept and its application and other supporting factors cannot run well [6]. The cause of marketers does not know and understand about segmentation, targets, and positions, as well as in developing marketing mix strategies, lack of understanding of strategies in segmentation, intended targets, and promises given to consumers. This incomprehension is often the wrong marketer in pursuing targets, also setting elements of the marketing mix, positioning of the product in the minds of consumers far from what the company wants, promises to confuse consumers, excessive promises, dubious promises, lowly promises to consumers [7].

Such middle-class businesses need special attention and are supported by accurate information, so that there is a directed business link between small and medium businesses with elements of competitiveness, namely market networks. Therefore, an appropriate policy is needed in formulating and determining segmenting, targeting, and positioning strategies so that the business can survive and can compete with other business fields. In companies Segmentation, Targeting, Positioning and Promotion are very important, to gain market share in the midst of this highly competitive market [8].

One of the most important activities in the business world is marketing, especially in business conditions like today which are increasingly competitive. Business competition is generally carried out with the aim of obtaining results in the form of profits or profits. Every company certainly expects sales results to increase in order to obtain a large enough profit. This is in line with opinion [9].

The development of the business world that is increasingly tight and full of competition makes it difficult for existing business people to survive. Business people must have innovative strategies in order to survive in the increasingly fierce competition. In addition to having an impact on the level of competition between businesses in the food sector, it also provides business opportunities to implement marketing strategies in the growth of tighter and more prospective market segmentation, therefore the main reason for the business in canteens began to enter the modernization era of product sales through online [10].

The author chose Canteen Twelve as the object of research located at Smpn 1 pace, Pace district, Nganjuk regency. The focus of this research arose because it was found that Canteen Twelve is a business that has been established for a long time since the 1990s until now which is still significantly undeveloped but there are still shortcomings in the form of marketing strategies, therefore I took this object as my research, the impact of not yet implementing segmentation, targeting, and positioning (STP) strategies so that this food business was found to have difficulties in increasing sales. This problem provides impetus in exploring segmentation, targeting and positioning (STP) strategies that can help the Duebelas Canteen in increasing Sales in the midst of intense competition in the food business, especially the rise of food businesses that are found around highways and connecting roads.

The author conducted this study in the background of the research gap from previous research, based on the research [11], this research discusses Marketing activities or a series of processes carried out by an organization or individual to create, communicate, and provide value to customers with the aim of satisfying. A company, one of which is sure to get maximum profit and profit with the advantages of selling its products. Public interest, providing benefits, guaranteed after sales and affordable product prices, good technology will have an impact on the quality and quantity of development itself. Wijaya & Sirine (2016) in their research on segmenting, targeting, positioning and pricing strategies in the soy sauce business in Cilacap the intended market segment is the lower middle social class, the target market chosen is the concentration of single market segments, positioning of lower middle class products with high quality. in previous research Segmenting, Targeting, and Positioning Strategies for business actors to survive in high competition, which divides the market based on marketing, business background. In determining the target market, business people apply the full market coverage formula which means the company serves all customers without paying attention to any aspect [12]. Several studies conducted findings from several of these studies the author found how to face competition to increase sales of food business products between other food business businesses.

1.1. Statement of Problem

Twelve canteen businesses implement marketing strategies focused on specific market segments to increase sales. By utilizing the concept of Segmentation, Targeting, and Positioning (STP), Canteen Twelve conducts market analysis to identify potential customers and adjust products and marketing communications according to their needs. This strategy includes not only the identification of market segments, but also the determination of the right target market and positive value creation through positioning. By taking this approach, Twelve's canteen business managed to gain a competitive advantage by offering products that suit the preferences and needs of customers within a particular segment. The implications of this marketing strategy can be seen in the increase in sales volume of Canteen Twelve products, which indicates that the right approach (STP) can provide positive results in improving the performance of the food business.

1.2. Research Objectives

This study aims to analyze marketing strategies in the Twelve canteen business which focuses on Segmentation, Targeting, and Positioning (STP). The main objective is to explore and evaluate implementation (STP), including identification of market segments, determination of target markets, and creation of a positive image through positioning. In addition, this study also aims to assess the effectiveness of these strategies in achieving competitive advantage, especially in meeting customer preferences in certain segments. In

addition, this study will analyze the impact of marketing strategies on increasing the sales volume of Canteen Twelve products, providing in-depth insight into the contribution (STP) in improving business performance in the canteen sector.

2. Method

This research uses qualitative research methods, where this research is a research that aims to know and understand how social conditions are real or a study that has a descriptive nature. The research method used is descriptive qualitative with a qualitative approach. Descriptive means interviews, observations and documentation one after the other (Fitria et al, 2019). This kind of research is descriptive, which is a study that seeks to describe events, as well as events that occur today. In this descriptive qualitative research method, it is used to describe a problem, problem or situation that will be studied as it is, so that it is directed to explain facts, events systematically. With the use of descriptive research, the research can describe the strategy of segmenting, targeting, marketing positioning of the Twelve canteen business.

In the data collection technique used, this method is used to manage data from interviews, observations, and documents to become information that is easy to understand (Sardanto, 2021). In this study, descriptive data analysis is the analysis method used, this method aims to explain how things are real when the research is conducted. The analysis method carried out by the researcher is to see the strategy (STP) that has been applied by the Twelve Canteen of SMPN 1 Pace. By carrying out this approach technique, researchers have criteria that have been determined, namely, the owner of Canteen Twelve as a regulator of the circulation of canteen business Twelve, employees who are able to do work to produce goods and services both to meet their own needs and consumers, both inside and outside the employment relationship.

The stage carried out by the researcher will be carried out regularly, then the informant or owner can determine the strategy (STP). This creates its own unique value in terms of perception of the product being marketed to get potential customers. The main thing that is researched is to know (STP) in marketing the Twelve canteen business. By reducing the data, it will provide a clearer picture and can make it easier for researchers to collect further data. In this study, the data reduction process was carried out by seeking information through interviews from the Twelve canteen business.

Table 1. Characteristics of Canteen Canteen Business Informants

No.	Role	Name	Gender	Age	Captions
1	Canteen Business Owner	Siti khalimah	Woman	52	The owner who has the right to control the running of the business as well as who is responsible for the Twelve canteen located at Smpn 1 pace

No.	Role	Name	Gender	Age	Captions
2	Canteen Business Employees	Sumarsih	Woman	33	Become an employee who works at the Twelve Canteen business located at Smpn 1pace.
3.	Canteen Business Consumer Twelve	Wind	Man	14	One of the loyal consumers to the twelfth canteen and this consumer is a male student in grade 8 of SMPN 1 Pace who has been loyal from the beginning of entering junior high school

The results of this interview were obtained from interviews of three informants who had been selected by researchers by making observations to find out the behavior of informants to be interviewed. The description of the research conducted is to know the Segmentation, Targeting, and Positioning (STP) strategy from each infoman's point of view.

The selection of informants in this study was based on background knowledge from Canteen Twelve, knowledge about the sales side, and researchers' observations on consumers in terms of shopping conducted by interviews with 3 informants, namely Mrs. Siti Khalimah as the supervisor and person in charge of Canteen Twelve, Mrs. Sumarsih as an employee who served as the running of business at Canteen Twelve and the last one was a 1 pace junior high school student named Bayu as a customer.

3. Results and Discussion

The results of this interview were obtained from interviews of three informants who had been selected by researchers by making observations to find out the behavior of informants to be interviewed. The description of the research conducted is to know the Segmentation, Targeting, and Positioning (STP) strategy from each infoman's point of view.

Table 2. Description of Questions for Informants

No.	Question	Reported 1	Report 2	Report 3
1.	What do you think about the marketing used by the twelve canteens?	My cafeteria often collaborates with the school to hold events such as teacher meeting consumption and can meet the wishes of Smpn 1 Pace students.	Canteen Twelve focuses on serving heavy meals that are ready to eat. In terms of taste and raw materials, canteen uses good quality for consumers and what makes attractive canteen can build a good reputation.	This canteen can collaborate with schools or teachers to provide katring ordering services that are expected by teacher teachers. And the students' requests are always well facilitated.
2.	What do you think are the products or foods that are most suitable or in demand by students of SMPN 1 Pace in Rekantin Twelve?	Gini za, in this twelve canteen offers products that suit the needs of students in the school environment. Students can choose to provide snacks such as snacks and snacks for students. In addition, canteen offers a variety of main dishes with balanced menu choices, such as rice boxes with a variety of side dishes and vegetables, can be a good choice to meet the daily nutritional needs of students.	Canteen Twelve offers products that suit the wishes of students. Food products that are practical, healthy, and affordable can be the right choice for students.	I've subscribed to the mas from the beginning of entering junior high school because I am quite satisfied with the twelve canteen products that I am looking for, there is always almost almost my mother who knows me by heart.

No.	Question	Reported 1	Report 2	Report 3
3.	What do you think is the best way the twelve canteens can ensure student satisfaction by fulfilling their requests?	By collecting opinions from customers (students) regularly to understand their needs for the menu and services provided. They can provide additional menu options so that students can order food according to their tastes or needs.	Gini lo mas iza, doing the student approach is better mas, I can know what they ask. Like 1 week ago the twelfth cafeteria gave advice to students to make discounts.	Her mother is very friendly to all students of SMPN 1 Pace, always prioritizing students without favoritism even though they are students who have never been to this cafeteria.
4.	What evaluation do you think should be addressed in the twelfth canteen?	Hear input from the head of the canteen management and perceive student requests. In addition, you always improve the taste that is different from other canteens.	I want to say that if you say add products and improve taste, I am always ready. I also conveyed the students' requests so that they know what students are asking for.	The neatness for arranging snacks in the twelve canteen is very messy, so those who want to buy must sort them out one by one, so they can be arranged so that students choose not to have to look for one more.
5.	What do you think in the twelfth canteen creates an impression that customers can remember?	Canteen Twelve always creates an unforgettable impression for students by providing unique and quality services. This can start from a friendly atmosphere to students. from fast and efficient facilities and services.	We always accommodate what is conveyed to a positive student experience by advising on providing friendly service. In a good impression for customers.	Creating a good relationship with students considering that we can convey well to input or complaints so as to form a positive and unforgettable impression.

No.	Question	Reported 1	Report 2	Report 3
6.	How does the twelve canteen still maintain its uniqueness?	By continuing to develop menus that are recommended by students and different from other canteens. Its uniqueness in the presentation of the menu with the use of friendly service is a way to highlight the uniqueness of Canteen Twelve.	Canteen twelve always Ensure that students' services and needs can be met hereby helping to maintain the uniqueness of the canteen.	The twelve canteen mothers always provide friendly service to students, so I feel at home if I want to buy food at this twelve canteen.

4. Conclusion

From the results of research and observations made, an appropriate policy is needed in compiling and determining marketing strategies in segmenting, targeting, promotion so that the business can survive and can compete with other business fields. In this Twelve Canteen Business Segmentation, Targeting, Positioning and Promotion are very important, to gain market share in the midst of a very competitive market to increase Sales Based on the research conducted, the author can conclude as follows:

- a. Creating various food menus
- b. Using fresh and quality raw materials in order to make products delicious for consumption.
- c. Setting prices that are affordable to consumer purchasing power
- d. Determine a strategic place for easy access
- e. Using social media wa for product promotion.
- f. Introduce products directly through word of mouth and in public places.

The research found that the implementation of strategies for each type of program such as Segmentation, Taregting and Positioning, customer service or product development has different influences on demand. Therefore, a mechanism is needed that can coordinate marketing programs so that these programs are in line and integrated with synergy. This mechanism is referred to as marketing strategy, Marketing can be said to be the most important part to gradually in the market and compete with other competitors. The quality of the products provided, prices adjusted to people's quality and purchasing power, marketing strategies that can attract consumers to buy, and segmentation, targeting, and positioning (STP) strategies that are easy to reach all contribute to the increase in sales volume of Canteen Twelve, The results of this study can help Canteen Twelve businesses in implementing marketing strategies to increase sales.

According to the results of the study, these are some suggestions for the Twelve Canteen business:

- a. So that the Canteen business continues to strive to maintain the product marketing strategy that has been built.
- b. Improve the Product Variant Menu to attract other consumers.

- c. So that the Canteen Twelve business ensures affordable prices for everyone among Smpn 1 pace.
- d. Utilizing communication media such as through the WA application, which can facilitate access to product sales, and can help expand the target market of the Twelve canteen.
- e. Maintaining the taste recipes on the menu that are made down and down, so that consumers still want to return to buy products from the Twelve canteen.
- f. Can also use more e-commerce platforms and other social media applications such as gofood, grabfood, and shopeefood to promote product sales at the Twelve canteen.

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