

Increasing Advantage Competing with Strategy The Marketing Mix Appropriate for Segment Target : Study Catering Business Case in Entrepreneurship School Bina Amanah Cordova Tangerang

Fatik Rahayu, Khomsiyah, Willy Arafah,
Richy Wijaya Wahab, Kahti Ramadhia Risde, Prameswari Dinda
Lisanti, Faiq Raihan Wijanarko, Azra Zinedine Rahman, Dewi Anggaini

Abstract

In an era of increasingly fierce competition, the skill of identifying business opportunities for both existing businesses and especially new businesses is very important. One way to identify opportunities is to conduct simple research on the target market profile. Based on this profile, marketers can develop the right marketing mix strategy. This strategy will determine the success of an entrepreneur, including small businesses owned by students at the Cordova Tangerang Entrepreneurship College. This Community Service (PKM) aims to increase understanding and skills about how to develop appropriate marketing mix strategies for target market segments based on simple surveys. PKM activities are carried out using education, training and survey practice methods. The PKM results show that there are quite significant differences in the level of understanding and skills of participants regarding the concept taught, namely the concept of the right marketing mix for the segment chosen as the target.

Key words : *Survey Market, Segmentation, Targeting, Marketing Mix*

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I. Introduction

The development of technology and the era of globalization have increased competition. The competitors comprehensive face are not anymore only competitors local, but competitors from foreign countries also must be pay attention. Moreover by the rapid technology comprehensive can become a means to compete for consumers. Therefore because is, s an entrepreneur must be skilled in seeking opportunities opportunities in facing competition by utilizing developments technology. Exploring opportunities opportunities can be done by various methods, starting from the the most surveys to by using the comprehensive method. Business opportunities can identified by carrying out observations of the environment around, carrying out interviews by consumers and can also by carrying out simple surveys.

The Bina Amanah Cordova School of Entrepreneurship was established with the aim of assisting the government in improving the quality of human resources by educating students to have an independent spirit and equipping them with entrepreneurial skills. This educational program is free of charge. This is because the targets are high school graduates who are unable to continue their studies due to inadequate family economic conditions. To support the school's goals, PKM activities have been carried out by providing education and training. The education and training carried out is about how to explore business opportunities by identifying attractive market segments and the right marketing mix strategy to serve these segments. The practice of conducting simple surveys is also carried out by utilizing Cluster statistical tools for data processing (Aaker et al., 2016; Hair et al., 2018). An appropriate marketing mix strategy is one strategy to face intense competition in the current era of globalization and rapid technological development. Thus, this PKM activity is also carried out in order to support the achievement of SDG's number 1 (No Poverty) and number 4 (Quality Education).

The results of literature studies show that the marketing mix is the most basic marketing concept (Khan, 2014; Işoraitè, 2016; Warrink, 2018; Wu and Li, 2018; Abedi et al., 2019; Hasan and Islam, 2020, Dally and Saudi; 2020; Altay et al., 2022, Kottler et al, 2022). The concept consists of a set of elements that marketers can control and use to create the desired response in the target market. Marketing mix management allows marketers to be creative with the combination of these various elements to manage business budgets wisely to achieve the desired goals. The marketing mix is a means of translating marketing planning into practice. A business that wants to operate effectively in achieving its goals must control all elements of the marketing mix.

The elements or elements in the marketing mix are at least related to products, pricing, distribution channels and promotions to generate exchange and reach the target market. Products are goods or services that are marketed, through their features, quality and benefits. Price includes product prices from various lines, price changes, and payment methods. Place refers to the location where a product or service is available to customers, including distribution channels. Place can also be interpreted as making it easier for consumers to get products. Promotion refers to marketing communications achieved through personal selling, advertising, direct marketing, public relations, sales promotions, and sponsorship. Promotion also means the company's ability to communicate its products to consumers (Abedian et al., 2021; Lahtinen et al., 2019).

As the environment developed, marketing experts added three other elements to the marketing mix which became known as the 7Ps, namely product, price, place, promotion, people, process, and physical evidence (Rathod, 2016; Loo and Leung, 2018; Novela and Hansopaheluwaken, 2018 ; Zeithaml et al., 2018; Komari et al., 2019; Khorsheed et al., 2020; Tanjung, 2021). The 7P marketing mix concept began to be applied when the service industry began to develop rapidly and became more complex because it involved elements outside the core product being sold. People can be defined as the role of humans (employees and consumers) involved in the service delivery process. Customer-oriented employees must show personal attention to consumers, be polite, and behave quickly and responsively. Consumers must also carry out their role well in order to create quality services. Process explains the method and sequence in serving and creating promised value to customers. The process includes a quick response from marketers to meet consumer requests and an agile response to consumer complaints about products and services. Physical evidence focuses on the physical conditions where the business takes place, including the surrounding area. Physical evidence of marketing elements includes the supporting environment (furniture, color, layout, noise level), spatial layout, cleaning equipment, supporting facilities such as toilets, places of worship, and parking lots (Anjani et al., 2019; Jain & Jain, 2022; Kushwaha & Agrawal, 2015; Mohammad, 2015; Ravangard et al., 2020).

The right marketing mix strategy must be adjusted to the profile of the target market segment. To choose an attractive and profitable target market, marketers must carry out a market segmentation process first. Therefore, this PKM activity will be preceded by learning the concepts of segmentation and targeting before arriving at the development of an appropriate marketing mix strategy for the selected market segment. This article presents the results of Community Service activities carried out at the Cordova Tangerang Entrepreneurship College with the theme of exploring business opportunities with a simple survey. Surveys are conducted to determine target market segments and develop appropriate marketing mixes for these target market segments. The case chosen is for a catering business that is already owned by several students at the Cordova Tangerang Entrepreneurship College.

M method PKM

The target of this PKM activity is Cordova entrepreneurship school students. Some of these students already have small businesses such as catering, car cover making services, grocery stores, boarding services, legal consulting services and so on. They really need knowledge and skills to market their business ventures to grow. Meanwhile, for those who don't have a business, they need knowledge and understanding of how to explore business ideas. For the 2023/2024 academic year, the number of students attending lectures is 23 people. In this PKM activity they act as students who have to take part in the learning process during the PKM activity. The team involved in PKM consists of 9 people. Each plays a role according to their expertise.

The Implementation which used is to using approach p education , training and practice skills survey . Approach through Education carried out to process learning about the concept development mix marketing which appropriate through segmentation and targeting . Training stage and practice survey carried out by giving tasks solving case which relates to survey about segmentation , targeting and development mix marketing which appropriate of business catering . To measure success PKM , have carried out dissemination questionnaire (before and after PKM) which contains indicators k indicators level of understanding concepts segmentation , targeting and development mix marketing . The data analysis technique used is *pair t test* , so that will show differences level of understanding and skills between before and after following PKM activities.



Figure 1. Implementation PKM

Material and h results survey segmentation and targeting discussed and become tasks students for better understand the concept of is as follows.

Case Assignment: To explore opportunities for developing a catering business that several students already have and to analyze whether the marketing mix that has been determined is appropriate or not, carry out a simple survey about segmentation and targeting for your catering business. The survey begins by compiling a questionnaire that will be distributed, once completed, look for data by distributing the questionnaire and please process it using Cluster analysis. Based on the results of data processing, identify how many market segments there are and what the characteristics of each segment are. Next, based on information about the characteristics of each existing market segment, choose the most profitable segment to target and develop the right marketing mix to serve that target.

The following is the questionnaire questionnaire that was created along with results processing data after data was successfully collected with the questionnaire :

Questionnaire :

1. I am active on social media to see the latest news
2. I usually buy food from catering near my house
3. I prefer to subscribe to food from a caterer rather than cook it myself
4. The affordable catering package menu caught my attention
5. I am an active user social media WhatsApp
6. I am interested in menu catering packages that have many variants
7. The that is mobility , makes me need food that is practical
8. Price is not an issue in my purchasing decision

Results Processing data with Analysis Clusters are as given ut

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	16	18	.000	0	0	2
2	13	16	1.000	0	1	5
3	15	20	2.000	0	0	4
4	7	15	3.000	0	3	9
5	13	14	3.333	2	0	6
6	11	13	3.500	0	5	8
7	8	12	4.000	0	0	15
8	10	11	4.600	0	6	12
9	6	7	5.000	0	4	13
10	1	19	6.000	0	0	14
11	2	5	6.200	0	0	15
12	4	10	7.833	0	8	14
13	6	9	8.750	9	0	16
14	1	4	10.000	10	12	17
15	2	8	10.500	11	7	16
16	2	6	11.700	15	13	18
17	1	3	12.112	14	0	18
18	1	2	18.656	17	16	19
19	1	17	37.847	18	0	0

Final Cluster Centers

	Clusters	
	1	2
v1	2.82	4.29
v2	3.16	4.14
v3	2.58	4.29
v4	2.00	3.73
v5	3.15	3.89
v6	4.16	4.93
v7	2.27	4.17
v8	3.92	2.47

From results processing data above,

a. Number of segments formed

Number of segments viewed by calculating difference value coefficients

From the first difference, namely $(37,847 - 18,656) = 19.19$ (This difference was not chosen even though the difference is the largest, considering the aim of dividing the market into several segments).

Difference value $(18,656-12,112) = 6.54$ for 2 segments ;

Difference value $(12,112- 11.700) = 0.41$ for 3 segments ;

So so on up.

From difference – difference the number of segments that formed is as **2 segments** , k because value has the largest difference compared with value difference to another.

b. The most attractive and profitable market segments to target

The most attractive and profitable to be targeted determined based on statement statements from questionnaire , where statement statements in this case there are in statement segment 3 (subscription food from catering) and segment 7 (Mobility which is high so that the requires food which is practical) . From the 2 items statement it can be seen value mean highest ber is in cluster segment 2 so that the the of the market that will be targeted to serve is the segment 2.

- c. Ber based concept mix marketing from each statement questionnaire , then analysis profile consumers who are in segment 2 are as below

Table 1

Results Analysis Cases Segmentation and Targeting

Mix	Question	Mean	Interpretation
Promotion	I am active on social media to see the latest news	4.29	Consumers are active users of social media.
Place	I buy food from a catering near my house	4.14	Consumers like to buy catered food that is located close to home
Products	I prefer to subscribe to food from a caterer rather than cook it myself	4.29	Consumers are used to subscribing to food from catering
Price	The affordable catering package menu caught my attention	3.73	Consumers like catering packages at affordable prices
Promotion	I am an active user of WhatsApp social media	3.89	Consumers are active users of WhatsApp social media
Products	I am interested in the catering package menu which has many variants	4.93	Consumers like the varied catering package menu
Products	High mobility means I need practical food	4.17	Consumers need practical food
Price	Price is not an issue in my purchasing decision	2.47	Consumers pay attention to price when buying a product from a caterer

- d. Based on the target segment 2 consumer profile table above, the appropriate marketing mix strategy to serve is as follows:

Products :

- 1) Catering needs to ensure food ingredients that meet daily production.
- 2) Catering can provide package variants, such as healthy packages or vegetarian packages.
- 3) C catering can provide daily food which is ready stock.

Price:

- 1) Catering can create a variety of catering menus at different prices.
- 2) C atering can sell its products at prices that are affordable

Promotions:

- 1) Catering can carry out promotions via status whatsapp or group.

Place:

- 1) Catering can open catering close to housing residents.

Students who become participants can carry out analysis of the results of a simple survey as discussed above.

H results and Discussion

As has explained in introduction , that k PKM run which carried out in School Entrepreneurship Cordova is carried out with the aim of increasing understanding and skills about Strategy development of the a marketing mix which through processes segmentation *and and* . . PKM run effectively with . . thing this can be seen from ability interpretation results survey , , starting from segments the which , , profile of from segment the , in in the most the target most attractive and profitable for serve and strategies a marketing mix which appropriate for the target which has selected . Apart from that , s eb before training begins , has distributed questionnaire which contains written statements about understanding and skills apply concepts *segmentation, Targeting and Marketing Mix* to answers . Participants were given options answers starting from scale answers 1 (strongly no agree which means Level understanding and ability apply concepts very low) to 5 (very agree which means Level understanding and ability apply concepts very high) towards statements in questionnaire . Participants' answers are processed with descriptive statistics and the results can be seen in table 2 below this :

Table 2

Average understanding participants about *segmentation, Targeting and Marketing Mix* before attending the Training

No.	Indicator	Average
1.	Understand the concept of market segmentation	3,4
2.	Able to apply market segmentation concepts in solving business cases	2,9
3.	Understand the concept of selecting target market segments (Targeting)	3,5
4.	Able to apply the concept of selecting target market segments (Targeting) in solving business cases	3,5
5.	Understand the concept of marketing mix (Marketing Mix): Product, price, Place and Promotion	3,0
6.	Able to apply the marketing mix concept (Marketing Mix: Product, price, Place and Promotion) in	2,9

solving business cases	
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Based on table 2 above, it can be seen that the average value level of understanding concepts of segmentation, targeting, mix marketing 3,4; 3,5; and 3,0. This shows that the participants understand concepts of segmentation, targeting, mix marketing in the level just . Meanwhile ability of application concepts segmentation, targeting, mix marketing has an average the average of 2,9; 3,5; and 2,9. This figure shows that the ability of participants in the applying concepts segmentation, targeting, mix marketing to solve business cases also is in the level just . And if pay attention the average value application is below level understanding.



Figure 2. Participants PKM

Then after training, questionnaire distributed again to find out to what extent increase abilities understanding and abilities application participants before and after following training. The results can be seen in table 3.

Table 3
Average understanding of participants about segmentation and targeting as well as marketing mix after attending the training

No.	Indicator	Average
1.	Understand the concept of market segmentation	4,0
2.	Able to apply market segmentation concepts in solving business cases	3,5
3.	Understand the concept of selecting target market segments (Targeting)	4,0
4.	Able to apply the concept of selecting target market segments (Targeting) in solving business cases	3,9
5.	Understand the concept of marketing mix (Marketing Mix)	3,8
6.	Able to apply the marketing mix concept in solving business cases	3,6

From table 3 it appears that the average score for understanding and applying the concepts of segmentation, targeting and marketing mix for participants is higher than before attending the training. Then a difference test was carried out with the paired t test and the results (table 4) showed a significant difference. This means that the PKM education and training process has succeeded in increasing understanding and ability to apply the concept of developing an appropriate marketing mix for target segments selected based on the segmentation and targeting process.

Table 4
Pair t Test Results Average understanding of participants about segmentation and targeting and marketing mix before and after attending training

No.	Indicator	Average before training	Average after training	p- Value
1.	Understand the concept of market segmentation	3,4	4,0	0,020
2.	Able to apply market segmentation concepts in solving business cases	2,9	3,5	0,039
3.	Understand the concept of selecting target market segments (Targeting)	3,5	4,0	0,007
4.	Able to apply the concept of selecting target market segments (Targeting) in solving business cases	3,5	3,9	0,017
5.	Understand the concept of marketing mix (Marketing Mix)	3,0	3,8	0,002
6.	Able to apply the marketing mix concept in solving business cases	2,9	3,6	0,005

K PKM activities are also considered very beneficial for participants in supporting the success of their business through selection that markets targets and mix the appropriate marketing for that segment . This can be seen from the survey results presented in table 5 .

Table 5
Evaluation of Material and Instructor

No.	Indicator	Average
1	The material presented is interesting	4,2
2	Training materials as needed	4,3
3	The material is complete and easy to understand	4,2
4	The instructor masters the training material	4,4
5	The instructor was able to explain well	4,3

From table 5, it can be seen that in the material presented is felt to be appropriate to needs, interesting, complete and easy to understand. Likewise with the evaluation of the instructor who conveyed, according to PKM participants, instructor dian g mastered the material and could explain it well.

The obstacle faced in carrying out PKM activities is that not all students have laptops. Even the Cordova School does not have computer laboratory facilities for practicing data processing. This causes data processing practices to not be carried out optimally because the processing process is carried out jointly.

II. Conclusion

In participating in PKM activities, the participants were quite enthusiastic and responded positively to the training material. This may be because the material presented is in accordance with what Cordova students need in managing their business and the instructor who delivers masters the material and can explain it well. These two things resulted in a significant difference between the understanding and ability to apply the marketing mix strategy concept (through segmentation and targeting approaches) of the participants before and after attending the training. The difference in question is an increase in understanding and ability to apply the concepts presented in the training.

Thus, it can be concluded that PKM activities have succeeded in achieving their objectives, namely to increase understanding and ability to implement appropriate marketing mix strategies based on the segmentation and targeting concept approach. However, due to limited learning facilities (no computer lab facilities or limited number of laptops), data processing cannot be done individually. For the next PKM, the practice of conducting surveys needs to be added so that students get more ideas for maintaining and developing their business amidst sharp competition. Apart from that, students are allowed to take practicum lectures at FEB Usakti if there are those who are interested in further so they can practice data processing independently.

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Attachments 7 Implementation Materials/Posters

SEKOLAH KEMIRSAJAHAN BINA ANAKAH CORDOVA

MEMILIH SEGMENT PASAR SASARAN DAN STRATEGI PEMASARAN

1

APA ITU PEMASARAN ?

Pemasaran adalah aktivitas dan proses menciptakan (product), mengkomunikasikan (promotion), menyampaikan (place) tawaran yang bernilai dan memuaskan bagi konsumen dengan cara yang menguntungkan (price)

2

KEGIATAN PEMASARAN MELIPUTI

- Mengidentifikasi karakteristik pasar (segmentasi dan targeting)
- Menggariskan strategi (positioning)
- Obrolah dan mengembangkan kampanye yang bisa memuaskan konsumen (promosi)
- Menentukan harga yang layak (price)
- Mengembangkan produk kepada konsumen (tempat)
- Mendistribusikan produk (place)

3

SIAPA ITU KONSUMEN ?

- Orang yang penting bagi usaha
- Tidak bergantung pada kita, namun sebuah usaha kita tergantung pada mereka
- Memiliki kebutuhan terhadap tawaran pemasar
- Bukan pihak yang perlu diajak berdebat

SEGMENTASI, TARGETING & STRATEGI PEMASARAN

SEGMENTASI

Proses membagi-bagi pasar total dari yang bersifat heterogen menjadi beberapa segmen yang lebih homogen.

Kita tidak bisa melayani semua segmen pasar, oleh sebab itu kita harus melakukan pilihan segmen mana yang paling menarik dan menguntungkan.

PERAN SEGMENTASI

- Membuat kita lebih fokus dalam melayani atau memuaskan segmen pasar sasaran
- Mendapatkan masukan mengenai ide pengembangan produk, promosi dsb
- Dasar untuk mengembangkan strategi marketing dalam menghadapi pesaing

7

JENIS - JENIS SEGMENTASI

<h4>DEMOGRAFIS</h4> <p>Segmentasi ini dilakukan dengan membagi pasar ke dalam kelompok-kelompok berdasarkan variabel demografis seperti: usia, jenis kelamin, kesadaran, kemampuan pendapatan, ras, pendidikan, pekerjaan, geografis.</p>	<h4>PSIKOGRAFIS</h4> <p>Segmentasi ini dilakukan dengan membagi konsumen ke dalam segmen-segmen yang berkaitan menurut kelas sosial, gaya hidup, kepribadian, dan lain-lain.</p>	<h4>PERILAKU</h4> <p>Segmentasi ini dilakukan dengan membagi konsumen ke dalam segmen-segmen berdasarkan bagaimana mereka menggunakan barang/jasa/pelayanan, dan loyalitas merek.</p>
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8

TARGETING

Targeting merupakan tindakan menganalisis daya tarik dari beberapa segmen pasar yang sudah terbentuk dari proses segmentasi, kemudian menentukan segmen pasar mana yang akan dijadikan sebagai target pasar.

9

MANFAAT TARGETING

- Memudahkan perusahaan untuk bisa menyesuaikan produk dan strategi marketing lainnya yang akan diterapkan untuk masing-masing segmen target
- Pemasaran menjadi lebih efisien dan efektif untuk perusahaan yang memiliki sumber daya terbatas
- Memperbanyak point-of-view dalam membuat strategi marketing

PERTIMBANGAN DALAM MELAKUKAN TARGETING

1. Daya tarik segmen
2. Sumberdaya perusahaan

STRATEGI PEMASARAN

PRODUCT PRICE PLACE PROMOTION

PRODUCT

<h4>KUALITAS</h4> <p>Kualitas produk yang ditawarkan harus sesuai dengan selera konsumen sehingga membuat konsumen merasa puas</p>	<h4>NAKA PRODUK</h4> <p>Merupakan produk yang dihasilkan melalui proses produksi yang menggunakan teknologi dan alat-alat modern untuk menghasilkan produk yang berkualitas</p>	<h4>KEMASAN</h4> <p>Merupakan hal yang penting dalam pemasaran karena dapat meningkatkan daya tarik produk dan melindungi produk dari kerusakan</p>	<h4>VARIASI</h4> <p>Merupakan jenis produk yang ditawarkan agar memenuhi kebutuhan konsumen yang berbeda-beda</p>
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PRICE

Pertimbangan :

1. Karakteristik segmen target
2. Harga pesaing
3. Biaya

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PLACE

OFF LINE / ON LINE

PILIHAN TEMPAT YANG STRATEGIS

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PROMOTION

Usaha yang dilakukan untuk memberi informasi, mempengaruhi dan menjalin hubungan dengan target pasar baik secara tradisional maupun digital :

1. Advertising
2. Sales Promotion
3. Public Relation
4. Personal Selling
5. Event
6. dsb

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