



Analysis of Segmenting Targeting and Positioning at Sky Farm Glenmore Business

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ABSTRACT

This study aims to understand STP (Segmenting, Targeting, Positioning) promotion procedures in advertising Sky Farm Glenmore business products at PT. Berkah Ridho Cinta Indonesia. This study employs a qualitative descriptive approach and gathers primary and secondary data utilizing descriptive analysis methods. The STP marketing analysis emphasizes geographic segmentation in the Surakarta Karesidenan region, which presents a higher potential for generating recurring sales. In the classification of consumers, researcher include individuals like stay-at-home moms or corporate workers aged 25 to 44. The psychographic aspect focuses on individuals who frequently enjoy indulging in food items like cakes and brownies for their own pleasure, as well as for gifting purposes. Sky Farm Glenmore's products and business performance are expected to be supported by the implementation of STP marketing strategies. Thus, consumers will be more familiar with Sky Farm Glenmore products produced and the company can increase and expand its market share. Researchers assume that the application of STP techniques to the Sky Farm Glenmore business has a huge impact on the expansion of transactions, this is evidenced by the findings from interviews conducted by researchers.

Keywords: Marketing Strategy, Segmentation, Target, Positioning

1. INTRODUCTION

The primary goal of establishing a company is to maximize profit. A company's success in achieving this goal is highly influenced by its ability to market its products. A company that can sell its products at a profitable price while maintaining the expected level of quality will be better equipped to overcome challenges from competitors, particularly in the field of marketing.

Marketing can be defined as the effort to create value and customer satisfaction while generating profit (Kotler & Armstrong, 2008). Marketing itself is a crucial aspect of sustaining a company's position in the market and competing with other businesses. Companies often fail in marketing due to poor concepts, improper implementation, and other supporting factors that do not function effectively. This failure is often caused by a lack of understanding of segmentation, targeting, and positioning, as well as weaknesses in formulating marketing mix strategies. Many marketers struggle to grasp segmentation strategies, identify the right target market, and deliver clear brand promises to consumers. This lack of understanding often leads to misdirected targeting, improper marketing mix elements, and ineffective product positioning in consumers' minds. Furthermore, unclear, exaggerated, or even doubtful brand promises can confuse customers, ultimately weakening the company's market position (Durianto et al., 2003).

Efforts that companies can make in maintaining their existence and competing with various competitors by understanding the market. Recognizing the competitive landscape, understanding market dynamics, and meeting customer demands are essential for success in the market. An effective strategy for achieving this is creating a well-designed promotional approach (Dewi & Amrah, 2020).

A marketing strategy involves promoting a product or service to customers through various tactics and plans specifically designed to boost sales volume (Alfons, 2017). Creating a marketing plan is crucial for businesses to survive and thrive in a competitive market. Segmenting, targeting, and positioning (STP) is a versatile marketing strategy that can benefit all organizations.

This STP technique allows businesses to differentiate their main target market, industry, and position in the market. By employing segmentation, companies can create a cohesive marketing strategy that groups together consumers with similar preferences, desires, and needs, making it easier to reach them effectively. Upon completing this procedure, a business is required to assess which segmentation will serve as the primary focus for the company. This step is known as targeting. Factors such as the size of the segment, potential profits, growth possibilities, and the compatibility of the company's abilities with available resources must all be carefully weighed when selecting a target market. Once the initial two tasks have been completed, the following step involves positioning. This process involves correlating a favorable evaluation with showcasing the image of a company's brand to target customers in the desired market segment. By successfully positioning themselves, businesses can differentiate their products or brands from competitors and form strong connections with consumers (Handayani et al., 2023).

This STP marketing strategy is expected to greatly benefit the company. When the segmentation process is done correctly, companies can easily identify new market opportunities and tailor offers and promotions more accurately. Moreover, accurate targeting will enable every business to maximize its resources effectively and, naturally, with successful marketing. At the same time, a well-executed positioning strategy will also yield benefits for the company, such as building a strong brand image, enhancing consumer comprehension, and shaping consumer buying patterns.

At the scale of sustainability tourism, the application of STP strategies is very important, one of which is Sky Farm Glenmore. Sky Farm Glenmore is a business unit that has a sustainable living industry and residential concept that aims to face the challenges of climate change through self-sufficiency in food, water, energy, and waste management. This concept is in line with 11 of the 17 Sustainable Development Goals (SDGs) set by the United Nations. In the context of marketing, the application of Segmenting, Targeting, and Positioning (STP) strategies is important to identify and reach the right market and position products effectively (Heriyati, 2022). This research examines how the implementation of marketing strategies in terms of segmenting, targeting, positioning at Sky Farm Glenmore Banyuwangi. The main aim of this study is to assess the strategy of segmenting, targeting, and positioning at Sky Farm Glenmore.

2. RESEARCH METHODS

This study utilizes a qualitative approach with descriptive techniques. Descriptive method is used to describe the segmenting, targeting, and positioning strategies of Sky Farm Glenmore Banyuwangi (Nazir, 2014). The subjects used are the owner of Sky Farm Glenmore as the main informant who has the authority to determine the STP strategy, and for the manager of Sky Farm Glenmore as an additional informant. The location chosen as the research site is Sky Farm Glenmore which is located in Tegalharjo Village, Glenmore District, Banyuwangi Regency using the Purposive Method. The consideration in determining the location is that Sky Farm Glenmore is a new business that presents a sustainable and environmentally friendly industrial environment or industrial area and a sustainable living location. This location is a business unit as well as educational tourism with the theme of a miniature sustainable living environment that only exists in Banyuwangi. As a new business that wants to compete and develop as an industry on a large scale, it needs a marketing strategy for its business development. This research was conducted in July-November 2024.

Data collection methods were carried out by means of interviews, observations and documents. Observation is data collection by direct observation of the object being studied, observed or ongoing activities (Sugiyono, 2013). Interviews were conducted in the form of extracting data and marketing strategies from the perspective of the owner of Sky Farm Glenmore. Data from existing company records and archives will be used in this study, provided they are relevant to the research question.

3. RESULTS AND DISCUSSION

Sky Farm Glenmore is an educational tourist spot as well as a sustainable living area and a place for micro-scale green industry processes by implementing sustainable living based on 3P, which is not only producing (profit) but still protecting nature (Planet), and also the community (people) who live around the industrial environment and are also expected to be a solution to the problems of the surrounding community. The implementation of green industry relies on five concepts of independence, namely food independence, energy independence, water independence, fiber independence and waste management. Sky Farm Glenmore is located in Tegalharjo Village, Glenmore District, Banyuwangi Regency, East Java.

Sky Farm Glenmore's vision is to become a pilot integrated area for the development of a sustainable living area integrated with an integrated green SME industrial area. Since its establishment, Sky Farm Glenmore has a mission to apply the principles of sustainable living in every activity carried out, develop pillars of development supporting sustainable living areas including: independent food, independent energy, independent water, independent waste management, and independent fiber, strive for collaborative activities with various parties for the development of sustainable living, organize educational activities about sustainable living and its development potential, organize integrated green industrial activities to support circular economy and beneficial.

A company's marketing planning is a comprehensive approach designed to achieve specific goals. To reach these objectives, companies must plan and strategize in an organized and targeted way, making it simpler to offer products that cater to the desires and requirements of their target audience. Every company, like Sky Farm Glenmore, which operates under PT Daur Bumi Abadi, is advised to implement the STP strategy in order to stay competitive in the growing market.

3.1. Market Segmentation

Market segmentation involves dividing a market into distinct groups of consumers based on their unique needs, characteristics, or behaviors. It can be considered the primary method for identifying and analyzing consumers in the marketplace, focusing on the varying preferences of buyers seeking goods (Hakiki, 2020). Sky Farm Glenmore conducts marketing activities by dividing its target audience based on their unique characteristics, desires, and requirements. The company segments its customers by location, demographics, and psychographics. Sky Farm Glenmore focuses its marketing efforts in the Banyuwangi region of East Java. This is because Sky Farm Glenmore is the only tour that carries the theme of sustainable living that has the potential to implement sustainable agricultural practices. However, Sky Farm Glenmore can also increase its marketing reach by utilizing online marketing strategies. Sky Farm Glenmore can also reach its sales in a wider area with off-site delivery. Services and products can be accessed through the Shopee, Tokopedia, Tiktok, and Airbnb platforms and tour ticket bookings can be made through Instagram.

Customers of all ages, including children, adults, and the elderly, are included in the demographic segmentation, with housewives and students as the main focus. All ages and walks of life can be included in this segment with sufficient education about organic farming and sustainable living. Apart from that, the price of educational services can be reached by all economic levels because the price of the tour ticket is still relatively affordable, which ranges from IDR 50,000 to IDR 100,000.

Meanwhile, the psychographic segmentation focuses on consumers who care about health, environment, and sustainability. This includes individuals who are interested in a healthy lifestyle and organic products. The marketing strategy of Sky Farm Glenmore is primarily executed in person through sales conducted at the store on the premises, word-of-mouth promotion, direct sales at different locations, and taking part in expos, bazaars, and other events. Meanwhile, online-based advertising is carried out by disseminating information about all Sky Farm Glenmore tourism activities, certain activities such as class openings, fairs and the availability of products and lodging services through Sky Farm Glenmore's social media on Facebook, Instagram, Whatsapp Business, as well as online booking platforms such as shopee, tokopedia, and Airbnb.

3.2. Target Market

As mentioned by Kotler in Salsabila & Hasbi (2022), focus is defined by selecting specific market segments to pursue or improving efforts in a particular market, a strategy known as targeting. In marketing Sky Farm Glenmore relies on predetermined segmentation where Sky Farm will focus on young families and professionals who are looking for healthy and environmentally friendly product alternatives. They tend to

have a high awareness of environmental and health issues. Another target focus is on local communities and educational institutions that want to adopt sustainable farming practices and sustainable living in the educational programs that have been implemented. This approach allows Sky Farm to reach consumers who not only buy educational tours and products but also engage in educational and training activities related to sustainable agriculture.

3.3. Market Positioning

Kotler explains that positioning involves creating a unique identity for an organization to distinguish it from its competitors in the minds of the target customers (Ismanto & Munzir, 2020). Companies use positioning to provide value to predetermined customer segments by projecting a brand image to consumers (Handayani et al., 2023). Sky Farm Glenmore business has several stages of placement, among others:

3.3.1. Brand Attributes

Sky Farm offers high-quality organic products derived from environmentally friendly farming practices. These products not only meet consumers' dietary needs but also promote their overall health. Sky Farm Glenmore consistently ensures that its products are made using the finest organic ingredients, making them both health-conscious and eco-friendly. The best quality is achieved through the selection of premium raw materials while maintaining their natural integrity. This guarantees that the products remain fresh, healthy, and suitable for long-term consumption.

3.3.2. Quality and Price

One of the key advantages of Sky Farm Glenmore's products is their affordability compared to competitor brownies. Despite offering lower prices, Sky Farm Glenmore remains competitive in the market by utilizing a large number of direct raw materials in production, enabling bulk order fulfillment. This makes it convenient for customers who wish to place large orders, whether for small gatherings or large events.

3.3.3. Competitors

Sky Farm Glenmore faces competition from several businesses in the surrounding area, such as Brownies Amanda, which could potentially impact sales volume if Sky Farm Glenmore's marketing strategy is not optimized. However, Sky Farm Glenmore has a competitive edge by effectively communicating the superior quality of its products and emphasizing the use of high-quality ingredients throughout the production process. By highlighting these advantages, customer trust in Sky Farm Glenmore products is expected to grow. Businesses that position themselves with such high standards are more likely to leave a lasting impression on customers.

Furthermore, Sky Farm Glenmore has the potential to build a strong brand and corporate image by showcasing its unique selling points compared to competitors. When consumers recognize the superior qualities and added value of Sky Farm Glenmore's products, they are more likely to purchase with confidence and less hesitation. This creates significant opportunities for repeat purchases, strengthening customer loyalty over time.

4. CONCLUSIONS

From the results and discussion of research conducted on Purwogrape wine business in Tegaldlimo District, it can be concluded that PT. Berkah Ridho Cinta Indonesia or Sky Farm Glenmore uses STP (Segmenting, Targeting, Positioning) marketing strategy. This strategy aims to provide consumers with good product value so that Sky Farm Glenmore can achieve high competitiveness and greater competitive advantage. To increase its transaction volume, Sky Farm Glenmore business conducts market division procedures that are separated into geographic, demographic, and psychographic divisions. Geographically, Sky Farm Glenmore's marketing is in the Central Java, Yogyakarta and East Java regions, the main focus of Sky Farm Glenmore's marketing in the Surakarta Prefecture area because in that area there are many Sky Farm Glenmore store branches, especially in the Karanganyar and Surakarta areas and Sky Farm Glenmore's repurchase opportunities are in that area. The marketing strategy of PT Berkah Ridho Cinta Indonesia is based on specific market segments, with a focus on Sky Farm Glenmore products appealing to a wide range of local demographic groups such as children, students, housewives, office workers, and others who have a preference

for food and snacks, particularly cakes and brownies. By strategically placing themselves in the market, Sky Farm Glenmore can establish a positive reputation for both their brand and company. This will highlight the unique benefits of Sky Farm Glenmore's products in comparison to those of their competitors. The research results show that there are STP procedures that affect the increase in sales at Sky Farm Glenmore.

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