

Analysis of Segmenting, Targeting And Positioning At The Cikujang Tapioca Factory Cibugel Sumedang

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ABSTRACT

This type of research uses qualitative research with a descriptive approach. Data collection techniques are observation, interviews and documentation as well as data analysis carried out using data reduction, data presentation and drawing conclusions. The results of this study indicate that in terms of market segmentation, the main supply of production is sent to Tasikmalaya and market segmentation covers all segments. Likewise, the target market that maintains product quality can be said to be good compared to other similar products, although the price is slightly higher, but it is comparable to the existing quality. Judging from the Positioning strategy carried out, it is known from the attributes and benefits that product reliability can last long enough. While the benefits offered are that tapioca flour can be processed into a variety of daily food ingredients. Efforts to overcome problems, including expanding marketing reach to other areas to increase product sales turnover, improving product quality in order to maintain customer trust and satisfaction, establishing cooperation with banks for additional capital.

Keywords:

Segmenting
Targeting
Positioning



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1. INTRODUCTION

Tapioca flour industry is one of the agriculture-based industries (agribusiness) that has great potential to be developed. Even during the monetary crisis, the tapioca flour market remained strong for the domestic market such as the food industry as well as for the export market. In terms of quantity, the potential of raw materials in the tapioca flour industry is actually quite large. This can be seen from the large production of cassava in Indonesia. Until now, cassava production in Indonesia is the largest food crop product after rice, so cassava has an important proportion as a source of carbohydrates, industrial raw materials, direct consumption and export.

Tapioca Factory Cikujang Sukaraja Cibugel Sumedang Regency is one of the industries engaged in the tapioca flour industry which has an industrial capacity of 80 - 100 tons per month. In the manufacturing process at the Cikujang Tapioca Factory, cassava into tapioca flour that is ready for use requires several processes. Starting from

cassava raw materials coming from suppliers or farmers then the weighing process, cleaning cassava from the remnants of the stem, then washing and milling cassava, then deposition of cassava juices until the drying process. The tapioca flour production process at the Cikujang Tapioca Factory still uses human labor and makeshift equipment except for the milling process.

In the midst of very tight product competition, every company offers the best products, the key to success lies in marketing. Because marketing is something that is very important in a company in order to maintain the survival of the company in the face of competition. With the establishment of a good marketing strategy, the Company will be able to attract consumers to buy a product. The implementation of a targeted marketing strategy will be able to assist the Company in delivering products to consumers according to their wishes and needs, one of which is by implementing a Segmenting, Targeting and Positioning strategy (Rosnaini, 2018).

Based on the results of initial observations made by researchers through interviews with several respondents, the problems experienced in terms of marketing strategies, including unstable capital turnover, because the factory is only able to buy raw materials to be processed after the processed products are sold, the marketing reach is not wide enough, even less introducing their products to the wider market and not having their own branch/brand and no other strategies or ideas to process tapioca into products that are more attractive to the market

From the problems and rules based on Segmenting, Targeting and Positioning above, the authors are interested in raising them in research.

1. Problem Formulation

How to Strategy and solve problems in Segmenting, Targeting and Positioning

2. Previous Research

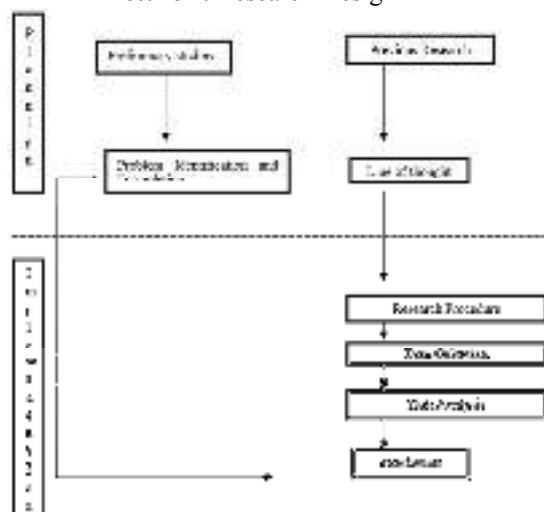
Rosnaini (Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Makassar, 2018), in a study entitled “Strategy Analysis of Segmentation, Targeting, Positioning at PT. Kumala Celebes Motor (Mazda Makassar)”. The results of the study indicate that the establishment of a targeted marketing strategy will be able to assist companies in delivering products to consumers according to their wants and needs, one of which is by implementing segmentation, targeting, positioning strategies.

2. METHOD

According to Sugiyono (2018: 3-4) Research design is a research method as a scientific way to obtain valid data with the aim of being found, proven, and developed into a certain knowledge so that it can be used to understand, solve and anticipate problems.

Research design is all processes carried out starting from planning and implementing research so that it can be used to understand, solve and anticipate problems. The research design is conceptually translated into the diagram below.

Picture 1. Research Design



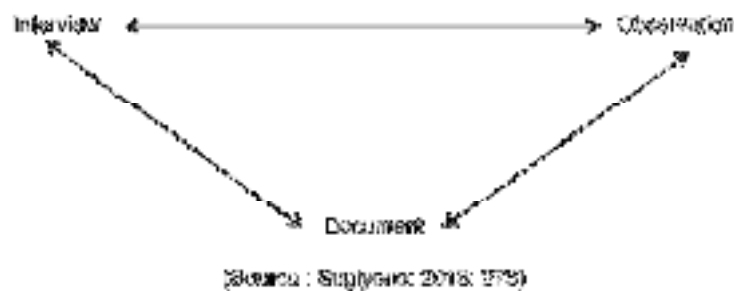
Sources of data used in this study are primary data and secondary data. as for data collection techniques using library research and field studies (interviews and observations). The data analysis technique used is data reduction, data presentation and drawing conclusions as shown below.

Picture 2. Interactive Model



In this study, the author uses triangulation in testing the validity of the data. The triangulation used is technical triangulation, Sugiyono (2018: 274) states that technical triangulation to test the credibility of the data is done by checking the data to the same source with different techniques. For example, data obtained by interview, then checked by observation, documentation, or questionnaires.

Picture 3. Triangulation of Data Collection Techniques



From the steps above, in this study the validity of the data uses a method by comparing the data from observations (observations) with data from interviews and also documents from various available sources.

The analysis format for Segmenting, Targeting, and Positioning (STP) at the Tapioca Cikujang Cibugel Sumedang Factory is as follows :

Table 1. Analysis Format

Number	Dimensions	Indicator	Realitation	Recomendation
1	Segmenting Source : Kotler and Armstrong (2008: 226)	a. Geographic b. Demographic c. Psychoghraphic d. Behavior		
2	Targeting Source : Swastha and Irawan (2008: 91)	a. Undifferentiated b. Differentiated c. Concentrated		
3	Positioning Source : Kotler adn Armstrong (2008: 820)	a. Attributes and Benefits b. Quality and price c. Usability and Users d. Competitors e. Global Consumer Culture		

3. RESULTS AND DISCUSSION

1. Results

1. Segmenting

a. Geographic Segmentation

Whereas the geographical segmentation of the Cikujang Tapioca Cibugel Sumedang Factory covers the entire Sumedang Regency and Tasikmalaya Regency, but the priority is the Tasikmalaya area. This is because geographically it is easier to reach from the Cibugel area.

b. Demographic Segmentation

Demographic segmentation is all groups, but focuses more on the elderly because the products produced are only raw tapioca flour or ingredients.

c. Psychographic Segmentation

Psychographic segmentation, which includes all groups not seen from social class or personality characteristics, because tapioca is a primary/secondary need.

d. Behavioral Segmentation

From behavioral segmentation, it does not segment based on behavior but includes all circles.

2. Targeting

a. Undifferentiated Marketing

Develop a single product that can meet the wishes of all consumers, namely tapioca flour as a food ingredient.

b. Differentiated Marketing

Choose the sub-group/group that will be served, namely factories or consumers that produce food ingredients with tapioca flour as the main ingredient.

c. Concentrated Marketing

For marketing coverage, it is centered on consumers who produce or process food ingredients with tapioca flour as basic ingredients.

3. Positioning

a. Attributes and Benefits

Attributes offered by the Tapioca Factory Cikujang Cibugel Sumedang, the durability of tapioca flour products is very good because it can last quite a long time.

b. Quality and Price

It can be seen that the quality of the products offered is quite good because they are produced using skilled personnel. Meanwhile, in terms of price, it is in accordance with the quality offered so that the consumer agrees with the price offered.

c. Usability and Users

The usefulness of the products offered is to become processed foodstuffs whose basic ingredients are tapioca flour. Likewise with users who market to other consumers according to their needs.

d. Competitors

The advantages of the products offered by the Cikujang Tapioca Factory are products with good quality so that they can compete with other tapioca factories.

e. Global Consumer Culture

The products offered by the Cikujang Tapioca Factory are products that are able to adapt to global culture, because tapioca flour is needed at all times by all groups, both children, teenagers and parents from time to time.

2. Discussion

Some of the findings in the company are as follows :

- a. Less stable capital turnover, because the factory is only able to buy raw materials for processing after the processed products are sold (no spare capital). So that Human Resources (workers) are still few.
- b. Its marketing reach is wide, it even does not introduce its products to a wide market and does not have its own branch/brand.
- c. Processed products or tapioca production are in the form of raw materials (rough aci) which are sold to consumers to be reprocessed by consumers. There are no other strategies or ideas to process tapioca into products that are more attractive to the market.

Based on the results of the analysis obtained from interviews with several informants and findings in the field, then discussed based on theory, the authors include recommendations for future company findings, as follows:

- a. Expanding marketing reach to other market segments so that the company becomes bigger and establishing cooperation with banks to increase capital.
- b. Having its own branch/brand and better product packaging in order to differentiate the product from other factories or companies and increase its own attractiveness.
- c. Processing products into other products that can attract other consumers according to market needs.

4. CONCLUSION (10 pt)

Segmenting, Targeting and Positioning (STP) at the Tapioca Cikujang Cibugel Sumedang Factory is said to be quite good. This is known from the Segmenting strategy carried out both Geographically, Demographically, Psychographically and Behaviorally, which is right on target. Likewise, the Targeting strategy that has been carried out has been said to be quite good, namely that the products produced can meet consumer desires as the basic ingredients of processed foods according to consumer tastes. The target market is centered in the Tasikmalaya area and its surroundings. The Positioning Strategy that has been carried out is said to be quite good. Judging from the attributes and benefits that product reliability can last long enough. While the benefits offered are that tapioca flour can be processed into a variety of daily food ingredients. Likewise, the quality of the resulting product can be said to be good compared to other similar products. The use of the resulting product can be used for household needs, raw materials for making food and the manufacture of other consumption materials. Judging from the indicators of global consumer culture, the production of tapioca flour both traditional and modern can still be accepted by various groups until now.

Some suggestions that can be used as material for further consideration by the Cikujang Tapioca Factory, Cibugel Sumedang, include the following:

- a. Expanding marketing reach to other market segments so that the company becomes bigger as well as establishing cooperation with banks to increase capital.
- b. Having its own branch/brand and better product packaging in order to differentiate the product from the product from other factories or companies and further enhance its own attractiveness.
- c. Processing the product into other products that can attract other consumers according to market needs.

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