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STP MARKETING STRATEGY ANALYSIS (SEGMENTING, TARGETING, AND POSITIONING) AND BUSINESS MODEL ON THE DEVELOPMENT OF MORTAR COMPANY BUSINESS UNITS (CASE STUDY AT PT. XY)

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ABSTRACT

This research aims to establish STP (Segmenting, Targeting and Positioning) marketing strategies in marketing AAC Panel products. This research is qualitative research with descriptive methods. The subject in this study is PT XY which is engaged in mortar companies and the object of research is the STP marketing strategy (Segmenting, Targeting and Positioning) and business model for this business. From the analysis that has been carried out, researchers concluded that the segmenting strategy carried out by PT XY is based on geographic and demographic segmentation. The geographical segmentation of the intended sector is the sector, especially the western region of Java, while the demographic segmentation is a large contractor for high rise building types. For Targeting PT XY companies are mainly large contractors and industry experts. The positioning carried out by PT XY is by applying the production of modern and latest technology, namely flat-cake (horizontal cutting). Implementation of business model by joining venture at PT XY by considering the company's internal conditions.

INTRODUCTION

The growth of the construction industry is in line with the need for technological developments in the field. In other words, there is an urgent need for products with the latest technology to meet the needs of today's market. One of them is Mortar where mortar is actually a term used for a mixture of cement, sand, and also water. Along with the times and technology, mortar itself has been present in instant form to shorten and also facilitate

construction work. Mortar is divided into 4 types: (1) Lightweight Brick Adhesive (AAC) or Thin Bed Mortar (2) Wall Plaster (3) Instant Acian (4) Ceramic Installation

And the materials that are widely used as building components today are precast concrete, ordinary concrete, and AAC lightweight brick. Autoclaved aerated concrete (AAC) is a strong but lightweight building material commonly used in home construction. Competition in the business world is getting tighter, this competition can be seen from the growth of products issued by companies to maintain their existence in the business world. This condition requires companies to be more creative and innovative. Including mortar manufacturing companies where companies must offer something more valuable than their competitors, currently company XY is a company that produces mortar, mortar is a complimentary product of AAC lightweight bricks. To strengthen market positioning, Company XY plans to invest in AAC product business development.

Therefore, the company must reevaluate the marketing strategy it uses. Every company understands that it cannot satisfy the wishes of all buyers in the market, or at least not all buyers can fulfill those desires in the same way. If buyers are too large, too broad, and the needs and buying habits are too diverse, the company must determine which market segments can be well served and most profitable. Companies must also design customer-centric marketing strategies and build the right relationships with the right customers. There are strategies that are quite dominant, namely segmentation, targeting and positioning strategies. Winning the competition is not only limited to managing the marketing mix as a tactic, but more about determining which segments have market share and identifying consumers in certain segments and identifying achievable targets and their placement. This strategy was created to find and create ideal conditions for marketing. From the company's point of view, the company's strategy includes segmentation, targeting and positioning in influencing purchasing decisions as well as business models in penetrating business differentiation products.

LITERATURE REVIEW

The main objective of STP is to position the brand in the minds of consumers so that the brand has and has a sustainable competitive effect. A product has a competitive effect if the product has a significant and unique advantage for customers based on their ideas (Tjiptono 2007: 211). Assauri's marketing strategy (2013: 15) shows that marketing strategy is a set of goals and objectives, policies and rules that sometimes give direction to the company's marketing activities at every level as well as their reference and distribution, especially the company's response to marketing. Activities, environment and conditions, constantly changing competition. In other words, a marketing strategy is a set of goals and objectives, policies and rules that periodically provide direction to the company's marketing activities at each level along with their reference and distribution, especially in response to the company's environment and circumstances. Constant competition has changed. According to Kotler and Armstrong (2008: 225), market segmentation is the division of the market into smaller groups of buyers who

have different needs, characteristics, or behaviors and may need their own products or marketing mix. According to Kotler and Armstrong (2008: 226), there are four main variables that can be used as the basis for market segmentation, namely demographic, geographic, psychographic, and behavioral variables. Personalization Targeting in the context of STP (segmentation, targeting and positioning) is closely related to the availability of media that can be used to reach new groups or segments. Targeting has two functions at once, namely choosing the target market according to certain criteria (choose) and reaching the target market (reach) to communicate value (Kasali, 2011: 371). Target market (targeting) is a matter of how to choose, choose and reach the market. Targeting products are target markets, ie. one or more market segments that are the focus of marketing activities (Kasali, 2011: 371). Location Positioning is an activity that plans offers and the company's image gets a special place in the minds of the intended target market (Kotler and Keller, 2009: 53). Tjipton (2011:110), states that there are seven approaches that can be used for positioning, namely:

- Positioning based on characteristics, features or customer interests (attribute positioning), which is linking products with customer interests.
- **Positioning based on price and quality (price and quality positioning)**, ie. Positioning whose purpose is to create a high-quality impression / image through high prices or vice versa emphasize low prices as an indicator of value.
- Positioning based on consideration of use or application (use application), which is a set of benefit values that are used as distinguishing elements from competitors.
- **User positioning**, i.e. connecting the product with a person or type of user.
- Placement based on certain product categories (product Category Placement), for example Kopiko Caramel which is placed as coffee in the form of caramel, not as coffee-flavored candy.
- **Positioning in relation to competitors (competitor positioning)**, which refers to the competitive position of the main competitor.
- Positioning based on excellence (preferential positioning), which connects brand features or product characteristics that are expected to have the benefits desired by consumers

METHODOLOGY

Qualitative research and qualitative research methods and documentation studies are a method of collecting information by studying documents to obtain information related to the problem being studied. The study of documentation is one way in which qualitative research can visualize the subject's perspective through written material or other documents produced directly by the people involved.

RESULTS AND DISCUSSION

Research results

Market segmentation is a strategy to recognize the interests and needs of consumers in a market which then creates products that suit the interests and needs of these consumers. It must also be equipped with the target market and product positioning that you want to do.

Market segmentation to be carried out by PT XY

From 2020 -2022 there are residential high rise development plans that are quite high and increasing population with conditions of a limited number of landed land causes residential development to lead to high rise buildings and Based on the population of Java island is the largest population by considering the condition of the percentage of development data, population concentration in Indonesia, PT XY can group the market for the market segment of both commercial buildings such as hotels or offices and residential for large / luxury type homes. And for the demographic segment intended for large contractors and industry experts.

Market targeting to be carried out by PT XY

The target market is the group of customers who are the target of the company's approach to want to buy the products it markets. Based on the products you want to market, namely AAC Block and AAC Panel, the sales target for this product is retail and project.

Market positioning to be carried out by PT XY

Market positioning is placing or positioning products in the market so that the product is separate or different from competing brands.

Positioning is the way that companies design product images for gained a good position in the minds of consumers. PT XY company in positioning uses several variables and The market positioning that this product wants to create is:

1. Become a company that can create quality building material products in accordance with consumer needs and desires.
2. Become a company that can create building material products that are cost efficient for consumers.
3. Become a company that can create quality building materials and provide better results compared to other products.

In positioning using several variables, including:

User Positioning

User positioning is a marketing strategy that focuses on positioning a product or brand by prioritizing the benefits or value of the product to users or end consumers. In this context, the product is placed in such a way that the message and value conveyed emphasize how the product meets the needs and desires of the user.

In this case, it can apply modern and latest technology production so as to produce good quality and target quality standards equal to or better with competitors

Price and quality

The price is more affordable compared to its competitors is a way that can determine product positioning at PT XY at a price of Rp. 2.3 million to 2.5 million (floor) this can be done because of the determination of the location of the company to be built as an AAC factory because of the location with the target market.

Competitors

Companies that are market leaders in this business consider quality as important, but in this case there are market leaders who focus on the eastern region of Java and export markets, so this can be an opportunity in this business.

Resources within the company are the source of the company's capabilities, some of which lead to the development of the company's core competencies or competitive advantage. Therefore, 3 parts are needed to analyze the internal environment of a company, namely resources, capabilities, and core competencies (Hit, Ireland, and Hoskisson, 2011).

| Indicators | PT XY |
|----------------------|--|
| Initial Investment | Has limited Capital to build AAC factory panels |
| Raw material supply | Incorporated in a subholding group that can supply raw material needs |
| Technology | Does not have the technology to produce AAC |
| Market Knowledge | Having existing customers from the construction and property industries as the target market |
| Human Resources | Have resources that understand the construction industry |
| Product Distribution | Incorporated in a subholding group that deals with distribution |

DISCUSSION

Based on the results of the research described, the marketing strategy carried out by PT XY Company is an STP (Segmenting, Targeting, and

Positioning) strategy which aims to position the brand in the minds of consumers, so that the brand has a sustainable competitive advantage. According to Tjiptono (2007: 211) that a product has a competitive advantage if the product offers attributes that are important to customers. PT XY Company is a mortar business company run by PT XY developed with various innovations to produce high quality mortar products. Unlike other mortar manufacturers, PT XY will implement an **Integrated Comprehensive Process** system for the entire mortar production process from upstream to downstream, where the entire production process, from material to mortar bagging will go through a series of comprehensive quality control processes which will be synergized by using other product diversification. To increase the number of sales of differentiated products, PT XY segments the market based on consumer needs and desires.

Segmentation PT XY products AAC (Autoclaved Aerated Concrete) panels for construction involve the division of the market into segments that have similar characteristics or needs. AAC panel products are construction materials used in various building projects, and targeting strategies must consider customer needs and preferences as well as the company's business objectives. Commercial Projects: This target segment includes commercial construction projects such as office buildings, hotels, restaurants, and other commercial buildings. Lightweight and energy-efficient AAC panel products can be an attractive option in these projects. And high rise building

And large Construction Contractors: Construction contractors operating within various construction sectors can be a target segment. They look for construction materials that meet the requirements of their project.

PT XY's **target** market for this diversified product is based on the characteristics of AAC panels, namely this product can be used for all types of buildings, especially high rise buildings. And the largest segment is apartments and mixed-use buildings. The construction of High rise buildings is still a lot in the Java island region and competition in this region, especially in the West Java region, is the highest, but the opportunity to enter this region is very large because there is no dominating brand and the most satisfying quality.

The positioning that needs to be done by PT XY is to have superior quality by applying the production of modern and latest technology, namely flat-cake (horizontal cutting) so that the results obtained are better and more perfect and target quality standards equal or better with competitors as market leaders. And **Product Innovation** to increase your competitive advantage. This could include developing panels that are lighter, more powerful, or with additional features that benefit customers.

Based on the framework for PT XY company strategy entry with joint venture, because joint venture is a form of business cooperation in which two or more companies work together on a particular project or business. Advantages of running a joint venture

Resource and Expertise Update:

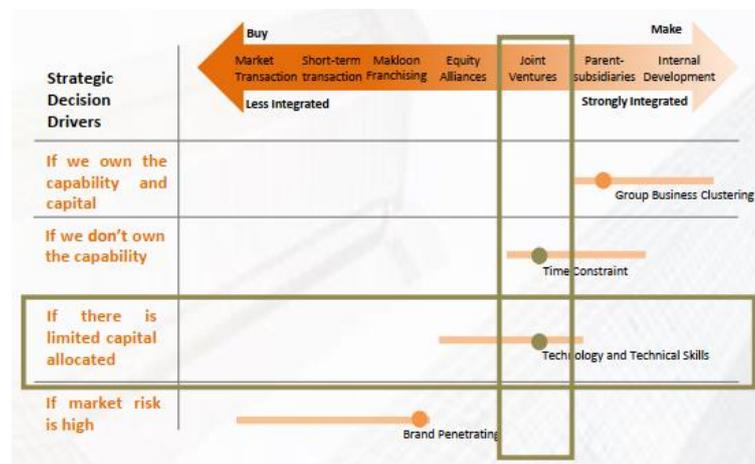
Companies participating in the joint venture can update their resources and expertise. They can share knowledge, technology, and resources with their partners, which benefits both parties.

Access to Limited Resources:

Joint ventures can provide access to resources that are limited or hard to find, such as scarce raw materials, expensive technology, or skilled labor.

Increased Competitiveness:

By collaborating with partners who have additional expertise and resources, companies can become more competitive in a competitive market.



CONCLUSION

Based on the results of the research and discussion conducted, it can be concluded that

a. Segmentation, targeting and positioning strategies that will be applied to PT XY are

- The segmentation applied by PT XY uses several groupings, namely based on geography, and demographics.
 - The target market chosen is those in DKI Jakarta that need highrise building development products
 - Positioning is done by PT XY by providing technology, the best quality and more prices with easy shipping costs.
- With the segmentation, targeting, and positioning strategies applied by PT XY, the strategy that will be carried out is directed and will be able to increase product sales in the future.

b. Based on the existing frame work, PT XY, entry strategy can be done for this AAC Panel business opportunity is by

- join venture by considering the lack of resources / knowledge and technology for AAC panel production and limited company capital

- When joining a venture, it is necessary to consider the selection of partnerships that have criteria that already have resources, adequate technology in the AAC panel business and have experience and market in this AAC panel business.

SUGGESTION

The author hopes that input for PT XY company is to be able to implement a marketing strategy for market regulation in this business is the AIDA (Attention, Interest, Desire, & Action) Concept. The AIDA concept is used as a stage in order to introduce products to consumers until they decide to buy and/or use, and/or visit a product.

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