

Marketing Strategy Analysis through the Implementation of Segmenting, Targeting, and Positioning in Homza Business

Shafa' Annisa Puspasari^{1*}, Ahmad Taufiqurrahman Asy'ari², Fajar Dio Wahyu Tri Amukti³, Sudarmiatin⁴, Naswan Suharsono⁵

Faculty of Economics and Business, Universitas Negeri Malang

Corresponding Author: Shafa' Annisa Puspasari

shafa.annisa.2404138@students.um.ac.id

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ABSTRACT

This study explores the application of Segmenting, Targeting, and Positioning (STP) strategies in Homza, a culinary MSME in Malang Regency, to enhance business competitiveness. A qualitative descriptive approach was used through observation, interviews, and documentation. Findings show that Homza segments its market demographically, geographically, and psychographically, focusing on local consumers who enjoy affordable culinary snacks. The business adopts a concentrated marketing strategy, which focuses on one customer segment with specific needs and preferences. Its positioning emphasizes authentic taste, product quality, and competitive pricing. This research provides practical insights for MSMEs seeking to optimize marketing strategies through STP implementation, enabling stronger market positioning and customer engagement within a highly competitive culinary industry.

INTRODUCTION

In an increasingly competitive business world, marketing strategy is an important point in determining the success of a business. One of the many methods used in marketing strategy is the concept of Segmenting, Targeting, and Positioning (STP). STP helps businesses identify potential customer groups, choose the most appropriate target market, and determine the position of a brand or product in the minds of consumers (Kampamba, 2015). By understanding and implementing this strategy, a business can create a competitive advantage and increase competitiveness in the market (Handayani et al., 2023).

Micro, Small, and Medium Enterprises (MSMEs) have their own challenges in developing their business, especially in terms of attracting customer attention and creating product differentiation (Mawuntu & Aotama, 2019). One of the MSMEs that is currently developing in Malang Regency is Homza, which is moving into the culinary industry with its main products in the form of martabak and terang bulan. Both of these products are very popular in Indonesia and have a large market, but competition in this business is also quite tight. Therefore, the implementation of the STP strategy is very relevant for Homza's business to strengthen its position in the culinary industry.

Market segmentation is carried out to group consumers based on certain characteristics, such as demographics, geography, and psychographics (Madzik et al., 2021). Homza's business needs to understand who its consumers are and what their preferences are in choosing snacks such as martabak and terang bulan. By segmenting the market properly, Homza can focus more on developing products that meet consumer requirements and desires, so that its marketing strategy can run more effectively. Segmenting is a process that involves dividing very different markets into segments and groups related to their desires, actions, or responses to marketing businesses. (Khandelwal et al., 2020).

After segmenting, the next step is to determine the most potential target market. Homza must evaluate the identified market segments and choose customer groups that have high purchasing power and loyalty to their products. By targeting the right consumers, Homza can optimize its marketing resources and increase the chances of success in attracting new customers and retaining old customers. Targeting is the process of determining which market segments are most attractive for a company's specific marketing program. (Hakim & Rahmatia, 2023).

In addition, brand positioning is also an important aspect of Homza's marketing strategy. Positioning aims to create a unique image in the minds of consumers, so that Homza products can be distinguished from their competitors. In the snack industry, the image of a quality, innovative, and affordable product is the main attraction for customers. Therefore, Homza needs to build a strong communication strategy so that its products are widely known and have a clear place in the market. According to Mujahidin & Khoirianingrum (2019), positioning is placing a product in the minds of consumers with characteristics that can be distinguished from other products.

Along with the development of technology and changes in consumer behavior, Homza must also adapt to digital marketing trends. Utilization of

social media, online ordering platforms, and data-based marketing strategies can be key to increasing business visibility and competitiveness. By implementing the right digital marketing strategy, Homza can reach more customers, expand market share, and increase consumer loyalty.

In addition to being an effort to increase sales, the STP strategy also plays a role in building brand awareness and strengthening relationships with customers (Andarini & Saksono, 2022). By understanding market needs and preferences, Homza can create a better customer experience and build a reputation as a provider of quality culinary products. Thus, an effective marketing strategy can be a major factor in the success and sustainability of Homza's business in the future. This study aims to discuss further how the implementation of the STP strategy can help Homza's business in developing its business. By understanding customer consumption patterns, effective targeting strategies, and the application of appropriate positioning, it is hoped that this study can provide insight for other MSMEs in developing more optimal marketing strategies. Through in-depth analysis, it is hoped that Homza's business can continue to grow and expand its market share in the future.

LITERATURE REVIEW

Segmenting

Segmenting is a process that involves dividing very different markets into segments and groups related to their desires, actions, or responses to marketing efforts. (Khandelwal et al., 2020). Meanwhile, according to Sofjan Assauri (2015) the division of consumer markets into different groups is known as market segmentation. Each group consists of customers who have almost identical characteristics. Therefore, segmentation can be concluded as a marketing strategy carried out to divide the market into parts, this division can be used as a basis for determining a target market to be served (Mujahidin & Khoirianingrum, 2019). After segmentation is decided, marketers must consider which segments to consider further. So, the main purpose of segmentation is to identify segments that will provide high results. For example, similar MSMEs in the culinary sector, like Martabak Bangka in Surabaya, also apply demographic and psychographic segmentation, targeting youth and families with snack preferences.

Targeting

Targeting can be interpreted as a process that includes assessing the attractiveness of each section and then determining which sections will be served and carried out (Khandelwal et al., 2020). Targeting is the process of assessing and selecting one or several market segments that are considered the most specific and attractive to be served with a specific marketing program with the company (Hakim & Rahmatia, 2023). This is done because basically business actors cannot serve all consumers in that market segment. The targeting carried out must be different, measurable, accessible, and profitable. This stage is carried out after the market segmentation process, where this is intended to ensure that marketing efforts are more effective and on target. For example, "Martabak AA" in Jakarta, which also focuses on localized marketing to minimize resource use

and maximize loyalty. There are at least three types of strategies that can be used in targeting, namely differentiated marketing, concentrated marketing and undifferentiated marketing (Holbrook & Holloway, 1984).

Positioning

Positioning is described as a process that includes creating impressions and responses of a company and placing it in a distinct place in the minds of the target market. Meanwhile, according to Mujahidin & Khoiraningrum (2019), positioning is placing a product in the minds of consumers with characteristics that can be distinguished from other products. This involves placing the product in such a way as to create a clear and distinct place compared to its competitors' products in the minds of its customers. For example, "Martabak Enak" in Yogyakarta, which positions itself as a traditional, budget-friendly option. Positioning can be a tool that provides differentiation between various products and services and attracts and influences customers and their purchasing decisions (Khan & Razzaque, 2015). Positioning is a marketing method that instills impressions, responses, and imaginations about a product offered to consumers through a communication process (Hakim & Rahmatia, 2023).

METHODOLOGY

The research was conducted using a descriptive qualitative approach. Descriptive research is descriptive research is a research method that is intended to describe or describe a phenomenon that occurs, an event that occurs, or a condition that occurs systematically, factually, and accurately. This research does not seek a causal relationship, but rather focuses on describing the characteristics of an object, individual, group, or certain situation. In this study, the researcher used observation, interviews, and documentation in collecting data. This study uses data sources, namely primary and secondary data sources. Primary data is a data source that directly provides data to researchers (Sugiyono, 2016.) On the other hand, secondary data is the processing of primary data and is presented in the form of diagrams or tables, by the primary data collector or by other parties. Primary data were obtained from semi-structured interviews involving three participants: the owner of Homza as the main informant and two employees directly involved in daily business operations. Secondary data was obtained through a number of literatures such as books, articles, and the internet. Data analysis can be done using interactive model analysis which includes data collection, data reduction, data presentation, and drawing conclusions, which are presented descriptively.

RESEARCH RESULT

Business Overview

Homza is one of the Micro, Small, and Medium Enterprises (MSMEs) in Malang Regency that operates in the culinary sector. The culinary that Homza is engaged in or is a product of is martabak and terang bulan, two types of food that are very popular in Indonesia. The variants of martabak and terang bulan offered are also very diverse. Martabak itself is made from a mixture of eggs, meat (chicken or beef), and special Homza spices. The terang bulan sold also has

several choices of dough such as pandan, red velvet, green tea, black forest chocolate, and also regular dough. In addition, there are also many choices of terang bulan toppings that consumers can choose from such as chocolate sprinkles, cheese, oreo, milo, nuts, milk, and strawberry jam.

Implementation of Segmenting in Homza Business

Segmenting is the process of dividing a market into heterogeneous market groups into segments and groups that have certain relationships in their characteristics, needs, or responses to a marketing business (Das & Nayak, 2022). Segmentation can be classified into three types, namely based on demographics, geography, and psychography. The following is an explanation of segmentation in Homza for each type of segmentation.

Demographics

Demographic segmentation is a marketing strategy that divides the market based on physical characteristics or personal characteristics of consumers such as age, gender, and income (Nassar et al., 2021). In demographic segmentation, it is known that consumers of this business are in the age range of 5 years to 60 years. In this age range, the potential for purchasing snacks is high because it is an age range that still often consumes snacks such as martabak and terang bulan. In addition, when viewed from gender and occupation, this business can be said to be able to target both men and women and all types of jobs, because the products sold are two types of popular culinary products in Indonesia and the prices offered are also still relatively affordable, so they can be easily reached by almost all groups and income groups.

Geography

Geographic segmentation involves identifying relevant markets that have potential according to their physical location. This is based on several aspects such as climate, natural resources, and population density. The market can be identified and divided into various sectors because the existence of a number of these aspects can be something that differentiates customers from one region to another. In geographic segmentation, it is focused on the Malang City and Regency areas only, or specifically in the area around Dau District, Sukun District, and its surroundings. However, this business can also expand to a wider location considering that in the last few periods, this business has started to utilize online marketing through the use of the GoFood application.

Psychographics

Psychographic segmentation is used to divide the market based on people's motives, interests, personality traits, values, and lifestyles (Wardana et al., 2023). These variables play a role when the behavior shown by customers when buying matches the customer's personality. Psychographic segmentation in Homza's business is focused on consumers who have a sense of pleasure and like a food or snack every day. In this segmentation, it focuses more on people who like martabak and terang bulan as choices when they want a snack.

Implementation of Targeting in Homza Business

Targeting is a process that involves assessing the attractiveness of each segment and then determining which segment to serve and do (Aghdaie & Alimardani, 2015). There are several types of strategies in targeting, including differentiated marketing, concentrated marketing, and undifferentiated marketing strategy. Undifferentiated marketing strategy is a strategy that does not take into account any differences in the market. Then differentiated marketing is interpreted as a marketing strategy that targets several market segments with different product offerings or marketing messages for each segment. Meanwhile, concentrated marketing is a marketing strategy that focuses on one particular market segment by offering products and promotions tailored to that segment. Based on the results of observations and interviews with Homza business owners, it can be concluded that the targeting strategy used or implemented in Homza's business is concentrated marketing. As previously explained, concentrated marketing is a marketing strategy that focuses on one particular market segment by offering products and promotions tailored to that segment. Homza's business focuses more on certain customer segments, namely the people who live around the location of this business.

In addition, the promotions carried out are still limited, where Homza's business promotions have so far utilized the "WhatsApp Status" feature and word of mouth. So, for now, using concentrated marketing is a suitable strategy for small businesses or home businesses like Homza's business because it is more efficient in using resources. However, recently Homza's business has started using social media Instagram and GoFood to expand its market reach, so it is possible that the targeting strategy used in the future could change.

Implementation of Positioning in Homza Business

According to Mujahidin & Khoirianingrum (2019), the most important STP (Segmenting, Targeting, Positioning) process is to place the product in the minds of customers with features that differentiate it from other products, usually referred to as placement. Positioning has the main goal of ensuring that a product or brand has a unique and desirable place in the target market (Fayvishenko, 2016). This positioning strategy involves a deep understanding of consumer needs and perceptions, as well as competitive analysis to determine how a product or brand can stand out from its competitors. In the discussion of this positioning strategy, it will be described in three aspects including value proposition, brand positioning statement, and perceptual map.

Value Proposition

Value proposition is an offer given by a business to its customers about the main benefits they get from a product or service (Payne et al., 2017). This value explains why customers should choose a product over a number of other competitors. The reasons that strengthen why customers should choose Homza's martabak and terang bulan are because the martabak and terang bulan offered by Homza have an authentic taste and a variety of contemporary toppings. Second, it has a delicious taste, filling portions, and affordable prices. In addition, Homza also offers a delivery order service for customers located around the area

where this business is located. The thing that further strengthens why customers should choose to buy products from Homza over other similar businesses is because shipping for customers who live around this business is free so customers don't need to be afraid of being charged additional shipping costs.

Brand Positioning Statement

A brand positioning statement is a short statement that explains who the target customers are, what the main benefits of the product are, and how the product is different from competitors (Mogaji, 2021). The existence of a brand positioning statement can help businesses determine their brand position in the market. Based on the results of observations and interviews that have been carried out, it can be concluded that the brand positioning statement of the Homza business is for local residents who are looking for delicious and affordable snacks, Homza's martabak and terang bulan are home-made martabak and terang bulan that offer authentic flavors with a choice of contemporary toppings, because they use quality ingredients and proven recipes.

Perceptual Map

Perceptual map is a diagram that illustrates how customers view and compare brands in an industry based on several factors (for example, price and quality) (Gigauri, 2019). Based on the results of observations and interviews, it can be seen that with the current business conditions of Homza in the culinary industry, especially martabak and terang bulan, Homza's business position is in an affordable price range with better quality. The position of Homza's business if depicted in a graph will look like this.

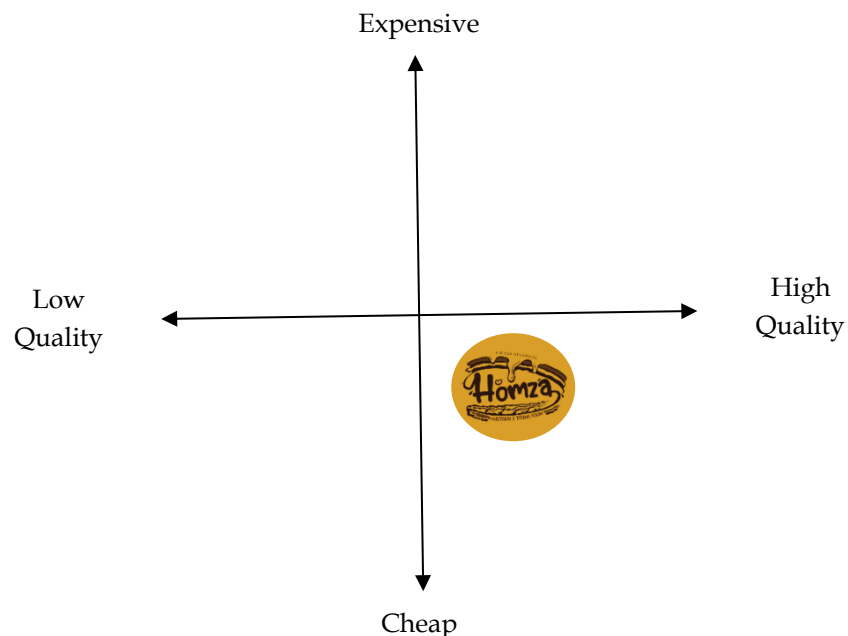


Figure 1. Perceptual Map

CONCLUSIONS AND RECOMMENDATIONS

The results of this study indicate that the STP strategy implemented by Homza has a positive impact on the competitiveness of its business. Market segmentation is carried out based on demographic, geographic, and psychographic factors, with the main target being people who like to enjoy snacks at economical prices. Homza applies a targeting strategy that focuses on one particular customer segment that has special characteristics and needs. In addition, the positioning of this business is built by highlighting quality, authentic taste, and competitive prices. With this targeted strategy, Homza can be more effective in attracting customers, increasing consumer satisfaction, and strengthening its position in the culinary industry.

ADVANCED RESEARCH

To enhance its marketing performance, Homza is advised to strengthen its digital marketing efforts by becoming more active on platforms such as Instagram, Facebook, and TikTok. These channels can significantly increase brand visibility and marketing reach. Additionally, optimizing the use of online ordering applications will make it easier for customers to access Homza's products. In terms of product development, introducing new flavor variants and offering complementary items like beverages can add more value and appeal to customers. Homza can also implement more effective promotional strategies, such as periodic discounts, bundling packages, and customer loyalty programs. Improving packaging design and encouraging word-of-mouth promotion from satisfied customers can further enhance brand image. Lastly, market expansion should be considered by opening new branches or broadening the coverage of delivery services to reach a wider customer base.

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