Implementation of Segmentation, Targeting, and Positioning (STP) Marketing Strategy to Increase Sales Volume at Rebon Shrimp Paste Producers in Probolinggo

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Abstract: *The purpose of this study is to determine the formulation of strategies used in increasing sales of shrimp paste products in Mayangan Village, Mayangan District, Probolinggo City and to find out the implementation of strategies used in increasing sales of shrimp paste products in Mayangan Village, Mayangan District, Probolinggo City. The method used in this study is qualitative research method. In a qualitative approach to obtain information by in-depth interviews with informants as well as document review and observation to assess the target market (targeting) and product positioning (positioning). The results showed that with a directed marketing strategy can help a business activity or company in delivering its products to consumers in accordance with the wants and needs of each consumer. One strategy that is often used by business activists is the segmentation, targeting, and positioning method. Where this strategy itself has also been applied in the sale of rebon paste which is the starting point before doing the marketing mix.*

INTRODUCTION

Business competition is very selective along with the development of the globalization era, one of which is in the Small and Medium Enterprises (SMEs) sector. The influence of the SME sector as a driver of the national economy including the main subjects of development, specifically on expanding business opportunities for various new entrepreneurs and the utilization of labor will increase the number of unemployed and proenvironment. Problems that often occur in Small and Medium Enterprises (SMEs) include limitations on access of cooperatives and MSMEs to productive resources in raw materials, capital, technology, marketing facilities and market information (Renstra Kemenkop RI 2014).

Marketing strategies are often used, namely Segmentation, Targeting, and Positioning strategies. Activities that occur in segmentation, targeting, and positioning strategies have been treated like a marketing strategy that is prioritized in a company. The company triggers valid and large market segments as a form of abandoning this selective competition by expecting a Segmentation, Targeting and Positioning strategy. Segmentation is the main strategy in marketing development, as one of the target markets can be understood from the perspective of behavior,

demographics and psychography. Targetting or target can determine the target market to be served, this will greatly affect how to manage the allocation of all company resources as a marketing stage based on the segmentation stage. Then in terms of positioning is a form of marketers to obtain product images and mimic the hearts of consumers Positioning is not making products through selected segments, but positioning can be interpreted as placing products as an allure to consumers (Khoiri Abdi, 2020). Competition eliminates geographical and country boundaries until the result of a country competing not only through products in the country concerned but also can compete through similar products from all over the world (Fawaid, 2016).

The coastal area of Probolinggo City is famous as an essential fishing at sea, the only one in Mayangan Village. Probolinggo City obtains fish production of 90,673.44 tons/year, fish catches of 53,327.47 tons/year and from the acquisition of fish cultivated amounting to 37,345.97 tons/year. The fish catch consists of marine products amounting to 43,605.50 tons/year, general aquatic fish products amounting to 9,721.97 tons/year. As for the pond yield amounting to 16,995.18 tons/year; Then for fish products from ponds amounting to 20,250.20 tons/year, fish products from cages are obtained 100.59 tons/year. This fishing occurs in certain seasons, because when the waters of Probolinggo the western season occurs to get waves and wind so that fishermen cannot go to sea for about 2-3 months. As for shrimp and fish fishing, there is a period of 6 months between April to September.

The purity of the color and aroma of this rebon shrimp paste creates a distinctive image for consumers. The blackish-brown color, as well as the distinctive aroma of rebon shrimp make this product very high quality, the price is quite affordable for buyers at a price of Rp.45,000, - per one kilogram. Shrimp paste marketing in Mayangan Village, Mayangan District, Probolinggo City involves retail traders or collectors as a means of marketing.

Some arguments that resulted in shrimp paste production in Mayangan Village still maintaining this business, among others; 1) Rebon shrimp can be obtained throughout the year, 2) Fishermen who live in the city of Probolinggo are suppliers of rebon shrimp, 3) Shrimp paste processing business is an effort made by fisherwomen to get this additional income as a form of shrimp paste processing business, 4) As for special skills to manage shrimp paste, which will produce good quality shrimp paste, 5) Having market segmentation both outside and inside Probolinggo City, 6) Support from local governments to develop shrimp paste processing business. Therefore, by forming a marketing strategy in order to survive and gain market share to make a profit.

Based on the description above, the author conducted research on the marketing strategies used by shrimp paste entrepreneurs. This includes, costs, revenues and profits in the shrimp paste business in Mayangan Village, Mayangan District, Probolinggo City, no one implements it. Researchers are interested in identifying existing problems by taking the research title: "Analysis of STP Marketing Strategy Implementation for Shrimp Paste Product Sales in Mayangan Village, Mayangan District, Probolinggo City".

RESEARH METHODS

Reseacrch Design

The author uses qualitative data types, by utilizing analysis and literature review until the process and point of view of the subject is important for this study. In this case, the data taken is related to the problem to be researched by the researcher. The researchers used Skunder data obtained from various books, literature related to the focus of research. This secondary data is

generally in the form of evidence, records and historical reports that have been compiled in archives (documentary data) that are published and unpublished.

Population and Sample

According to Sugiyono (2014), population is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. The population in this study is all rebon shrimp paste producers in Mayangan Village, Probolinggo City, consisting of rebon shrimp paste producers.

According to Siregar (2013: 30) sampling is "a data collection procedure where only part of the population is taken and used to determine the desired characteristics and characteristics of a population". Meanwhile, according to Sugiyono (2014: 81) the sample is part of the number and characteristics possessed by the population. When viewed from the population of rebon shrimp paste producers in Mayangan Village, Probolinggo City, there are as many as 15 producers.

Data Collection Techniques

Data collection is the most important part of a study, even a must for a researcher. The data collection methods that the author used in this study were Observation, Interview and Documentation Methods.

1) Observation

Observation or observation is a technique or way of collecting data by observing ongoing activities. Observation is not just taking notes, but also making considerations and then making assessments into a graded scale (Arikunto 2006).

There are 2 types of observation, namely participatory observation and non-participatory observation. In this study, researchers will use non-participatory observation. Where this observation is an observation made by researchers by not being actively involved in the informant's life, but only being an independent observer. The aim is to obtain data on the state of the research location, facilities and infrastructure, and strategies used in increasing sales results of shrimp paste products.

2) Interview

Interview is a method of data collection by asking something to someone who is an informant or respondent. Interviews can be conducted using interview guidelines or with live Q&A. Interview guidelines are used to remind researchers (interviewers) about aspects that must be discussed (Afifudin 2012).

The interview technique applied by researchers is an unstructured interview, where researchers do not use interview guidelines that are arranged systematically and completely to collect data. The guidelines that will be used are only in the form of outlines of the problems to be asked. In unstructured interviews, researchers do not know exactly what data will be obtained, so researchers listen more to what respondents tell. Based on the analysis of each question from these respondents, researchers can ask the next question that is more focused on a goal (Sugiyono, 2011).

The informants in this interview were shrimp paste business owners, employees, buyers, and the people of Nyiur Tebel Village. The theme asked in the interview was related to the Marketing Strategy Analysis of Shrimp Paste Product Sales in Nyiur Tebel Village, Sukamulia

District, East Lombok Regency.

3) Documentation

Documentation comes from the word document, which means looking for data about things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, personal agendas containing personal notes, while official documents contain formal notes (Sugiyono, 2011).

This documentation method, the author uses to collect written data that can provide information in accordance with what is needed in research such as the profile of Nyiur Tebel Village, profiles of shrimp paste entrepreneurs, and employees, these data researchers obtained from shrimp paste business owners and the community of Nyiur Tebel Village.

Data Analysis Techniques

The design of this study is qualitative research. In a qualitative approach to obtain information by in-depth interviews with informants as well as document review and observation to assess the target market (targeting) and product positioning (positioning). The implementation of this research was preceded by analyzing the customer segment of rebon shrimp paste then followed by analyzing the target market and the position that will be instilled in the minds of customers.

Data analysis in this study, the author uses descriptive qualitative analysis methods, which are methods used as qualitative data analysis, whose main instrument is the researcher himself looking for data by interacting directly with the subject and object studied. In this case, the author will describe the Implementation of Segmenting, Targeting and Positioning Strategies.

Below are the steps that need to be done in analyzing data:
a) Analyze data in the field, that is, analysis carried out in the field continuously until the completion of the research report.
b) Organize the result data into units.
c) Check the validity of the data obtained in the study.
d) Interpreting data in managing interim results becomes a substantive theory.

Data Validity

Data validity is a validity test shown on the consistency between data and actual reality. Every data needs to be tested in terms of validity, relability and objectivity, including qualitative research.

RESULTS AND DISCUSSION

Discussion of the results of research and testing obtained is presented in the form of theoretical descriptions, both qualitatively and quantitatively. The results of the experiment should be displayed in the form of graphs or tables.

Segmentation

In its implementation, a business activity must be able to identify and select markets that are really promising for the products offered, so that these markets can meet their needs and marketing activities can be carried out efficiently.

1. Basis for Market Segment Determination

In determining market segmentation, rebon paste sellers have several criteria in order to place their products in the best position. The criteria on which it is based, are as follows:

a. Geographic Segmentation

In terms of geographical segmentation, sellers prefer Probolinggo and surrounding areas as their location. Due to its strategic location and very close to raw materials, this reduces sales distribution costs. But that does not mean this shrimp paste can only be purchased in the Probolinggo area, because currently rebon paste can be sold online in several marketplaces with the aim of increasing customer satisfaction, and expanding the sales area even throughout Indonesia, of course with additional shipping costs borne by buyers. Based on the results of interviews that have been conducted, the location and area chosen by rebon paste sellers are very strategic because the interest in shrimp paste in the Probolinggo area is very high and it is easy to get basic ingredients.

b. Demographic Segmentation

Rebon paste sellers market their products in all walks of life, it cannot be denied that the interest in shrimp paste from day to day is getting higher, both from the lower middle class and middle class, so that the shrimp paste itself can be said to be one of the staple ingredients for the community because the majority of Indonesians really like chili sauce with processed mixed with trasi.

2.   Impact of Segmentation on Product Marketing

With the market segmentation of rebon shrimp paste, this rebon paste can be ensured to know which segments have the most potential and which ones can be targeted appropriately. This is done so that the products offered are known both by consumers and potential customers, so that the products received remain attractive to consumers. In addition, the impact of companies that segment can increase business profits, because by segmentation the allocation of marketing resources is more efficient because the company chooses a better market. better understand the needs and wants of the market (consumers) and better understand the competitive situation.

Targeting

After determining which market segmentation to serve, the next stage is to choose who is the target market. Target market or target market is a market segment that will be the focus of marketing activities carried out by business activities. In other words, the target market is the activity of choosing the market segment to enter and then the company can decide which target market is more specific. The consideration and evaluation for this item is based on the desirability of this item. A company or business unit may select one or more target markets.

1.   Target Market Determination Pattern

Based on the results of interviews previously conducted with rebon paste sellers, the pattern of determining the target market carried out was product specialization. Product specialization or in Indonesian is said to be product specialization is a determination of the target market pattern by focusing on certain products or services that will be traded to various segments.

2.   Target Market Strategy

In setting the target market, of course, we need a strategy. Strategizing is intended to be able to reach the target market properly and correctly. The target market strategy used by rebon

paste sellers is a concentrated renovation strategy. This strategy primarily focuses its marketing efforts on only one group of customers, or the company usually chooses one market segment to focus its marketing efforts. The target group of rebon paste is all circles of society, especially those who consume shrimp paste.

Positioning

Positioning is an action used to place competing product positions and the right marketing mix on each market share. The positioning of a product concerns how the product is seen and valued in the eyes of consumers, as well as what makes consumers continue to remember the product. Rebon paste sellers themselves position their own products as culinary products that have their own taste at quite economical prices. With rebon paste products, it is expected to become a market leader in the field of shrimp paste, especially in the Probolinggo area. The success of a product position is largely determined by a company's ability to provide more value to its customers. In doing their own positioning, sellers of rebon paste use the following positioning variables:

1.   Product positioning of price and quality

One of the advantages of rebon paste lies in the price and taste of the product itself. Although the price offered can be said to be quite economical and can be enjoyed by all people from the upper class to the bottom, the taste of rebon paste has its own characteristics that may not necessarily be felt in other shrimp paste products, this is because reborn shrimp paste differentiates with other products, by giving a unique brand name, affordable price, and characteristic taste.

2.   Positioning According to Competitors

In addition to looking at the price and taste of rebon shrimp paste, rebon paste sellers themselves also use positioning variables according to competitors. The number of shrimp paste spread in the Probolinggo area, especially in the Mayangan area, rebon paste itself has become the best-selling among the community because of its affordable price and different taste image.

The results showed that with a directed marketing strategy can help a business activity or company in delivering its products to consumers in accordance with the wants and needs of each consumer. One strategy that is often used by business activists is the segmentation, targeting, and positioning method. Where this strategy itself has also been applied in the sale of rebon paste which is the starting point before doing the marketing mix.

CONCLUSION

The segmentation carried out by rebon paste sellers is geographical segmentation and demographic segmentation. sellers prefer Probolinggo and surrounding areas as their location. Due to its strategic location and very close to raw materials, this reduces sales distribution costs. Rebon shrimp paste sellers market their products in all walks of life, it cannot be denied that the interest in shrimp paste from day to day is getting higher, both from the lower middle class and the middle class. Reborn paste travel is also done online to expand market share.

Determining the marketing target, the seller of rebon paste uses a pattern of determining product specialization (product specialization) and uses a concentrated determination strategy where the seller of rebon paste only concentrates its marketing efforts on people who consume shrimp paste. That's because reborn shrimp paste is a very specific product, namely shrimp paste that is only used in foods that need to be pasted.

The positioning carried out by the seller of rebon paste is the positioning of the product according to price and quality and positioning according to competitors, One of the advantages of rebon paste lies in the price and taste of the product itself. Although the price offered can be said to be quite economical and can be enjoyed by all people from the upper class to the bottom, the taste that has rebon paste has its own characteristics. This is because Reborn shrimp paste differentiates with other products, by providing a unique brand name, affordable prices, and distinctive taste.

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