

## **ABSTRACT**

This study explores the strategic endeavors of PT. SSS, a cloud service provider, within the context of its current Segmentation, Targeting, and Positioning (STP) framework and its collaborative partnership program with a prominent global cloud provider. Employing STP Analysis, this study delves into how PT. SSS effectively aligns its offerings with distinct market segments, optimizing its position as a reliable cloud solution partner. Concurrently, the partnership program's dynamics are evaluated through a Cost and Benefit Analysis, delineating the symbiotic advantages gained by PT. SSS and its strategic partner.

The overarching focus of PT. SSS's current approach lies in value creation, underscored by its commitment to fostering growth and innovation for its clientele. However, this investigation lays the groundwork for an evolution towards value innovation, a pivotal aspect of the blue ocean strategy. The analysis of STP illuminates the precision with which PT. SSS caters to diverse market demands, positioning itself strategically. In parallel, the Cost and Benefit Analysis exposes the intrinsic value exchange of the partnership program, facilitating mutual growth and knowledge sharing.

By using the in-depth interview method, this study unveils the transition from value creation to value innovation as PT. SSS's trajectory moves toward the blue ocean strategy. It underscores the significance of effective STP alignment and symbiotic partnerships in achieving such innovation, positioning PT. SSS on a dynamic path of constant evolution and pioneering within the cloud computing realm.

**Keywords:** *Segmenting-Targeting-Positioning, STP, Cloud Computing Partnership, Value Creation, Value Innovation, Blue Ocean Strategy*