

PENYUSUNAN STRATEGI PENGEMBANGAN PASAR BERDASARKAN ANALISIS *SEGMENTATION*, *TARGETING* DAN *POSITIONING*

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ABSTRAK

Salah satu perusahaan olahan makanan beku yang memproduksi es krim yaitu PT Mediantara Jaya Wiguna dengan brand es krim Kingdom. Penelitian dilakukan dengan penyebaran kuesioner kepada konsumen es krim Kingdom untuk dianalisis berdasarkan *segmentation*, *targeting*, *positioning* (STP) dan bauran pemasaran 4P. Wawancara mendalam sebagai informasi tambahan diperoleh dari pihak perusahaan, pedagang keliling, distributor, pedagang toko dan konsumen didaerah Bandar Lampung. Analisis cluster untuk mengetahui *segmentation*. Hasil segmentasi untuk mengetahui *targeting*. Analisis deskriptif untuk mengetahui *positioning*. Analisis bauran pemasaran 4P dilakukan guna mengidentifikasi persepsi konsumen terhadap produk es krim Kingdom.

Segmen konsumen es krim Kingdom membentuk dua *cluster* yaitu *cluster* 1 yang mengutamakan variasi, kemasan, harga terjangkau, kemudahan memperoleh, informasi dan promosi dan *cluster* 2 yang kurang mempertimbangkan hal tersebut. Target pasar es krim Kingdom berasal dari *cluster* 2 dengan jumlah presentase 79% yaitu pelajar yang membeli produk untuk konsumsi pribadi. Hasil *positioning* produk, es krim Kingdom memiliki keunggulan harga yang terjangkau dibandingkan produk es krim Walls.

Kata kunci : Es Krim Kingdom, *Segmentation*, *Targeting*, *Positioning*, Bauran Pemasaran 4P

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ARRANGING OF MARKET DEVELOPMENT STRATEGY BASED ON ANALYZE OF SEGMENTATION, TARGETING AND POSITIONING

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ABSTRACT

One of frozen food company that manufacture ice cream is PT Mediantara Jaya Wiguna by brand of Kingdom ice cream. The research is done by distributing questioner to consumer of kingdom ice cream to be analyzed based on segmentation, targeting, positioning (STP) and marketing mix 4P. Interview is as addition information that is got from company side, circumference trade, distributor, shop trade, and consumer in a region of bandar lampung. Analysis of cluster to know about segmentation. Result segmentation to know about targeting. Descriptive analyze to know about positioning. Marketing mix 4P analyze to know about identifying consumer perception to Kingdom ice cream.

Consumer segmentation of Kingdom ice cream form two clusters, cluster number 1 give priority to variation, sachet, reached price, ease to get information and promotion and cluster number 2 less to consider about that. Market targeting of Kingdom ice cream is from cluster number 2 by total percentation 79% are students that buy product to private consumption. A result of product positioning, Kingdom ice cream has superiority price that is more achieved than product of Walls ice cream.

Keywords : Kingdom Ice Cream, Segmentation, Targeting, Positioning, Marketing Mix 4P

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