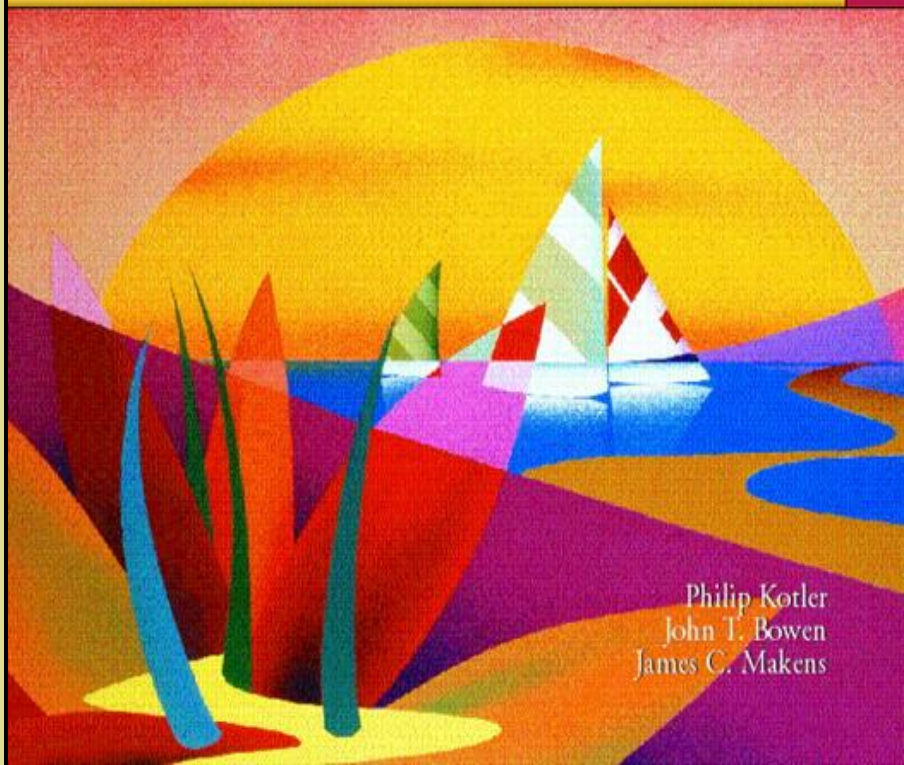


FOURTH EDITION

# Marketing *for* Hospitality *and* Tourism



Philip Kotler  
John T. Bowen  
James C. Makens

## Chapter 8

# Market Segmentation, Targeting, and Positioning

“The mythological, homogeneous America is gone. We are a mosaic of minorities.”

-Joel Weiner



# Chapter Objectives

- Menerangkan segmentasi pasar dan mengidentifikasi dasar segmentasi yang memungkinkan
- Mengidentifikasi kebutuhan segmentasi yang efektif.

# Chapter Objectives

- Menggambarkan proses evaluasi segmen pasar.
- Mengilustrasikan konsep positioning untuk keunggulan bersaing.
- Mendiskusikan pemilihan dan pelaksanaan strategi positioning.

# Pasar

- Pasar adalah semua pembeli aktual dan potensial dari suatu barang atau jasa.

# Tahapan Pemasaran

- Mass marketing
- Product-variety marketing
- Target marketing
- Micromarketing
- Customized marketing

McDonald's:

- Memproduksi hamburger dalam ukuran yang sama
- Menawarkan beef burger, cheese burger, bigmac, spicy chicken burger
- Menawarkan salad utk memenuhi kebutuhan pengunjung yang sedang diet

# Tahapan STP

## Segmentasi pasar

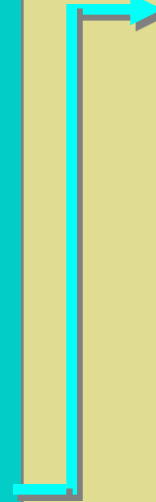
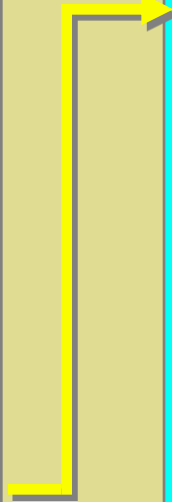
1. Identifikasi segmentasi variabel dan segmen pasar
2. Pengembangan profil Segmen pasar

## Target Pasar

3. Evaluasi Daya tarik tiap segmen
4. Memilih Segmen pasar

## Positioning Pasar

5. Identifikasi kemungkinan posisi
6. Memilih, mengembangkan, dan Mengkomunikasikan posisi



# Market Segmentation

- Geographic Segmentation
- Demographic Segmentation
- Psychographic Segmentation
- Behavior Segmentation



# Geographic Segmentation

- Membagi pasar ke dalam unit geografi yang berbeda.
  - Nations
  - States
  - Regions
  - Counties
  - Cities
  - Neighborhoods
- McDonald's: Texas Burger
- Rumah Makan Padang tersebar di seluruh Indonesia dengan cita rasa yang disesuaikan di setiap daerah
- Holiday Inn: regional motel dari Memphis Tennessee
- Hyatt Hotel: menawarkan "local cuisine" di setiap daerah

# Demographic Segmentation

- Membagi pasar kedalam kelompok berdasarkan variabel demografis.
  - Age
  - Gender
  - Income
  - Occupation
- McDonalds': Happy Meals
- Hotel: mempertimbangkan wanita dalam mendesign kamar hotel (40% dri business travelers)
- The Park Hotel NYC: middle-income travelers
- Hotel Progo: used to be youth hostel

# Psychographic Segmentation

- Membagi pembeli kedalam kelompok berdasarkan kelas sosial, gaya hidup, dan karakteristik personal.
- The Ritz Carlton Hotel: Afternoon Tea → upper middle, upper class
- Score: Anak muda yang ingin hang out w/ their friends
- Southwest: active seniors yang masih merasa muda

# Behavior Segmentation

- Pembeli dibagi kedalam kelompok berdasarkan pengetahuan, sikap, dan kegunaan atau respon terhadap suatu produk.
- Types
  - Special occasion segmentation
  - Benefits sought
  - User status
  - Usage rate
  - Loyalty status
  - Buyer readiness stage

# Behavior Segmentation

- Airline: low season, high season
- Travel: honeymoon package
- The Peak: mencari suasana
- BurgerKing: heavy users: sering datang, belanja banyak, familier dengan resto
- Pizza Hut: customer database (CRM)

# Persyaratan Segmentasi yang Efektif

**Measurable**

- Size, purchasing power, profiles of segments can be measured.

**Accessible**

- Segments can be effectively reached and served.

**Substantial**

- Segments are large or profitable enough to serve.

**Actionable**

- Effective programs can be designed to attract and serve the segments.

# Target Pasar

- Evaluating Market Segments
- Selecting Market Segments
- Choosing a Market-Coverage Strategy

# Mengevaluasi Segmen Pasar

- Segment Size and Growth
- Segment Structural Attractiveness
- Company Objectives and Resources



# Memilih Segmen Pasar

- Undifferentiated Marketing
- Bifurcated Marketing
- Differentiated Marketing
- Concentrated Marketing

# Memilih Strategi Cakupan Pasar

- Company resources
- Degree of product homogeneity
- Market homogeneity
- Competitors' strategies

# Strategi Positioning

- Produk dapat diposisiioningkan menjadi produk dengan atribut khusus atau bertolakbelakang dengan produk pesaing
- Motel 6: harga murah, Hilton: Lokasi strategis
- Taco Bell vs Burger King, McDonalds'

# Memilih dan Mengimplementasikan Strategi Positioning

1. Mengidentifikasi seperangkat keunggulan bersaing yang memungkinkan untuk membangun posisi.
2. Memilih keunggulan bersaing yang tepat.
3. Mengkomunikasikan dan menyampaikan posisi yang dipilih secara efektif kepada pasar sasaran secara hati-hati.

# Diferensiasi Produk

- Physical Attribute Differentiation
- Service Differentiation
- Personnel Differentiation
- Location Differentiation
- Image Differentiation
- New Sany Rosa
- Planet Hollywood: memorabilia
- Red Lobster: waiting list's call
- Singapore Airlines: S'pore girls
- The Valley
- Chili's: casual and fun

# Memilih Keunggulan Bersaing yang Tepat

- Yang harus Dihindari:
  - **Underpositioning** – gagal dalam memposisikan perusahaan: vague idea
    - The Seoul Plaza Hotel
  - **Overpositioning** – gambaran perusahaan terlalu sempit
    - The Maple Residential Place
  - **Confused positioning** – membuat bingung pembeli
    - Stone Cafe

# Memilih Diferenisasi yang Tepat

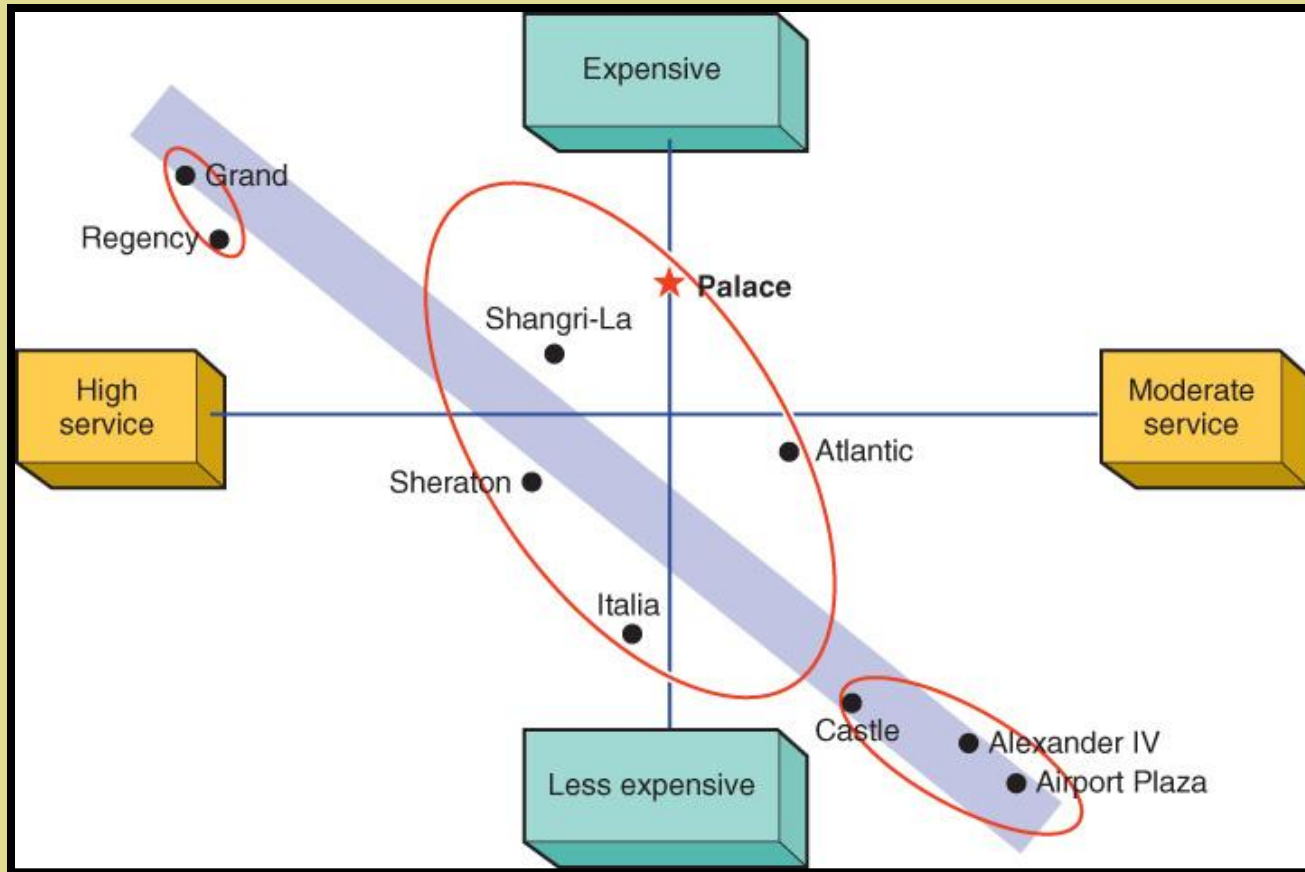
- Diferensiasi merk harus memiliki beberapa kriteria:
  - Important
  - Distinctive
  - Superior
  - Communicable
  - Preemptive
  - Affordable
  - Profitable

# Mengukur Positioning

- Perceptual mapping untuk mengukur brand's position



# Perceptual Map



## Positioning map of service level versus price.

(From Christopher Lovelock, *Services Marketing*, Upper Saddle River, NJ: Prentice Hall, 1996, p.178.)

# Best Practices

- Carnival Cruise lines
- Southwest Airlines

# Best Practice: Carnival Cruise Lines

- 1972: The Mardi Gras → Carnival Cruise lines, hosting 300 travel agents
- Competitors (Luxury Cruise Liners): Royal Viking, Holland America, Princess, Sitmar, Royal Caribbean, Norwegian Caribbean Lines.
- Weaknesses: older dan less efficient
- New approach for marketing cruises: “fun ship” (nightclubs, casino, shows, 24 room service, etc)
- New Market Segment: keluarga dgn pendapatan \$25,000-\$35,000/thn dibandingkan dgn \$50,000 plus (pesaing) → blue collar market

# Best Practice: Carnival Cruise Lines

- Niche market: middle and lower-middle class
- Positioning: Destination vacation vs Las Vegas and Disney World
- Expand its market base: acquisitions
  - Costa Cruises: Excellent food and service
  - Holland American: Excellent food and service for over 55
  - Seabourn: yacht-like experience and personal service
  - Windstar Cruises: Visit exotic ports (Tahiti, Costa Rica, Carribean)
- Differentiation: Camp Carnival Program
- Psychographic segmentation → travel to Orlando, Las Vegas

# Key Terms

- Behavioral segmentation
- Benefit segmentation
- Competitive advantage
- Competitors' strategies

# Key Terms

- Confused positioning
- Customized marketing
- Degree of product homogeneity
- Demographic segmentation

# Key Terms

- Existing competitor
- Gender segmentation
- Geographic segmentation
- Income segmentation

# Key Terms

- Market
- Market homogeneity
- Market positioning
- Market segmentation
- Market targeting



# Key Terms

- Micromarketing
- Overpositioning
- Psychographic segmentation
- Specific product attributes
- Underpositioning