

MARKETING MANAGEMENT



Pertemuan 8 Segmenting Targeting Positioning



Tahapan dalam Market Segmentation, Targeting, dan Positioning



Market Segmentation

1. Identifikasi dasar segmentasi pasar
2. Mengembangkan profil segmen

Market Targeting

3. Evaluasi daya tarik tiap segmen
4. Memilih segmen pasar

Market positioning

5. Mengembangkan positioning untuk segmen target
6. Mengembangkan bauran pemasaran utk tiap segmen

Segmentasi

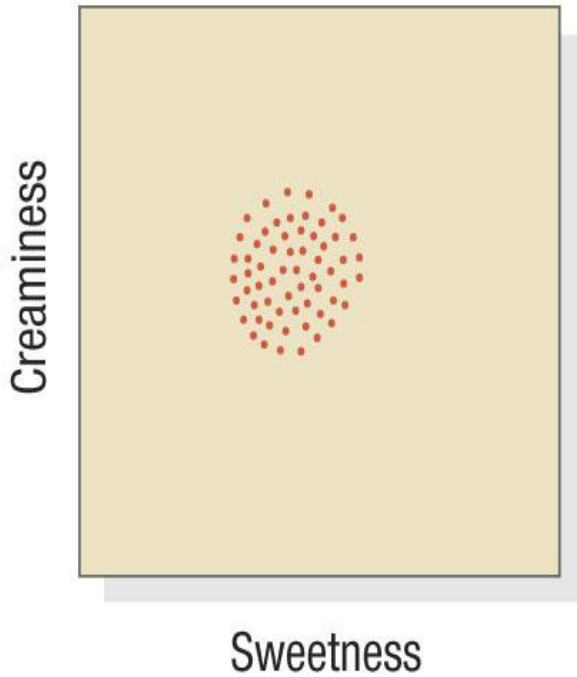


Menentukan target dari suatu kelompok pelanggan yang memiliki kebutuhan dan keinginan yang serupa

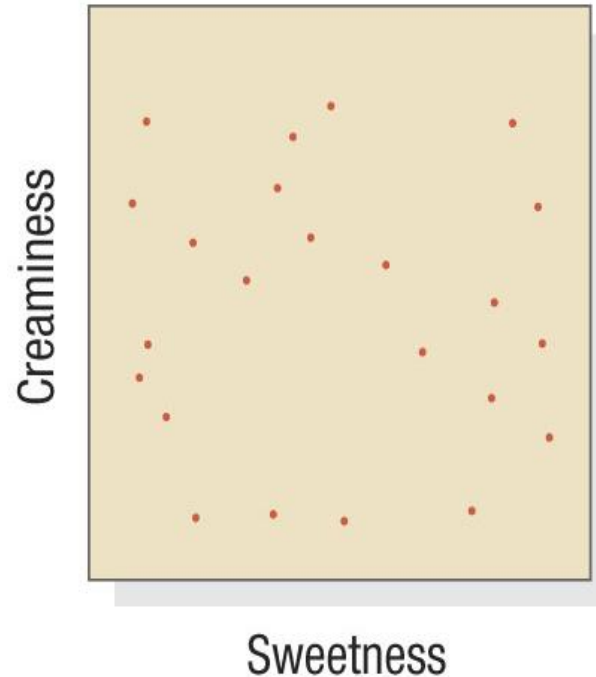
Figure 8.1 Pola Preferensi Pasar



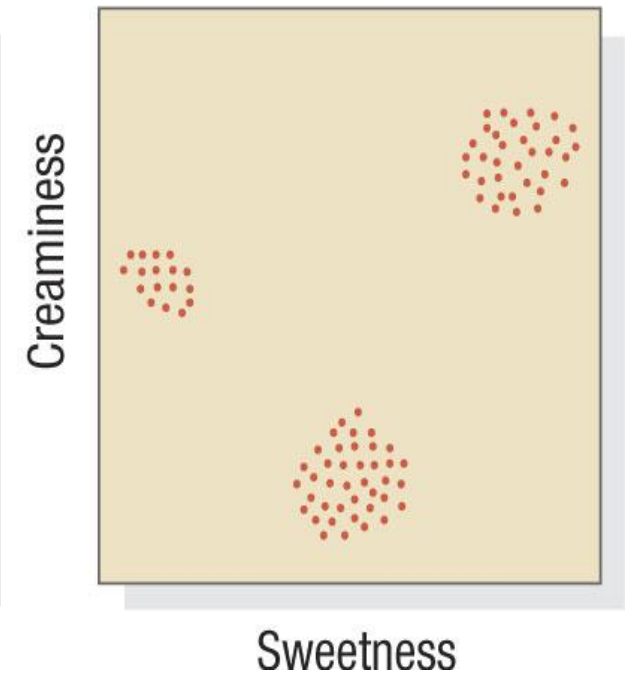
(a) Homogeneous Preferences



(b) Diffused Preferences



(c) Clustered Preferences

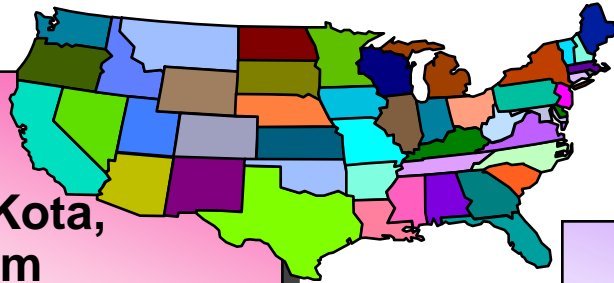


Dasar Segmentasi Pasar Konsumen



Geografis

Wilayah, ukuran Kota, kepadatan, iklim



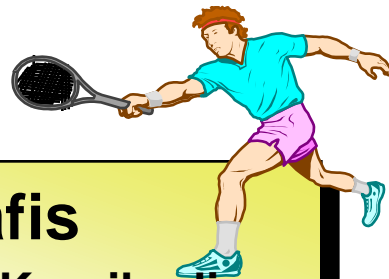
Demografis

usia, kelamin, keluarga dan siklus hidup, Ras, pekerjaan, atau penghasilan ...



Psychografis

Gaya hidup & Kepribadian



Perilaku

Kejadian, Manfaat, guna, sikap



Demographic Segmentation



Age and Life Cycle

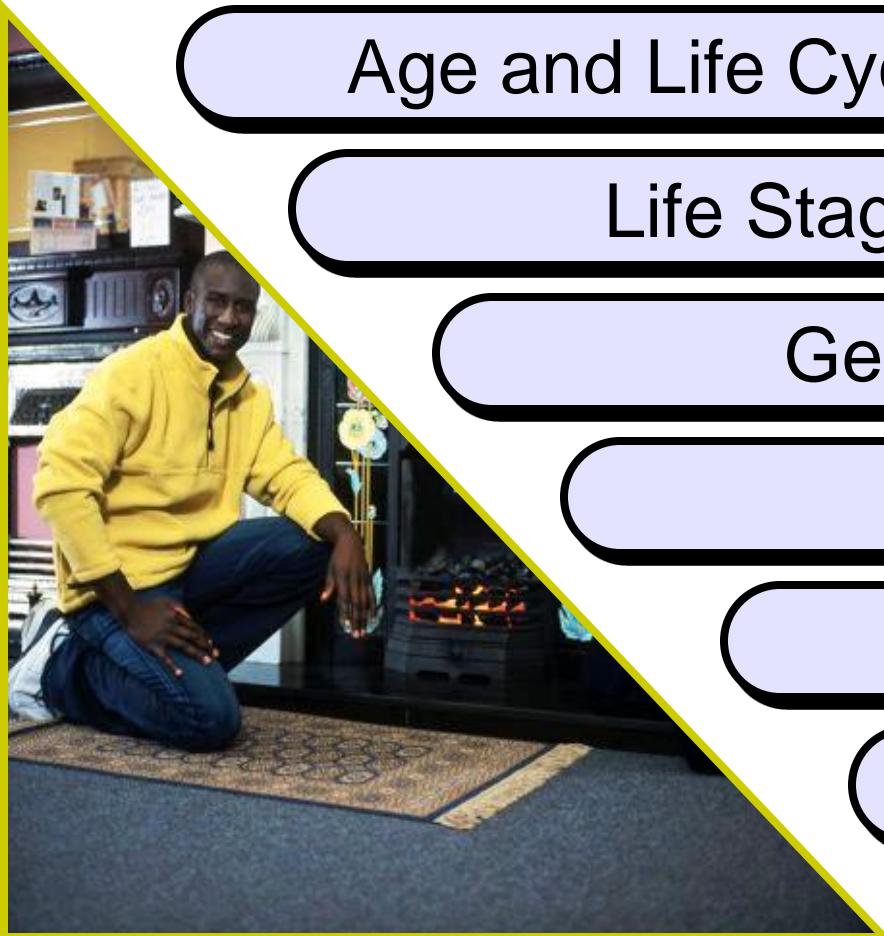
Life Stage

Gender

Income

Generation

Social Class



Dasar Segmentasi Pasar Bisnis



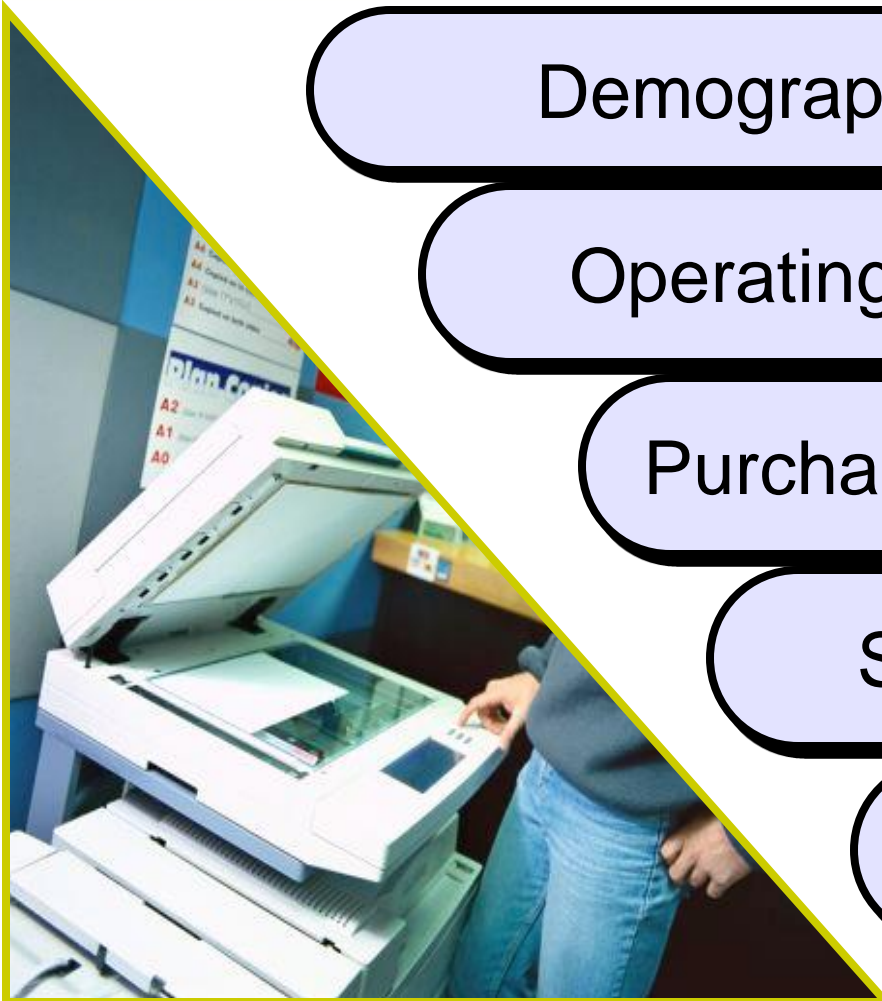
Demographic

Operating Variable

Purchasing Approaches

Situational Factors

Personal
Characteristics



Kriteria Segmentasi yg Efektif



Dapat Diukur

- Ukuran, kekuatan pembelian, profil segmen dapat diukur.

Dapat Diakses

- Segment dapat dijangkau dan Dilayani secara efektif.

Substansial

- Segment cukup besar atau menguntungkan untuk dilayani.

Diferensial

- Segment hrs merespon scr berbeda utk bauran pemasaran yang berbeda.

Dapat Ditindaklanjuti

- Program yg efektif dapat dirancang utk menarik dan melayani segment

Market Targeting

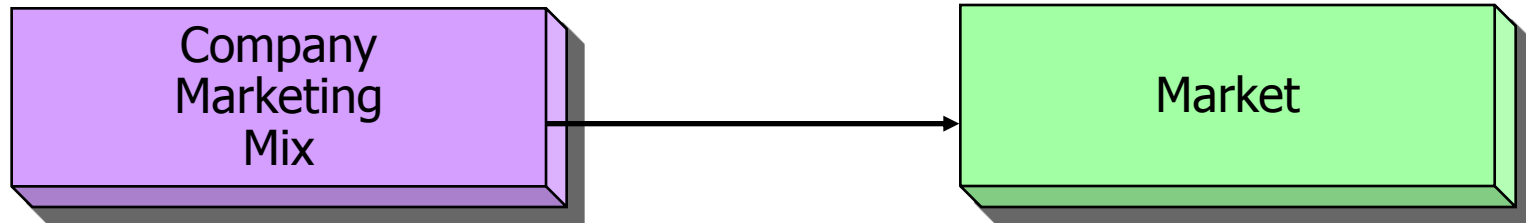
Mengevaluasi Segmen Pasar



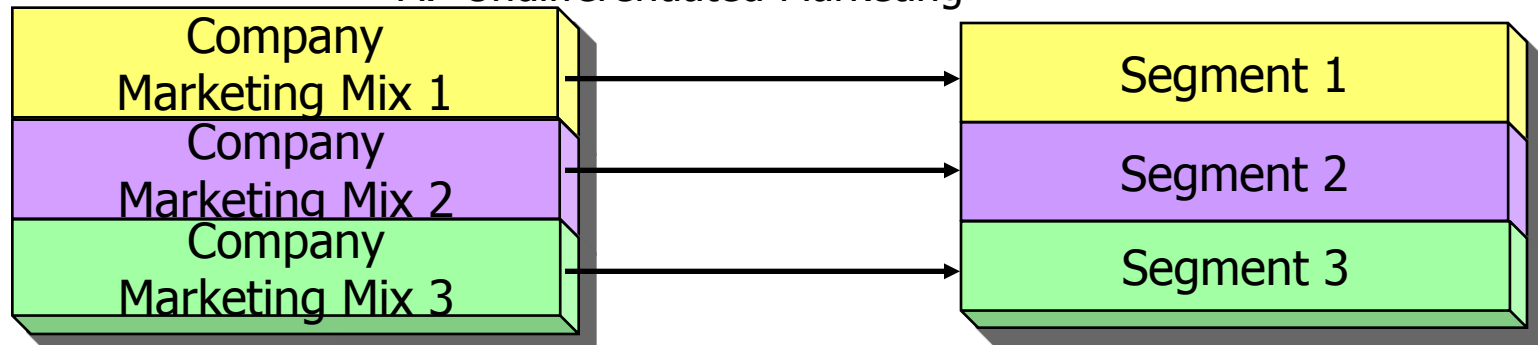
- Ukuran dan Pertumbuhan Segmen
 - Analisis penjualan, tingkat pertumbuhan dan profitabilitas yg diharapkan dari berbagai segmen.
 - Daya tarik struktur segmen
 - Hal2 lain spt kompetitor, ketersediaan produk substitusi, kekuatan pembeli dan supplier.
- Tujuan dan Sumber Daya Perusahaan
 - Keahlian dan sumber daya yg dibutuhkan agar sukses di segmen ttt
 - Mencari keunggulan bersaing.

Market Targeting

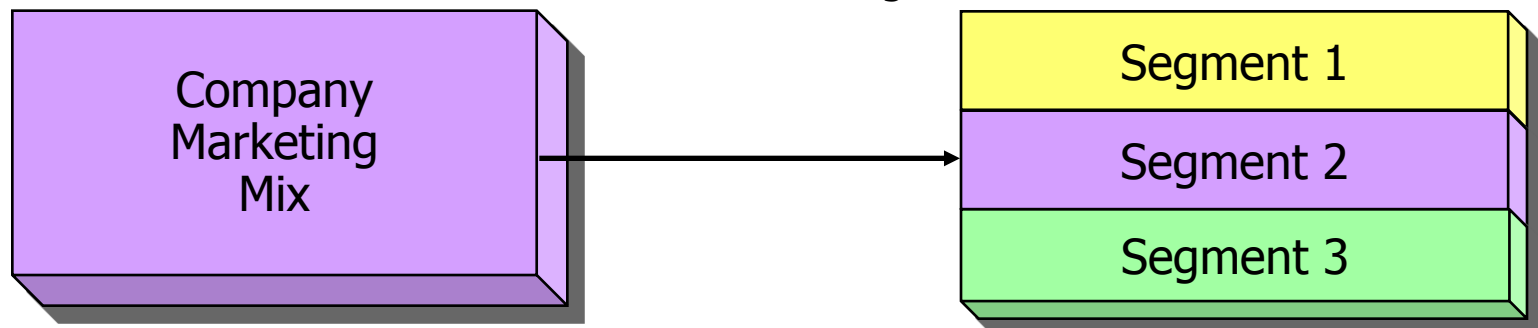
Strategi Cakupan Pasar



A. Undifferentiated Marketing



B. Differentiated Marketing



C. Concentrated Marketing

Pola Pilihan Pasar Sasaran



Single-segment Concentration

	M_1	M_2	M_3
P_1			
P_2			
P_3			

Selective Specialization

	M_1	M_2	M_3
P_1			
P_2			
P_3			

Pola Pilihan Pasar Sasaran



Product Specialization

	M_1	M_2	M_3
P_1	Light beige	Light beige	Light beige
P_2	Teal	Teal	Teal
P_3	Light beige	Light beige	Light beige

Market Specialization

	M_1	M_2	M_3
P_1	Orange	Light beige	Light beige
P_2	Orange	Light beige	Light beige
P_3	Orange	Light beige	Light beige

Pola Pilihan Pasar Sasaran



Full Market Coverage

	M_1	M_2	M_3
P_1			
P_2			
P_3			

P = Product M = Market

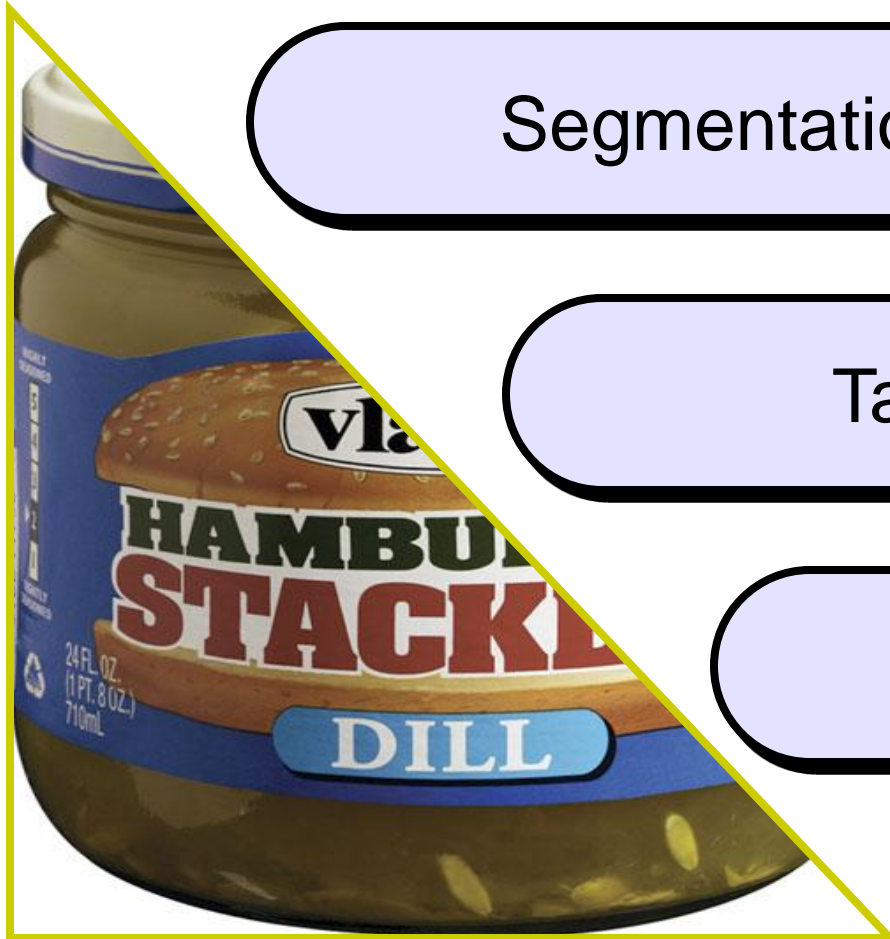
Strategi Pemasaran



Segmentation

Targeting

Positioning



Positioning



Tindakan merancang tawaran dan citra perusahaan untuk mendapatkan tempat yang berbeda di benak pasar sasaran.

Memilih Strategi Positioning



Step 1. Identifikasi
Keunggulan Bersaing
yang memungkinkan

Step 2. Memilih
Keunggulan Bersaing
yg benar

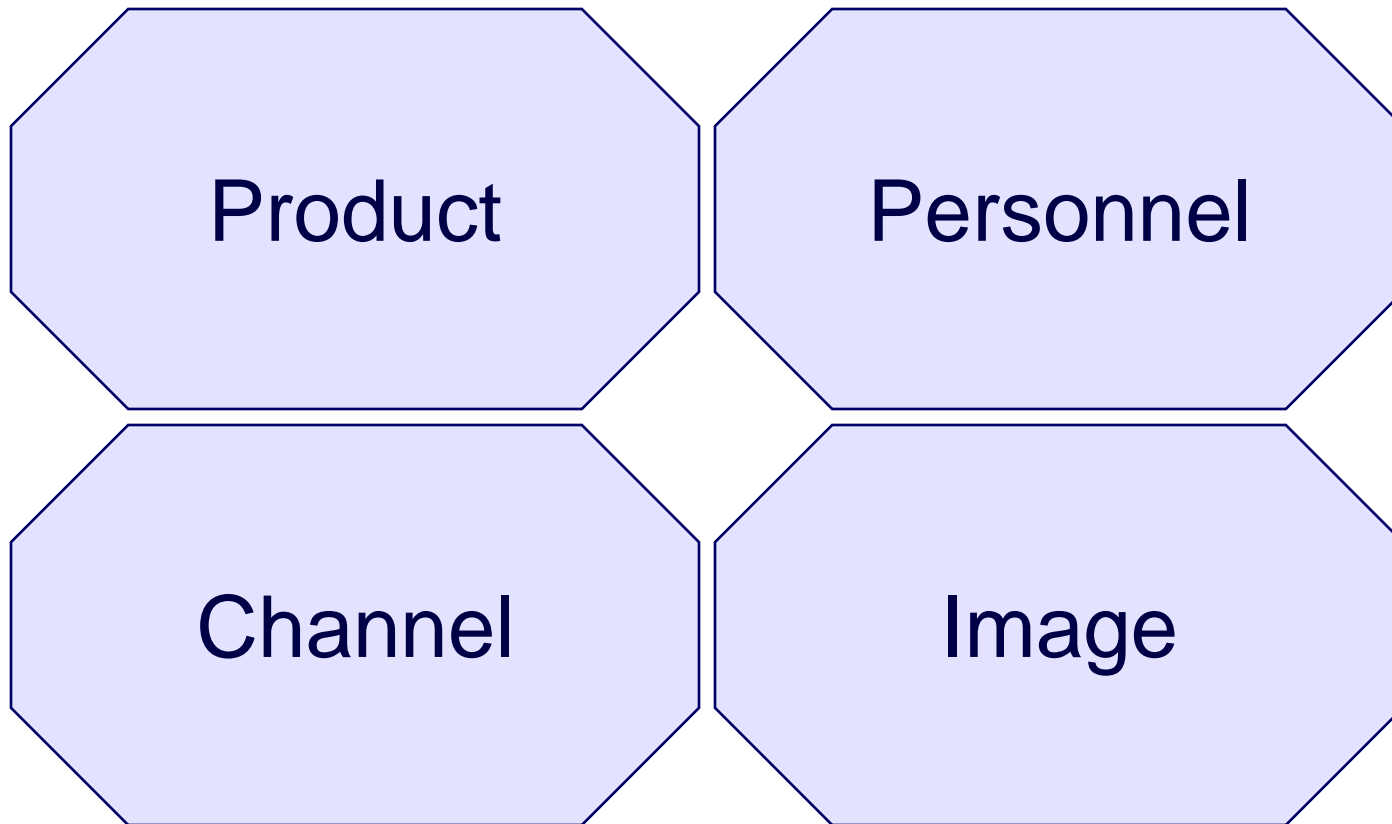
Step 3.
Mengkomunikasikan
dan menyampaikan
posisi yang dipilih

Strategi Positioning

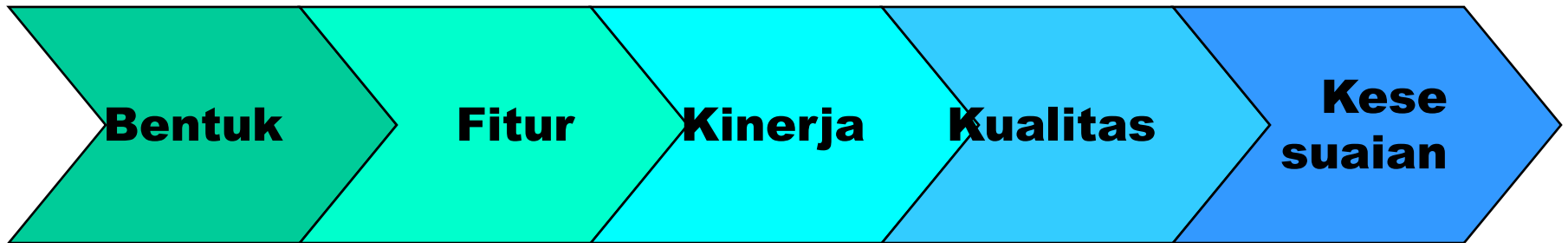


- Positioning: Seberapa banyak ide yang dipromosikan?
 - Proposisi penjualan yg unik
 - Empat kesalahan utama dalam positioning
 1. Underpositioning
 2. Overpositioning
 3. Confused positioning
 4. Doubtful positioning

Differentiation Strategies



Diferensiasi Produk



Dunkin' Donuts' Differentiation



HOME | OWN A STORE | STORE FINDER | HELP | YOUR ACCOUNT | CHECKOUT | SIGN IN | NUTRITION

Shop Online | Coffee Subscription | Dunkin' Donuts Card | For Businesses | Contests & Promos | About Us

Shop Online

I found a quarter and seven pennies under my sofa!



Stop the scavenger hunt!

Get the Dunkin' Donuts Card, set it to Auto-Recharge and kiss your coins goodbye. [Learn More.](#)



Coffee

Try all of our Delicious Varieties

- ▶ Original Blend
- ▶ French Vanilla
- ▶ Dunkin' Decaf®
- ▶ Hazelnut
- ▶ more ...

☛ Coffee Accessories

Gear up to make great coffee.

☛ Dunkin' Donuts Stuff

Add some fun to life.

☛ Gift Ideas

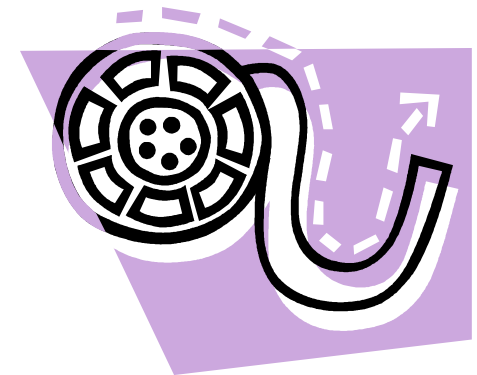
Make someone happy today.

 **regular refills**
coffee subscriptions
Coffee at your doorstep on your schedule. [Sign up.](#)

 *from tree to cup*
What makes Dunkin' Donuts coffee so tasty? [Find out.](#)

 **franchise**
opportunities
Want to own a store? [Learn how.](#)

What's New



Design Differentiation



product design



From the beginning of our design practice in the 1960s, Michael Graves & Associates has emphasized continuity among architecture, interiors, and artifacts. Many of our buildings and interiors are distinguished by furnishings we have custom designed. Our products group, Graves Design, has designed over 1000 consumer products commissioned by retailers such as Target Stores and manufacturers such as Alessi, Duravit and Baldinger Architectural Lighting, among others. Furniture, textiles, and architectural products - lighting, hardware, and bathroom fixtures - are available primarily through the trade. Collections of smaller scale consumer products - objects for the home and office, and personal accessories such as leather goods, watches and jewelry - are sold in retail stores throughout the world, including the Graves Design Collection in Princeton, New Jersey.

MICHAEL GRAVES & ASSOCIATES

Maintenance and Repair



MULTICHANNEL
TECHNICAL SUPPORT

0 0 0 3
0 0 0 2

IN-HOME SUPPORT
GEEK SQUAD PRECINCT

24 HOUR COMPUTER SUPPORT TASK FORCE 1 800 433 5778

FIND A GEEK SQUAD PRECINCT NEAR YOU

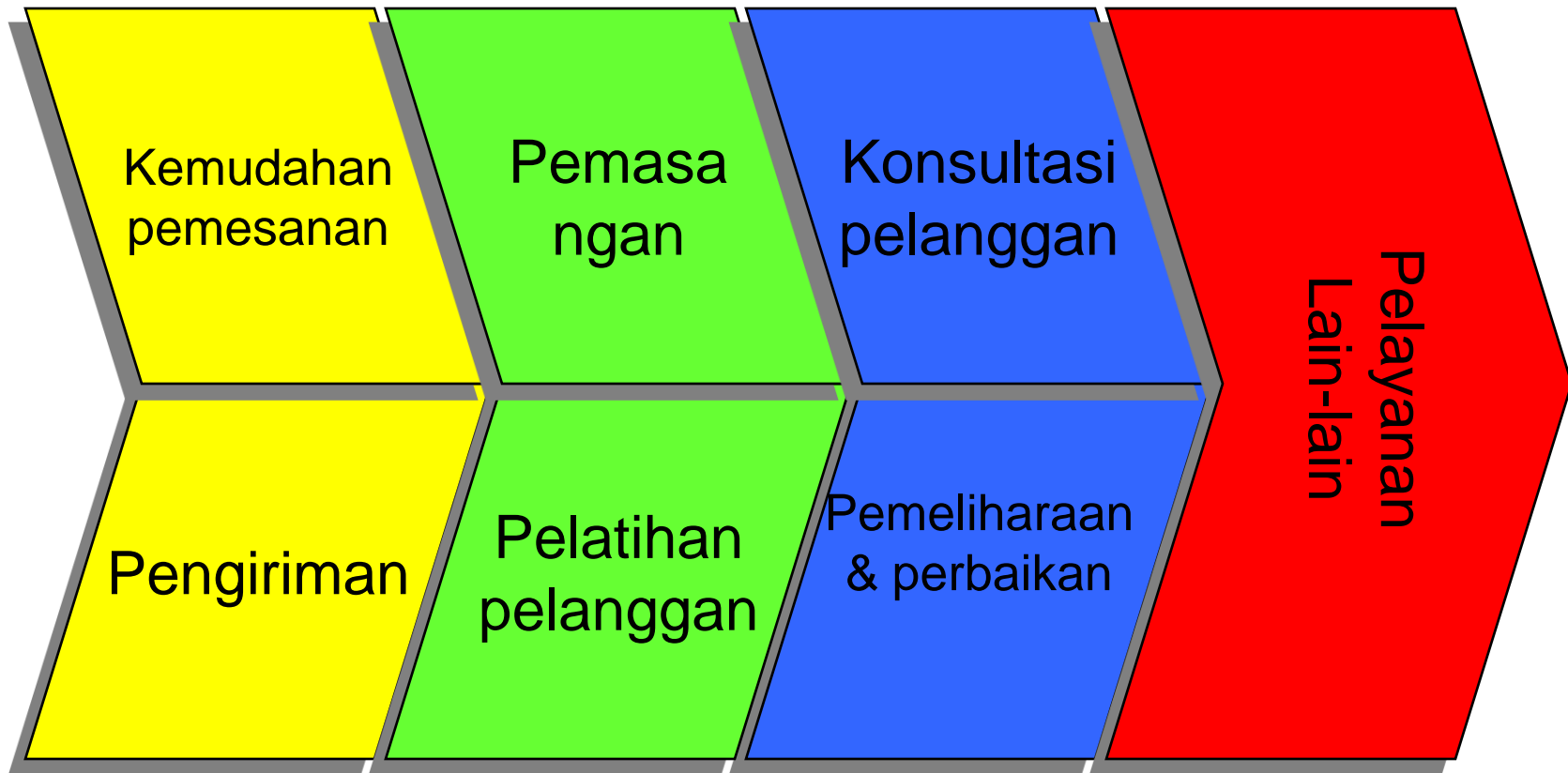
ENTER ZIP SUBMIT

- TECHNICAL SUPPORT ▾
 - WHAT DO I NEED? ▶
 - FREE TOOLS ▶
 - RECYCLE
 - SEE YOUR BILL OF RIGHTS
 - TECH TIPS FOR 2005
- WHAT WE DO ▶
 - ABOUT GEEK SQUAD ▶
 - NEWS & TESTIMONIALS ▶
 - GEEK SQUAD STORE ▶
 - CHECK REPAIR STATUS

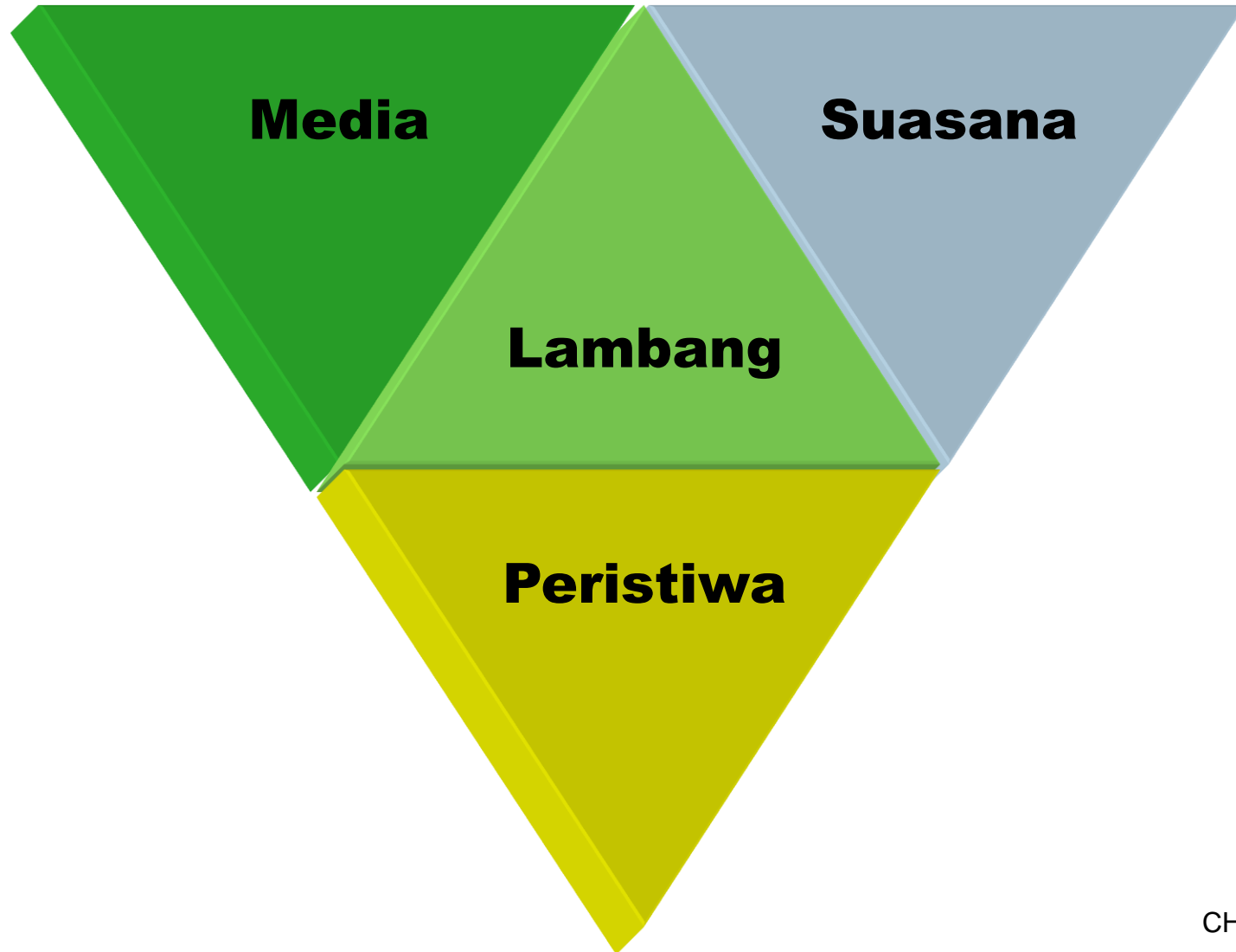
TECHNICAL SUPPORT

PHONE SUPPORT	IN-STORE SUPPORT	IN-HOME SUPPORT
GEEK SQUAD AGENTS ARE STANDING BY	PRECINCTS LOCATED IN ALL BEST BUY STORES	WIRELESS PROBLEMS ARE NO PROBLEM FOR OUR AGENTS
1 2 3 4	1 2 3 4	1 2 3 4

Diferensiasi Pelayanan



Diferensiasi Citra



Identitas dan Citra



Identitas:

Cara perusahaan
mengidentifikasi
atau
memposisikan
perusahaan

Citra:

Cara publik
memandang
perusahaan
atau produknya

KASUS



- Lakukan analisis segmentasi, targeting, serta positioning terhadap:
 - McD vs Ayam Suharti
 - Teh Botol Sosro vs Coca Cola
 - Bank BCA vs Bank Jabar
 - Garuda vs Lion Air
 - Sunsilk vs Emeron
 - Pepsodent vs Close Up