

## FORMULATION OF SEGMENTATION, TARGETING, AND POSITIONING STRATEGIES TO IMPROVE SALES PERFORMANCE AT PARTY STORE SEMARANG

Kristin Dwi Ermawati<sup>1</sup>, Dwi Hayu Agustini<sup>2</sup>  
[kristindwi04@gmail.com](mailto:kristindwi04@gmail.com)<sup>1</sup>, [hayu@unika.ac.id](mailto:hayu@unika.ac.id)<sup>2</sup>  
Universitas Katolik Soegijapranata

### ABSTRACT

*This study aims to develop effective marketing strategies using the Segmenting, Targeting, and Positioning (STP) approach to increase sales at Party Store Semarang, which has experienced a continuous decline in revenue over the recent period due to intensified competition. This research employed a quantitative method with a sample of 96 respondents, selected through purposive sampling. Data were collected through questionnaires and analyzed using the clustering method with the help of SPSS to identify market segments. The analysis revealed two main segments: "Influencers," young and social media-active consumers, and "Achievers," mature and career-oriented individuals. The store can adopt a differentiated targeting strategy and unique positioning for each segment to improve brand relevance and boost sales. Further research can boldly expand the distribution of the questionnaire and include consumers outside the store area in order to obtain a more diverse geographic segmentation. In addition, it is recommended to combine quantitative and qualitative approaches to increase data validity and obtain deeper insights.*

**Keywords:** *Segmenting, Targeting, Positioning, Marketing Strategy.*

### INTRODUCTION

Marketing strategy is the marketing approach used by a company to build profitable relationships and create value for customers (Kotler & Armstrong, 2016). Meanwhile, according to (Sope, 2023), a marketing strategy is a set of goals, objectives, and policies that can guide a company's marketing efforts at various levels, with reference and allocation, especially in response to environmental changes and competition. The level of competition also requires every marketer to be able to carry out marketing activities more effectively and efficiently (Oktavian & Aminuddin, 2022). Thus, in an increasingly competitive business world, companies are required to develop effective marketing strategies to achieve a competitive advantage. One widely used approach in marketing strategy is Segmenting, Targeting, and Positioning (STP).

STP is strategic marketing that helps understand how efficiently businesses plan various marketing activities to compete in that market and how they connect with the market as a whole (Kalam, 2020). STP is considered an important instruction for marketing strategy because it is the main reason for a business to face failure or success in the market (Hariyanto et al., 2023). Companies must be able to identify the right market segments, understand consumer wants and expectations, and tailor their product or service offerings to those specific needs. Without the right marketing strategy, marketing goals and efforts will be ineffective in attracting consumer attention. STP can be used to help analyze strategies for each product in a market that is becoming increasingly competitive and where consumers are becoming more discerning.

Segmentation is the process of dividing the market into distinct segments based on consumer characteristics, needs, and behavior (Buji et al., 2024). By effective segmentation, companies can understand the specific needs of each segment and better tailor their marketing strategies and product or service offerings. After segmentation, the company

performs targeting. Targeting is the selection of a focused market segment that is then chosen to become the target market based on the criteria of a homogeneous market (Surahman et al., 2020). By understanding the characteristics and behavior of the target segment, companies can allocate marketing resources more efficiently and optimize their marketing efforts. After determining the target market, the next step is to conduct positioning. Positioning determines the company's product position in the minds of consumers, so the company needs to understand how its product is positioned in consumers' minds. By effective positioning, companies can build emotional connections with consumers and differentiate their products or brands from competitors (Kolanus et al., 2024).

According to (Buji et al., 2024), the efficient implementation of the STP strategy supports companies in better adapting the elements of the marketing mix, from product aspects, pricing, promotional activities, and distribution channels, in a more optimal way. By understanding the needs, preferences, and behaviors of the target segment, companies can develop products or services that meet market demand, set competitive prices, conduct relevant promotions, and choose the most effective distribution channels. This can increase the appeal of the company's offerings and drive customer purchasing decisions. By implementing the right STP strategy, companies can build stronger relationships with their target customers, ensuring consumer needs are met more accurately. This will ultimately lead to increased sales.

The decline in sales experienced by Party Store illustrates serious challenges in facing increasingly fierce competition and less effective marketing strategies. Party Store, a business that sells party accessories and supplies, such as birthday party items, experienced a 17% decrease in revenue over 1.5 years, from January 2023 to June 2024 (data processed by Party Store). This business has been established since 2015 and is located at Jalan Murti Mulyo A3, Muktiharjo Kidul Indah Housing, Semarang. According to the owner of the Party Store, this decline in sales is due to the increasing number of competitors selling similar products. When Party Store first opened, there were no competitors nearby selling similar products. However, over time, four new stores selling similar products opened in the surrounding area. Party Store competitors not only offer more competitive prices but also more aggressive marketing efforts, such as providing good service, selling a wider variety of products, and some competitors have successfully built a strong positioning by focusing on the concept of luxury parties and high-quality supplies.

Party Store has implemented several strategies to boost its sales, including providing polite and friendly service, offering promotions or discounts, and conducting digital marketing thru Instagram. Various marketing events, paid advertising campaigns on Instagram, and a 25% increase in followers over the past four months (from March 2024 to June 2024) have not yet succeeded in increasing sales. The decline in sales experienced by Party Store is not a problem that can be ignored. Therefore, it is necessary to develop a marketing strategy that will help increase Party Store's sales.

One approach that can be taken is thru the application of the Segmenting, Targeting, and Positioning (STP) concept, which allows Party Store to focus more on the right market segmentation, determine the appropriate target market, and build a clear and unique positioning. By effectively implementing the STP strategy, it is hoped that Party Store can increase its appeal and relevance in the eyes of consumers, improve its brand image, and ultimately, increase sales. Therefore, this research aims to establish an STP strategy that can drive sales growth for Party Store.

## **LITERATURE REVIEW**

### **Marketing Strategy**

Marketing strategy is the effort to market products (both goods and services) with the aim of increasing sales thru the use of specific strategic model plans (Syafputra et al., 2023). To succeed in an increasingly competitive market, companies must develop effective and integrated marketing strategies that combine the elements of the marketing mix into a coordinated marketing program designed to achieve the company's marketing objectives (Miftah et al., 2023). By understanding the right marketing strategies, companies can effectively direct their resources and efforts to increase sales, expand market share, enhance brand awareness, or achieve other business goals (Darsana et al., 2023).

A good marketing strategy allows companies to differentiate themselves from competitors and build a competitive advantage. By analyzing market conditions, consumer behavior patterns, and customer desires, companies can design unique value propositions, set appropriate target market segments, and develop effective marketing strategies to face competition. This can be achieved thru a deep understanding of the market, customers, and industry trends. Companies can conduct good analysis, identify opportunities and threats, and design more effective strategies. Therefore, it can be concluded that understanding the right marketing strategy plays an important role in a company's success in achieving business goals, building competitive advantage, making the right decisions, adapting to market changes, increasing marketing efficiency and effectiveness, and developing strong customer relationships.

### **STP (Segmenting, Targeting, and Positioning)**

According to (Sutrista et al, 2024), effective marketing strategies must begin with a deep understanding of the market and consumer needs. In this regard, the Segmenting, Targeting, and Positioning (STP) strategy becomes an important framework to help businesses identify potential market segments, determine the right consumer targets, and formulate product or service positioning that aligns with consumer desires and needs. Thru the STP strategy, companies can direct marketing resources more effectively, making the messages delivered more relevant and impactful.

### **Segmenting**

Segmenting is the process of dividing a heterogeneous overall market into various groups or segments that share similarities in terms of needs, desires, behaviors, and responses to specific marketing. Thru the segmentation process, companies are able to identify groups of consumers with similar characteristics, needs, and preferences, allowing marketing strategies to be designed in a more targeted and focused manner (Handayani et al., 2023). Thus, selecting and defining market groups into specific market segments as target markets to be served is an important step that marketers must take to reach better opportunities. This is because the market for a product is heterogeneous, with a large and diverse consumer base and different characteristics in terms of their needs, desires, purchasing power, behavior, and tastes. By accurately identifying market opportunities, companies can develop products appropriately, choose efficient distribution channels, and adjust the prices of products offered to consumer groups (Hartini et al., 2022).

The main segmentation variables for consumer markets are geographic, demographic, psychographic, and behavioral. Geographic segmentation, for example, is grouping based on location such as country, region, state, county, city, or even surrounding neighborhood. Demographic segmentation, for example, is breaking down the market based on factors such as age, gender, income, occupation, education, religion, and ethnicity. Psychographic segmentation, for example, classifies consumers based on consumer characteristics such as

lifestyle, social status, and individual personality. Behavioral segmentation, for example, is based on consumer purchasing habits such as attitudes, knowledge, preferences, and responses to a product. Meanwhile, market segmentation can be effective if it meets several criteria (Kotler & Armstrong, 2016): measurable (the size, purchasing power, and characteristics of the segment can be quantitatively identified), accessible (the segment can be accessed and served effectively), substantial (the segment is a significant and viable homogeneous group to target with its own marketing strategy), differentiable (each segment has clear differences and responds uniquely to various marketing elements), and actionable (the company is able to develop appropriate programs to reach and serve the segment).

### **Targeting**

The targeting process aims to identify and select the most relevant and high-potential market segments by determining one or more segments that will be the focus of service. With the establishment of targeting, the company has determined more specific priorities and identified the best potential for marketing its products or services. The indicators contained in targeting are the size and growth potential of the segment, the structural characteristics of the segment, and the suitability between the product and the market (Luthfiandana et al., 2024).

(Kotler & Armstrong, 2016) divide the criteria into three parts that must be met as requirements for evaluating and determining the target segment, namely: (1) Marketers must ensure that the market segment will be profitable for the company by having a sufficiently large segment, (2) When choosing a target, it must be based on the company's competitive advantage by measuring the company's strengths and dominating the selected market segment, and (3) The target market must be based on the competitive situation that will affect the attractiveness of the target segment, both directly and indirectly.

There are four alternatives in determining targeting, including (Raharjo et al., 2025): (1) Undifferentiated Targeting, in this strategy the company targets the entire market with a uniform marketing strategy without differentiating specific segments, (2) Differentiated Targeting, the company develops different marketing strategies for each different segment, (3) Concentrated Targeting, the company selects a specific market segment and focuses entirely on that segment, and (4) Micromarketing, the company tailors its marketing strategy based on geographic location (local marketing) or even individual preferences (individual marketing).

### **Positioning**

Positioning refers to how a company explains its product's position to consumers. Positioning involves creating a unique image and perception of a company's product or brand in the minds of consumers within a target segment to create a superior value impression for consumers (Khandelwal et al, 2020). Proper positioning will lead to clear differentiation (positioning helps companies distinguish their products from competitors' products, whether in terms of quality, benefits, price, or brand image), create positive perceptions (positioning helps shape positive perceptions in consumers' minds about the value or benefits of the products offered, which can influence their purchasing decisions), communicate advantages, and increase loyalty and brand equity (a brand strongly positioned in the market can build higher customer loyalty and increase brand value, providing long-term advantages).

There are alternative concepts in determining positioning (Manggu & Beni, 2021), including the following: (1) Companies integrate products with various attributes, product appearance, and product benefits to determine the product's position in the market, (2) companies position how the product is used or integrate the product with specific benefits

received by consumers, (3) companies adjust prices to the quality of their products, (4) companies evaluate their products by comparing them to similar products in the market, and (5) companies

## **METHODOLOGY**

The population in this study is all potential Party Store consumers who have purchased Party Store products. Considering the large population and the unknown number, this study uses the Lemeshow formula to determine the sample size (Ani et al, 2021). With a confidence level of 95 and a margin of error of 5, the sample size is 96 samples. The sampling technique used in this study is purposive sampling, where sample members are selected based on specific criteria. The criteria used in this study are Party Store consumers who have made at least three purchases of Party Store products.

Data collection was conducted using a questionnaire distributed to Party Store consumers, covering geographical, demographic, psychographic, and consumer behavior characteristics. In collecting data, the first step was to prepare a questionnaire consisting of a series of questions related to geographical, demographic, psychographic, and consumer behavior characteristics. The questionnaire was then distributed offline through physically printed questionnaires distributed at the Party Store physical store to consumers who made purchases or were willing to complete the survey. This survey will be conducted over two months from February to March 2025, to provide sufficient time for consumers to complete the questionnaire and for researchers to collect adequate data. After the data collection process is complete, the data obtained will be analyzed to determine Segmentation, Targeting, and Positioning.

## **DATA ANALYSIS METHODS**

### **Determination of Segmentation**

Segmentation is determined through Two-Step Cluster and K-Means Cluster analysis using SPSS software. The Two-Step Cluster method itself is designed to manage data consisting of continuous and categorical variables, as well as to help determine the most optimal number of clusters using the Bayesian Information Criterion (BIC) indicator (Sumiati et al., 2021). Meanwhile, K-Means Cluster Analysis is a technique in cluster analysis used to divide a number of objects into one or more groups based on similar characteristics, so that objects with similar characteristics will be grouped into the same cluster, while objects with different characteristics will be placed in other clusters (Sari & Sukestiyarno, 2021). The segmentation process is carried out through several stages, namely: (1) Entering survey data into SPSS software, (2) Analyzing data using the Two-Step Cluster method with a log-likelihood distance approach, (3) Determining the most optimal number of clusters based on the Auto-Clustering table by considering the highest value in the Ratio of Distance Measure and the BIC value, and (4) Applying the K -Means Cluster method with the number of clusters determined from the Two-Step Cluster results using SPSS

### **Target Selection**

After the consumer segments have been identified, the next step is to determine which segments will be targeted as the primary market. Target selection is based on the size and market potential of each formed segment. Segments with the lowest percentage of respondents will be excluded, while segments with a larger number of respondents and higher market potential will be selected as the primary target.

## Positioning Determination

Positioning is determined based on the market segment selected as the primary target, namely the segment with the largest market potential and characteristics most aligned with the products offered by Party Store. This positioning process is based on the responses collected through the questionnaire. By understanding these factors, Party Store will determine the appropriate market position and build an image consistent with the expectations of the targeted consumer segment.

## RESULTS AND DISCUSSION

### Respondent Characteristics

The general description of respondents explains the characteristics of respondents based on geographical, demographic, psychographic, and consumer behavior characteristics regarding Party Store consumers.

Table 1 shows that respondents come from the Pedurungan sub-district and its surroundings, indicating that the geographical reach of Party Store is still local, especially since the majority of respondents come from the Pedurungan sub-district, where the Party Store is located.

Table 1. Geographic Characteristics

Geographic Characteristics		Total Responses	%
Domicile	Pedurungan	54	56
	Gayamsari	13	14
	Semarang Timur	11	11
	Genuk	10	10
	Semarang Selatan	4	4
	Tembalang	4	4

Table 2 shows that the respondents are predominantly female, with the majority being young adults (17–25 years old), mostly students or college students, with a high school or vocational school education, and an income level of Rp3,000,000 – Rp7,000,000. This is important in determining the primary target market (core market). For example, a suitable marketing strategy for young women with medium incomes in directing marketing communication is that they are of productive age and socially active and tend to prefer sharing moments on social media. Additionally, the use of colors, communication style, and product visuals can be adjusted to be more appealing to young women. Table 2 also shows that the majority of respondents are Protestant, which could present an opportunity to align decorative products with religious celebrations such as Christmas and Easter.

Table 2. Demographic Characteristics

Demographic Characteristics		Total Responses	%
Gender	Women	67	70
	Man	29	30
Age	Under 17 years old	26	27
	17-25 years old	37	39
	26-34 years old	27	28
	Over 34 34 years old	6	6
Job	Student	49	51
	Private Employee	33	34
	Entrepreneurship	10	10
	Civil Servant	2	2
	Others	2	2
	Elementary School	2	2

Latest Education	Junior High School	26	27
	Senior High School	37	39
	Bachelor's degree (S1)	31	32
Religion	Protestant	53	55
	Catholic	21	22
	Islam	20	21
	Buddha	1	1
	Confucian	1	1
Monthly Income	< Rp3,000,000	14	15
	Rp3,000,000 - Rp5,000,000	34	35
	Rp5,000,000 - Rp7,000,000	30	31
	>Rp7,000,000	18	19

Table 3 shows that respondents spend much of their time engaging in hobbies, using social media, and gathering with friends or family. This indicates an active lifestyle and openness to party activities. The primary motivation for most respondents in celebrating parties is to commemorate special moments and create beautiful memories. This emphasizes the importance of emotional and personal aspects in a party celebration. Most respondents use decorations and strongly agree that decorations can enhance the party atmosphere. This means that decorations are an essential element of a party and not just an accessory. Therefore, the responses from respondents regarding psychographic characteristics can help strengthen the emotional appeal in marketing. For example, creating a tagline or slogan like “Create unforgettable memories with decorations from Party Store.”

Table 3. Psychographic Characteristics

Psychographic Characteristics		Total Responses	%
Free Time Allocation	Doing hobbies	33	34
	Playing on social media	23	24
	Getting together with friends or family	18	19
	Making time to relax	17	18
	Making schedules and plans	5	5
Reasons for Holding a Party	Celebrating special moments	31	32
	Creating beautiful memories	28	29
	Enjoying gatherings with many people	20	21
	Enjoying organizing events	9	9
	Updating stories on social Media	8	8
Use of Party Decorations	Use a lot	25	26
	Use	60	63
	Rarely use	9	9
	Don't use much	2	2
Decorations Enhance the Atmosphere	Strongly agree	72	75
	Agree	20	21
	Neutral	4	4

Table 4 shows that the majority of respondents really enjoy hosting parties. This indicates an active market, not a passive one. Party Store can also use this to determine the frequency of potential purchases. Consumers who really enjoy parties are likely to have high repeat purchase rates. Some respondents have specific decoration preferences, while others prefer disposable products. This indicates a need for product diversification. The majority of respondents are willing to allocate a special budget for party decorations. This can be used as a basis for creating product packages with various price levels. Additionally,

although some respondents are environmentally conscious, many are not particularly concerned. This indicates that environmental issues are not yet a primary factor in purchasing party decorations.

Table 4. Characteristics of Consumer Behavior

Characteristics of Consumer Behavior		Total Responses	%
Level of Enjoyment at the Party	Really like	49	51
	Like	38	40
	Somewhat like	9	9
Preferred Type of Decoration	Yes, I have specific preferences	35	36
	No, I don't have any preference	29	30
	I prefer disposable party decorations	26	27
	I prefer reusable party decorations	6	6
Special Party Decoration Budget	Strongly agree	16	17
	Agree	51	53
	Neutral	17	18
	Disagree	12	13
Eco-friendly decoration preferences	Strongly agree	8	8
	Agree	46	48
	Neutral	7	7
	Disagree	35	36

**Segmentation, Targeting, Positioning (STP)**

**Segmentation**

Figure 1 shows the results of calculating the optimal number of clusters using TwoStep Cluster analysis in SPSS, which indicates that the data is grouped into two clusters. This is supported by a Ratio of Distance Measure value of 2.243 and a Bayesian Information Criterion (BIC) value of 1114.446, as shown in Figure 2.

<b>Algorithm</b>	TwoStep
<b>Inputs</b>	15
<b>Clusters</b>	2

Figure 1. Model Summary

Number of Clusters	Schwarz's Bayesian Criterion (BIC)	BIC Change <sup>a</sup>	Ratio of BIC Changes <sup>b</sup>	Ratio of Distance Measures <sup>c</sup>
1	1127.543			
2	1117.446	-10.097	1.000	2.243
3	1188.822	71.376	-7.069	1.170
4	1269.702	80.880	-8.010	1.484
5	1368.868	99.166	-9.821	1.130
6	1472.392	103.524	-10.253	1.116
7	1579.393	107.001	-10.597	1.116
8	1689.500	110.107	-10.905	1.021
9	1800.166	110.666	-10.960	1.014
10	1911.186	111.020	-10.995	1.081
11	2024.137	112.951	-11.187	1.305
12	2142.688	118.551	-11.741	1.001
13	2261.252	118.564	-11.743	1.174
14	2382.542	121.290	-12.013	1.007
15	2503.945	121.402	-12.024	1.151

Figure 2. Auto-Clustering Results

Table 5 shows the Party Store consumer segmentation obtained from data processed using SPSS with K-Mean Cluster analysis, which produced two segments based on geographical, demographic, psychographic, and consumer behavior characteristics. Based on Table 6, this can be described as follows:

**Segment 1 - Influencers**

This segment consists of young individuals aged between 17 and 25 years old, most of whom are still students. They generally have a high school/vocational school education background and a monthly income in the range of 3 to 5 million rupiah. The main characteristic of this segment is their motivation to host parties, which is more focused on the desire to share moments through social media, such as updating stories or other posts. They do not yet have specific preferences for party decorations, but are willing to allocate a special budget to create a pleasant atmosphere. Their attitude toward environmentally friendly issues in decorations tends to be neutral. This segment, labeled as influencers, reflects a lifestyle focused on self-expression, socializing, digital extension, and building an online image.

**Segment 2 - Achiever**

The second segment consists of more mature individuals, aged 26 to 34, who generally work as private employees. Their highest level of education is typically a bachelor's degree (S1), with a monthly income ranging from 5 to 7 million rupiah. Unlike the Starter segment, this group views parties as a way to celebrate important moments, such as birthdays or personal achievements. Although they also do not show a strong preference for specific decorations, they are willing to allocate a special budget for decorations that can enhance the party atmosphere. They express a preference for party activities but maintain a rational approach in selecting visual elements. Their preference for eco-friendly decorations is neutral. This segment is labeled “Achiever” as it represents individuals who are stable, goal-oriented, mature, and value personal achievements through celebrations.

Table 5. Party Store Consumer Segmentation

Variable	Segment	
	1	2
Domicile	Gayamsari	Gayamsari
Gender	Women	Women
Age	17-25 years old	26-34 years old
Job	Student	Private Employee
Latest Education	Senior High School	Bachelor's degree (S1)
Religion	Protestant	Protestant
Monthly Income	3-5 million	5-7 million
Allocation of Free Time	Making time to relax	Doing hobbies
Reasons for Holding a Party	Update stories on social media	Celebrating special moments
Use of Decorations	Use	Use
Decorations Enhance the Atmosphere	Strongly agree	Strongly agree
Level of Enjoyment at the Party	Like	Like
Preferred Type of Decoration	No preference	No preference
Special Budget	Agree	Agree
Environmentally Friendly Preferences	Netral	Netral
Total members	46	50

## **Targeting**

Based on the segmentation results, two main consumer segments of Party Store were identified, namely Influencers and Achievers. When looking at the number of members in each segment, which are 46 and 50 respectively, there is no significant difference or they have almost the same number, so both segments have the potential to be targeted segments. Additionally, the segmentation results show that both segments exhibit consumer behavior characteristics relevant to party decoration product offerings, but they differ in terms of motivational orientation and lifestyle.

Influencers and Achievers were selected as target markets because both demonstrate strong market potential. The Influencer segment consists of young people who are active on social media and tend to be spontaneous and emotional. They are important for increasing brand exposure and virality. Meanwhile, the Achiever segment consists of more mature and stable consumers with higher purchasing power and the potential for long-term loyalty. They are important for consistent revenue and upselling high-value products. Establishing these two segments is an appropriate strategy because each segment represents complementary strategic aspects. The Influencer segment contributes to short-term growth through increased brand awareness and high consumer engagement, while the Achiever segment supports long-term stability through high-value and repeat purchasing patterns.

Considering the potential economic value and sustainability of long-term relationships, the chosen targeting strategy is a differentiated targeting approach, which involves developing distinct marketing strategies for each segment (Raharjo et al., 2025). This approach allows Party Store to tailor messages, communication channels, and product features to align with the unique characteristics of each consumer group.

## **Positioning**

For the Influencer segment, which consists of young people who are active on social media and have a dynamic lifestyle, the positioning that can be developed is as a “provider of complete and trendy party accessories to look attractive on social media.” This approach emphasizes visual aspects, trends, and experiences that can be shared on social media, in line with the digital lifestyle promoted by this segment. Communication strategies can focus on social media, collaborations with micro-influencers, and interactive campaigns highlighting user-generated visual content, as well as leveraging social media platforms to enhance brand engagement. This approach aligns with the findings of Chen et al (2024), who state that micro-influencers have an advantage in reaching a more specific audience and building high trust through authentic and consistent content.

Meanwhile, for the Achiever segment, which consists of more mature and professional consumers, the positioning that can be developed is “A provider of practical party accessories for celebrating special moments.” This positioning highlights reliability, quality, and the suitability of decorations for meaningful moments. Marketing strategies can focus on a more personalized approach, such as thematic catalog marketing and personal consultations in decoration planning. This approach aligns with the findings of Chhabria et al (2023), which show that personalized marketing significantly increases customer satisfaction and loyalty. By understanding individual preferences and offering tailored solutions, companies can create more relevant and satisfying experiences for consumers.

## **CONCLUSION**

This study aims to determine a Segmenting, Targeting, and Positioning (STP) strategy that is useful for increasing sales at Party Store Semarang, which has experienced a decline in turnover due to increasingly fierce competition. Based on the results of cluster analysis,

two main consumer segments were identified: Influencers and Achievers. The Influencer segment consists of young individuals who are active on social media and tend to seek visual experiences to share online, while the Achiever segment comprises more mature, established consumers who view parties as a way to celebrate important moments.

The targeting strategy employed is differentiated targeting, which involves a distinct marketing approach for each segment. For Influencers, the positioning focuses on party accessories that are “trendy and suitable for social media,” while for Achievers, the positioning emphasizes “convenience and practicality of decorations for special moments.” The implementation of this STP strategy is expected to enhance marketing effectiveness, brand appeal, and ultimately increase sales at Party Store.

This study has limitations that need to be considered. First, although geographical segmentation data was obtained through open-ended questions in the questionnaire, the distribution of the questionnaire was limited to consumers who visited the physical Party Store in Semarang. This means the data collected tends to represent local consumers, so the segmentation results may not reflect the preferences of consumers in other regions. For future researchers, it is recommended to expand the distribution of questionnaires online or reach consumers outside the store's area to obtain a more diverse picture of geographic segmentation. Second, this study relied solely on questionnaire data as the primary source, without triangulating data such as consumer behavior observations or in-depth interviews. Therefore, future researchers are advised to combine quantitative and qualitative approaches to strengthen the validity of the results and gain more comprehensive insights.

## REFERENCES

- Ani, J., Lumanauw, B., & Tampenawas, J. L. A. (2021). Pengaruh Citra Merek, Promosi Dan Kualitas Layanan Terhadap Keputusan Pembelian Konsumen Pada E-Commerce Tokopedia Di Kota Manado the Influence of Brand Image, Promotion and Service Quality on Consumer Purchase Decisions on Tokopedia E-Commerce in Manado. 663 Jurnal EMBA, 9(2), 663–674.
- Buji, G. E., Alexandro, R., & H, F. H. (2024). Pengaruh Segmentasi Targeting dan Positioning Terhadap Keputusan Pembelian Pelanggan (Studi Kasus di Toko Benang Bintik Lestari Indah Kota Palangka Raya). Jurnal Pendidikan Ilmu Pengetahuan Sosial (JPIPS), 16(1), 148–156. <http://e-journal.upr.ac.id/index.php/JP-IPS>
- Chen, J., Zhang, Y., Cai, H., Liu, L., Liao, M., & Fang, J. (2024). A Comprehensive Overview of Micro-Influencer Marketing: Decoding the Current Landscape, Impacts, and Trends. Behavioral Sciences, 14(3). <https://doi.org/10.3390/bs14030243>
- Chhabria, S. G., Gupta, S., & Gupta, H. (2023). A Study on the Impact of “Personalized Marketing” on Customer Satisfaction and Loyalty in Retail Fashion in 2023. International Journal of Computer Applications, 185(11), 28–33. <https://doi.org/10.5120/ijca2023922707>
- Darsana et al. (2023). STRATEGI PEMASARAN. CV. Intelektual Manifes Media. <https://books.google.co.id/books?id=LRHUEAAAQBAJ>
- Handayani, F., Kadang, J., & Syrifuddin, I. (2023). Penerapan Strategi Pemasaran STP (Segmenting, Targeting, Positioning) pada Usaha Toreko. Empiricism Journal, 4(1), 208–212. <https://doi.org/10.36312/ej.v4i1.1170>
- Hariyanto et al. (2023). Analisis Strategi Segmenting , Targeting , Positioning dan Keputusan Pembelian Pada Universitas Logistik dan Bisnis Internasional (ULBI). Jurnal Ilmu Manajemen Dan Bisnis, 14(2), 75–86. <https://doi.org/10.17509/jimb.v14i2.66209>
- Hartini et al. (2022). MANAJEMEN PEMASARAN (ERA REVOLUSI INDUSTRI 4.0). In Angewandte Chemie International Edition, 6(11), 951–952. (Issue Maret). CV. MEDIA SAINS INDONESIA.
- Kalam, K. K. (2020). Market Segmentation, Targeting and Positioning Strategy Adaptation for the Global Business of Vodafone Telecommunication Company. International Journal of

- Research and Innovation in Social Science, 4(6), 427–430. [www.rsisinternational.org](http://www.rsisinternational.org)
- Khandelwal et al. (2020). Segmentation, targeting, and positioning. *Journal of Engineering and Technology (IRJET)*, 7(5), 241–290. <https://doi.org/10.4324/9781315794082-16>
- Kolanus, J. A., Lopian, S. L. H. V. J., & Poluan, J. G. (2024). Evaluasi Strategi Pemasaran Pt. Indofood Sukses Makmur Tbk Sulawesi Utara Terhadap Produk Unggulan Perusahaan (Indomie) Menggunakan Metode Swot. *Jurnal EMBA*, 12(No. 1), 860–867. <https://ejournal.unsrat.ac.id/index.php/emba/article/view/54491%0Ahttps://ejournal.unsrat.ac.id/index.php/emba/article/download/54491/45851>
- Kotler & Armstrong. (2016). *Prinsip – Prinsip Pemasaran* (13th ed.). Jakarta : Erlangga.
- Luthfiandana, R., Barus, G. A., Nuraeni, N., & ... (2024). Marketing Strategy: Segmenting, Targeting, and Positioning for Digital Business (Literature Review). *Siber International Journal of Diginal Business (SIJDB)*, 2(1), 11–22. <https://review.e-siber.org/SIJDB/article/view/30%0Ahttps://review.e-siber.org/SIJDB/article/download/30/27>
- Manggu, B., & Beni, S. (2021). Analisis Penerapan Segmentasi, Targeting, Positioning (STP) dan Promosi Pemasaran Sebagai Solusi Meningkatkan Perkembangan Umkm Kota Bengkulu. *Sebatik*, 25(1), 27–34. <https://doi.org/10.46984/sebatik.v25i1.1146>
- Miftah, H., Mubarakah, S. L., & Arsyad, A. (2023). Development Of Kampung Chicken (*Gallus gallus domesticus*) Business Through Integrated Marketing Strategy. *Media Pengabdian Masyarakat*, 9(1), 94–101.
- Oktavian, & Aminuddin. (2022). Strategi Pemasaran Dalam Meningkatkan Penjualan Pada Toko Sepeda Eks Bike Dolopo. *Niqosiya: Journal of Economics and Business Research*, 2(2), 333–346. <https://doi.org/10.21154/niqosiya.v2i2.1031>
- Raharjo et al. (2025). The Implementation of Segmenting, Targeting, and Positioning in the Marketing of Frozen Peeled Vannamei Shrimp (*Litopenaeus vannamei*) at PT. Dpum Central Java. *Ekonomi Manajemen Akuntansi Keuangan Bisnis Digital*, 4(1), 35–44.
- Sari & Sukestiyarno. (2021). Analisis Cluster dengan Metode K-Means pada Persebaran Kasus Covid-19 Berdasarkan Provinsi di Indonesia. *PRISMA, Prosiding Seminar Nasional Matematika*, 4, 602–610.
- Sope, A. S. (2023). Analisis Strategi Pemasaran Terhadap Peningkatan Penjualan. *JIBEMA: Jurnal Ilmu Bisnis, Ekonomi, Manajemen, Dan Akuntansi*, 1(2), 87–100. <https://doi.org/10.62421/jibema.v1i2.56>
- Sumiati et al. (2021). Penerapan Metode Two-Step Cluster Untuk Pengelompokan Desa Berdasarkan Kepadatan Penduduk. *Kopertip : Jurnal Ilmiah Manajemen Informatika Dan Komputer*, 5(2), 36–41. <https://doi.org/10.32485/kopertip.v7i2.334>
- Surahman, A., Octaviansyah, A. F., & Darwis, D. (2020). Ekstraksi Data Produk E-Marketplace Sebagai Strategi Pengolahan Segmentasi Pasar Menggunakan Web Crawler. *Sistemasi: Jurnal Sistem Informasi*, 9(1), 73–81. <https://doi.org/10.32520/stmsi.v9i1.580>
- Sutrista et al. (2024). *Manajemen Pemasaran*. Indonesia Emas Group.
- Syafputra, R., Fauziah, S., Amir, M., & Cikayanti, Y. (2023). Analisis Strategi Pemasaran Pada Perusahaan Freight Forwarding PT. Logwin Air & Ocean Indonesia. *Journal on Education*, 06(01), 10528–10536. <https://www.jonedu.org/index.php/joe/article/view/4786/3776>