

STP Analysis (Segmenting, Targeting and Positioning) of Private Vocational Secondary Level Educational Institutions: A Study on Business and Technology High School in Bekasi

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ABSTRACT

This study aims to analyze the segmentation, targeting, and positioning (STP) strategies applied by SMK Bisnis dan Teknologi Bekasi, a vocational high school. Through a case study approach, this research reveals how this private vocational institution employs the STP concept in their marketing and promotional efforts. Segmentation is carried out in various dimensions, including geographical and demographic segmentation. The results of the STP analysis demonstrate that the school identifies prospective student segments based on age, educational background, and career aspirations. The position taken by the school is that of an educational provider offering the capability to immediately enter the workforce upon graduation, with study programs aligned to industry needs. In terms of marketing, SMK Bisnis dan Teknologi Bekasi employs measures through social media and digital marketing to reach their targeted segments. Within this context, the study provides insights into how the STP concept can be applied in an educational context and how appropriate marketing strategies can aid educational institutions in achieving their goals

INTRODUCTION

Vocational High Schools (SMK) are an important part of the secondary education system in Indonesia. As educational institutions, these schools are established with the aim of achieving national education goals. Generally, the ownership of SMKs is under the auspices of the Indonesian Ministry of Education and Culture, which can be in the form of public SMA/SMK owned by the government, or owned by private institutions. Despite differences in ownership, both public and private schools still follow the rules set by the government. Although the education system still refers to the national curriculum in Indonesia, the approach taken by public and private schools in running their operations may differ. For example, in terms of new student admissions, public schools often have their own appeal due to the Zoning Program and Online New Student Admissions (PPDB) managed by the government. However, private schools need to take independent marketing initiatives to attract prospective students. Various marketing strategies are carried out by each school, and one of the strategies that continues to be implemented is the marketing strategy.

When it comes to marketing strategies, there are various types used. In the context of marketing to the education market, the STP (Segmenting, Targeting, and Positioning) Strategy becomes very important. This STP strategy includes three main components: market segmentation, market targeting, and product or brand positioning. STP strategies also have relevance in educational institutions, especially at the private secondary level. Despite the large number of private vocational secondary education institutions, competition to attract new students each academic year is essential. One example of a private educational institution is SMK Bisnis dan Teknologi Bekasi, which is located in

Bekasi City, more precisely in Jaka Mulya Village and South Bekasi District. This educational institution, run by Yayasan Karya Anak Mandiri Indonesia, has been established since 1998 and currently has more than 900 students. The SMK offers three competencies, namely Online Business and Marketing (BDPM), Motorcycle Engineering and Business (TBSM), and Banking and Microfinance (PBKM). When the school entered the new curriculum starting in the 2022/2023 academic year, the names of the skill competencies were changed to skill concentrations namely Digital Business (BD), Motorcycle Engineering (TSM), and Banking Services (LPB). Although initially having a limited number of students, the number of learners continues to increase from year to year, and in the 2023/2024 academic year has reached 941 students. The increase in the number of students each year can be illustrated in the following graph.

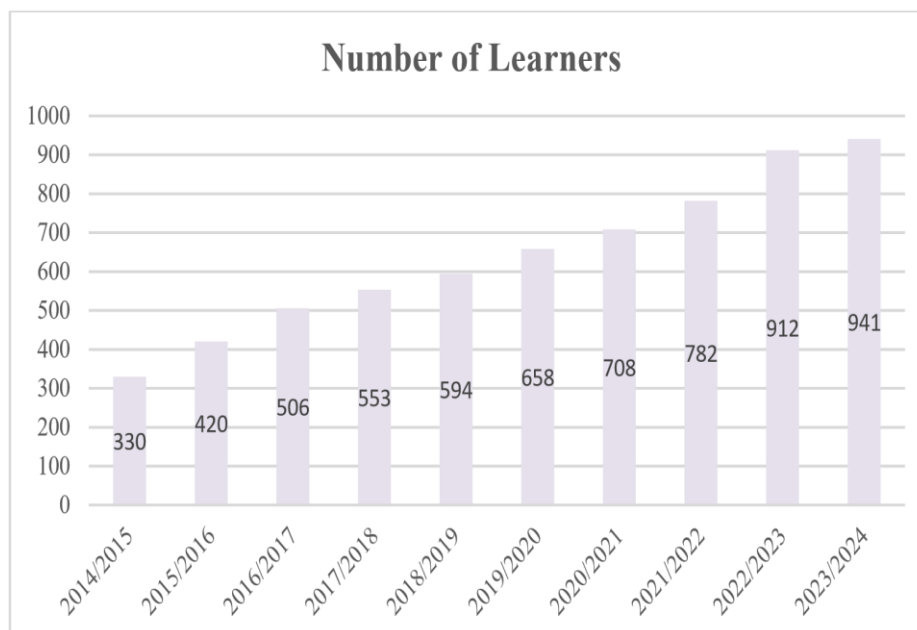


Figure 1. Annual Student Count Data SMK Business and Technology Bekasi 2014 – 2023

Several previous studies have shown various marketing strategies carried out by various institutions, including educational institutions. Research by Fitria Rismawati, et al (2019) highlights the use of STP (Segmentation, Targeting, Positioning) based on demographic and geographic segmentation with target markets including students, mothers, and private employees. Positioning is done through the placement of brand images and slogans that aim to create an impression in the minds of consumers. Research by Muhammad Syafii, et al (2022), on a platform that helps analyze marketing keywords for use in digital marketing media. Diah Tri W (2020), conducted research related to radio listener segmentation using demographic, geographic, and psychographic variables. The intended target audience is 15 years old and above, including from young people to housewives. Positioning is done through publicity to capture the market share of listeners in the Purwokerto area. Atika, et al (2018), conducted research with segmentation that includes demographic, geographic, psychological, and psychographic, as well as benefit segmentation. Positioning is done through brand development that leads to a vision of educational services. Rosnaini (2018), examines a targeted marketing strategy to help companies deliver products according to consumer wants and needs by implementing Segmentation, Targeting, and Positioning strategies. Ali Mujahidin, et al (2019), conducted research on geographic and demographic segmentation with income between 1-5 million and undergraduate education, and female gender. Meanwhile, psychographic segmentation is consumers who shop according to their needs and the behavior of consumers with ordinary loyalty.

Related to this STP, various approaches can be taken. Market segmentation can be done by analyzing four variables including geographic, demographic, psychographic and behavioral. Then from the divided segments, the school can choose the intended target market. Next, the school will use a

positioning strategy. The approach used for positioning can be based on the marketing mix (price, product, place and promotion). This can be seen from the products offered, the location of the school and also the promotions carried out. On the other hand, in terms of price, this school has a tuition fee of Rp. 300,000, - (two hundred and fifty thousand rupiah) for BD and LPB skill competencies, and Rp. 350,000, - (two hundred and ninety-five thousand rupiah) for TSM skill competencies. Based on business phenomena and research gaps in the above research, it is necessary to conduct a study on "Stp Analysis (Segmenting, Targeting And Positioning) Of Private Vocational Secondary Level Educational Institutions: A Study On Business And Technology High School In Bekasi".

LITERATURE REVIEW

Marketing Strategy

Marketing strategy is a step taken to introduce products or services to the public. In developing a business, marketing strategy is very important and should not be ignored. Without an effective marketing strategy, businesses will find it difficult to grow. Especially for educational institutions, the right marketing strategy is crucial to achieve the desired target. Marketing strategy is the basic marketing logic used to achieve the Company's marketing goals, Gunawan (2019). According to Budiarto (2013), marketing strategy is a tool used to achieve marketing goals, namely how a company can get a special place (mind share) in the minds of customers.

Segmentation

According to Tjiptono (as cited in Nur Namzah Desky, 2019), segmentation is an attempt to group consumers based on needs. Meanwhile, according to Dimyanti (as cited in Nur Namzah Desky, 2019), segmentation is an activity to divide the heterogeneous market of a product into homogeneous units. In consumer market segmentation, there are four types of segmentation as follows:

1. Geographic Based Segmentation: This segmentation is done based on geographical location and is divided into sections such as country, province, district, sub-district, city, and village.
2. Demographic Based Segmentation: This segmentation is based on the demographic characteristics of consumers such as age, gender, economic level, or education level.
3. Psychographic Based Segmentation: This segmentation is done based on the psychological aspects of consumers, including social factors, lifestyle, and personality.
4. Behavioral Segmentation: This segmentation focuses on consumer behavior, such as knowledge, attitude, usage, or reaction to a product.

By segmenting the market using the four types of criteria above, companies can more effectively customize their marketing strategies to meet the needs and preferences of different consumers.

Targeting

According to Tjiptono (as cited in Nur Namzah Desky, 2019), targeting is setting target markets in the form of groups of buyers who have similar needs or characteristics and want to be served by the company. At this stage, smaller

groupings are made from the segmentation results that have been carried out previously. Before setting a target market, there are five factors that need to be considered:

1. **Segment Size:** The estimated size of the segment to be addressed is an important factor to decide whether the market segment is valuable enough to act upon.
2. **Segment Growth:** Even if the current segment size is small, it is important to consider the potential for future growth.
3. **Costs Incurred:** A segment should be within the marketing capabilities of the company. If the costs involved are too high, it may not be feasible to pursue the segment.
4. **Compatibility with Company Objectives:** The target should be in line with the company's objectives and resources.
5. **Competitive Position:** A segment may have good size and growth, but low profit potential. Therefore, it is important to consider the competitive position in selecting a target market.

By paying attention to these five factors, companies can be more precise in determining the appropriate target market and effective marketing strategies.

Positioning

Positioning is a step taken by companies to design products and marketing strategies to create the impression that consumers always want. According to Dimiyati (as cited in Nur Namzah Desky, 2019), the purpose of positioning is to place the brand in the minds of consumers with the intention of maximizing the potential benefits of the company. There are several ways of positioning that can be used by companies:

1. **Positioning Based on Attributes:** Companies position their products by highlighting product attributes that are considered superior to competitors, such as size, length of product existence, and so on.
2. **Benefit-based Positioning:** Products are positioned as leaders in providing certain benefits to consumers.
3. **Positioning Based on Use or Application:** The company highlights the use or application values of the product that are superior to those of competitors.
4. **User-based Positioning:** The product is positioned as the best for a number of user groups, both in a narrow and broad sense.
5. **Positioning Based on Competitors:** The product as a whole highlights its brand and is positioned better than competitors.
6. **Positioning by Product Category:** The product is positioned as a leader in a particular product category.
7. **Positioning Based on Price or Quality:** The product is positioned as offering the best value in terms of price or quality.

In addition, there are various interactive and advertising platforms that can be used in marketing, such as social media (Instagram, WhatsApp, Line), interactive audio and video (YouTube, Video), interactive audio (podcast, Soundcloud, Spotify), and display ads. These platforms are an effective means to reach the target market and increase positive impressions on consumers.

METHODOLOGY

This research adopts a qualitative descriptive method. The qualitative descriptive method is a research approach that uses a simple qualitative approach with an inductive approach. In this qualitative method, data is obtained through observation and interviews with respondents. The main unit analyzed in this research is the Bekasi Business and Technology Vocational School. The determination of this main unit is based on the objectives and research approach which focuses on analyzing cases related to segmentation, targeting, and placement strategies in the context of educational institutions in Bekasi City. The subject of this research is the educational institution SMK Bisnis dan Teknologi Bekasi. This school is located on Jl. Cikunir Raya No. 1 RT 01/02 Jaka Mulya Village, South Bekasi District, Bekasi City. The data sources used used primary and secondary data. Sampling of this research is the School Leadership which includes the Principal and several vice principals plus the Chairperson of the Karya Anak Mandiri Foundation as part of the foundation that houses the Bekasi Business and Technology Vocational School.

RESULT

The results of the STP (Segmentation, Targeting, Positioning) analysis are based on an interview with Mr. H. Agus Setia Budi, M.MPd. as the Principal of the Bekasi Business and Technology Vocational School.

Segmentation

1. Segmentation Based on Interests and Talents

- Students who have an interest in business and marketing can be a specific segment for the Online Business and Marketing (BDPM) Expertise Competency program.
- Students who are interested in engineering and motorcycles can be a segment for the Motorcycle Engineering and Business Expertise Competency program (TBSM).
- Students who have an interest in finance and banking can be a segment for the Banking and Microfinance Expertise Competency program (PBKM).

2. Segmentation Based on Educational Background

Students who have just completed junior high school or equivalent can be a potential segment for vocational education.

3. Segmentation Based on Career Objectives

Students who have a career goal of going straight to work after completing secondary education may be a segment that is attracted to vocational programs.

4. Segmentation Based on Geographic Location

Students who live around Bekasi City, especially in Jaka Mulya Village and South Bekasi District, can be an easy-to-reach target segment.

5. Segmentation Based on Economic Condition

Students from lower-middle economic backgrounds seeking affordable and practical education can be a relevant segment.

6. Segmentation Based on Junior High School Origin

Students from junior high schools that have partnerships or cooperation with SMK Business and Technology Bekasi could be a more potential segment.

7. Segmentation Based on Previous Experience

Students who already have prior experience or knowledge in a field related to the offered skill competencies can be an interested segment.

8. Segmentation Based on Continuing Education

Students who have plans to continue their education after completing SMK could be a segment interested in programs that prepare them for college or further schooling.

Targeting

The targeting of SMK Business and Technology Bekasi can be described based on several aspects:

1. Student Age, SMK Business and Technology Bekasi can target students between the ages of 15-18, in accordance with the vocational secondary education level. At this age, students have generally completed junior high school and are choosing a major that suits their interests and talents.
2. Targeting can also be done based on students' interest in the skill competencies offered by the school, such as Online Business and Marketing, Motorcycle Engineering and Business, and Banking and Microfinance. Students who have an interest in these fields will be more interested in enrolling in this school.
3. Career Aspirations, Students who have aspirations to enter the workforce or start their own business after completing their education at SMK Business and Technology Bekasi can be targeted. Programs that focus on practical skills and specific expertise will be more attractive to them.
4. Geographic location, school location is also an important factor in targeting. Students who live around Bekasi or around Jaka Mulya Village and South Bekasi District can be the main target, because the close location can make it easier for them to access the school.
5. Economic Conditions, Students from middle to lower economic backgrounds may be targeted as SMK Business and Technology Bekasi offers affordable education programs, in line with the previously mentioned tagline.
6. Promotion and Advertising, Through proper promotion and advertising on social media, educational events, and other school activities, SMK Bisnis dan Teknologi Bekasi can attract the attention of prospective students who fit the desired target profile.

Positioning

The positioning for SMK Bisnis dan Teknologi Bekasi can be formed based on the advantages and values desired by the target market. The following are some positioning strategies for SMK Bisnis dan Teknologi Bekasi:

1. Positioning Based on Expertise Competencies, SMK Business and Technology Bekasi is an educational institution that prioritizes the development of expertise competencies that are in line with industry demands, such as Online Business and Marketing programs, Motorcycle Engineering and Business, Banking and Microfinance.

2. Positioning Based on Industrial Cooperation, SMK Business and Technology Bekasi as an institution that has close cooperation with industry, so that its graduates have better employment opportunities and are more easily absorbed in the world of work.
3. Positioning Based on Practical Skills, SMK Business and Technology Bekasi is an educational institution that provides practical knowledge and skills that can be directly applied in the world of work.
4. Positioning Based on Educational Flexibility, SMK Business and Technology Bekasi as a flexible education option, with educational programs that are accessible to students with various backgrounds and needs.
5. Positioning Based on Teaching Quality, SMK Business and Technology Bekasi as an institution with high teaching quality, supported by experienced and competent teaching staff in their fields.
6. Positioning Based on Technological Advancement, SMK Business and Technology Bekasi as an institution that keeps abreast of the latest technological developments, so that students get training that is relevant to the needs of future industries.
7. Positioning Based on Accessibility, SMK Bisnis dan Teknologi Bekasi as an education option that is easily accessible to students from various regions, with convenient facilities and a strategic location.

DISCUSSION

Marketing Strategy

The following are some of the marketing strategies that have been carried out by SMK Bisnis dan Teknologi Bekasi:

1. Official and Active Website, SMK Bisnis dan Teknologi Bekasi has an official website that provides comprehensive information about the school, majors, facilities, and latest activities. The website is updated regularly to keep the information up-to-date.



Figure 2. Official and Active Website, SMK Business and Technology Bekasi

2. Social Media Interactive, The school has active accounts on various social media platforms such as Facebook, Instagram and Twitter. Latest content, student achievements and important information are uploaded regularly to maintain engagement with prospective students and parents.

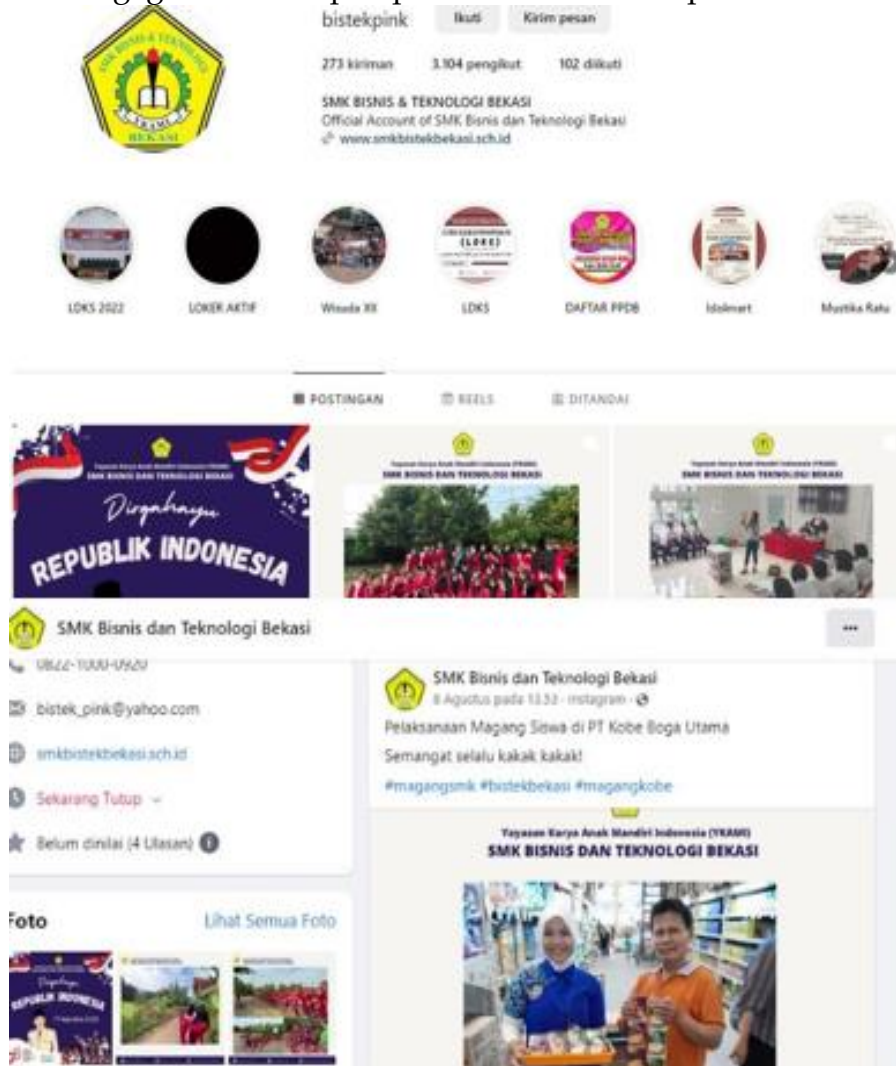


Figure 3. Social Media Account, SMK Business and Technology Bekasi

3. Participation in Education Fairs, The school actively participates in local and national education fairs. School staff are present to provide information about the courses and facilities offered to prospective students and parents.
4. Collaboration with Industry - The school collaborates with companies related to the majors offered. This creates internship, training or job placement opportunities for students after graduation.



Figure 4. Collaboration of SMK Business and Technology Bekasi with Industry

5. Showcase Video and Virtual Tour, SMK Bisnis dan Teknologi Bekasi created a showcase video and virtual tour showing the school facilities, student activities, and learning atmosphere. These videos are uploaded on social media and websites to provide a comprehensive overview to prospective students.



Figure 5. Video Showcase and Virtual Tour, SMK Business and Technology Bekasi

6. Educational Content, Schools share educational content such as articles, infographics, and educational videos relevant to the study programs offered. This content helps prospective students understand the benefits and career potential of the major.

KUNJUNGAN INDUSTRI (INDUSTRIAL VISIT) KOMPETENSI PERBANKAN DAN KEUANGAN MIKRO

 Kamis, 09 Mar 2023, 12:08:55 WIB - 321 View

KUNJUNGAN INDUSTRI (INDUSTRIAL VISIT) KOMPETENSI PERBANKAN DAN KEUANGAN MIKRO SMK BISNIS DAN TEKNOLOGI BEKASI KE MUSEUM BANK INDONESIA DAN MUSEUM BANK MANDIRI Bekasi, 6 Maret 2023—Pada hari Kamis, 2 Maret 2023 Kompetensi Perbankan dan Keuangan Mikro SMK Bisnis dan Teknologi Bekasi melakukan kegiatan Kunjungan Industri (Industrial Visit). Tema yang diusung dalam kegiatan kali ini adalah "The Exploration of Banking Knowledge for Becoming Your Future Bankers". Tema ini diambil dari perjuangan yang diemban oleh peserta ...

KUNJUNGAN INDUSTRI BISNIS DARING DAN PEMASARAN

 Sabtu, 29 Apr 2023, 08:55:13 WIB - 126 View

KUNJUNGAN INDUSTRI BISNIS DARING DAN PEMASARAN Jumat, 17 Februari 2023 – Kompetensi Keahlian Bisnis Daring dan Pemasaran SMK Bisnis dan Teknologi Bekasi melakukan Kunjungan Industri ke PT Yakult Indonesia Persada dan PT Amerta Indah Otsuka yang berada di daerah Cicurug Sukabumi. Kunjungan Industri merupakan agenda rutin tahunan yang dilaksanakan oleh SMK Bisnis dan Teknologi Bekasi untuk semua kompetensi keahlian termasuk Bisnis Daring dan Pemasaran. Namun selama dua tahun belakangan, kegiatan ini tidak ...

Figure 6. Educational Content of SMK Business and Technology Bekasi

7. Paid Ads and Precise Targeting, Using paid ads on social media with precise targeting according to the demographic and geographic of prospective students. This helps maximize the reach of the marketing message.
8. Partnership with Junior High Schools, SMK Business and Technology Bekasi established a partnership with junior high schools (SMP) to provide information on study programs and opportunities offered to final year students.
9. Scholarship and Financial Aid Program, Offers scholarship and financial aid programs to prospective students who excel or need financial support.

BEASISWA

◆ Beasiswa bagi siswa-siswi kurang mampu dan berprestasi.

◆ PIP, BSM, BOS.

◆ Penghargaan bagi lulusan terbaik

Figure 7. Scholarship and Financial Aid Program of SMK Business and Technology Bekasi

Each of the above marketing strategies has different objectives, but overall, they are designed to attract the attention of prospective students, provide clear information, and create a positive image of SMK Business and Technology Bekasi as a quality education option.

CONCLUSION AND RECOMENDATION

Conclusion

In this study, the segmentation, targeting, and positioning (STP) strategies applied by SMK Bisnis dan Teknologi Bekasi in marketing efforts have been analyzed. Segmentation is done by considering geographic and demographic factors, as well as compatibility with company goals. Targeting is done towards certain age groups who want to go to school and work immediately. Positioning is done through taglines that emphasize industryrelevant advantages. In its marketing efforts, SMK Bisnis dan Teknologi Bekasi has undertaken various strategies that are inclusive and responsive. The utilization of social media, educational content, partnerships with industry has increased awareness and involvement of prospective students and parents, in addition to the strategies used by SMK Bisnis dan Teknologi Bekasi can increase enrollment for prospective students, as evidenced by the graph of the increase in the number of registrations from 2014 - 2023.

Recomendation

1. Interactive Platform Development, There is a need to increase interaction on social media with quick responses to comments and questions. A more interactive social media platform can build a stronger connection between the school and prospective students.
2. Diversify Educational Content, Educational content can be more diverse, such as webinars that answer common questions about the world of work, study programs, and career potential. This can provide more comprehensive information to prospective students.
3. Strengthening Cooperation with Industry, Deeper cooperation with related companies and industries will provide better internship and job placement opportunities. This will increase the attractiveness of SMK Bisnis dan Teknologi Bekasi in the eyes of prospective students.
4. Content Evaluation and Improvement, Conduct periodic evaluations of the marketing strategy that has been carried out, and identify areas that need to be improved and refined.

FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic of STP Analysis (Segmenting, Targeting and Positioning) of Private Vocational Secondary Level Educational Institutions: A Study on Business and Technology High School in order to perfect this research and increase insight for readers.

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