

Segmentation and Targeting Strategy Socialization at 'Tempe SS' as Business Unit of Sirajussa'adah Islamic Boarding School in Limo, Depok, West Java

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ABSTRACT

Businesses must be able to carry out marketing activities effectively. Some marketing activities that must be implemented effectively are segmentation, targeting, and positioning strategies. Tempe SS stands for Tempe Santri Sirajussa'adah, one of the Business Unit's brands at the Sirajussa'adah Islamic Boarding School. It is considered one of the micro-scale businesses in the Limo Depok area. Even though they have carried out the production process for product distribution and marketing activities, it is still not financially independent and relies on donations. The priority problem based on the discussions is the lack of knowledge and skills in marketing segmentation and targeting strategies. Socialization regarding digital knowledge and segmentation and targeting strategies were conducted in two steps. The first was related to digital marketing material, and it continued with socialization on segmentation and targeting strategy. The analysis results of the segmentation and targeting strategy socialization activities were recorded as increasing partners' understanding of digital marketing by 61.68% and increasing partners' knowledge of segmentation and targeting strategy by 72.68%. In other words, this community service was able to have an impact on the increasing understanding of Partners beyond the initial target expected. This result is expected to help the management of the Tempe SS business unit increase its business income and scale from 'micro' status to 'small' business.

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INTRODUCTION

To achieve business goals, a business must have knowledge and skills related to marketing strategies. (Mukarromah et al., 2020), such as creating segmentation and targeting for its business (Setiawan et al., 2023). Marketing strategies, technological developments, and digitalization are things that cannot be separated in today's society (Astuti et al., 2023; Susanti, 2021). Especially since the outbreak of the COVID-19 pandemic in 2020, which limited people's physical activities, causing digital activity to increase sharply (Alvin & Yasmin, 2023). This is an ample opportunity for businesses of various scales and sectors, but micro, small, and medium-scale enterprises (MSMEs) are not yet fully able to answer this challenge (Ghofar et al., 2023). As a result of this, many MSMEs received negative impacts due to social restrictions, such as decreased turnover and business closures (Sasmita et al., 2023).

Not many businesses, especially those on a micro, small, and medium scale, have the knowledge related to this (Irwan, 2023), and even fewer have segmentation and targeting skills, and even fewer have implemented it (Risdiyanto et al., 2023). Segmentation and targeting are part of marketing strategy activities, which are better known as STP (segmentation, targeting, and positioning) (Nurdiana et al., 2023). Segmentation is dividing market potential into specific parts, which can be based on demographic division, economic class, and education or lifestyle. Meanwhile, targeting is the activity of targeting segments selected in segmentation analysis. (Wijaya & Sirine, 2016). It often happens that the profile of the segment and target market, that is, the buyer, does not match the business that has been formed, so the product is not sold, and the company even goes bankrupt (Mothersbaugh et al., 2019). Research conducted shows that in MSMEs, marketing strategy activities, especially segmentation and targeting, are rarely taken into consideration (Astuti, 2019; Fitri Rosel & Giatman, 2022), even though several previous studies stated that this marketing strategy can increase competitive advantage (Moreno-Gómez et al., 2023). Which is undoubtedly could also improve marketing performance and business profitability (Mahadewi & Suasana, 2023).

The Tempe sales business unit at the Sirajussa'adah Islamic Boarding School is Tempe SS. The word SS in the business name is an abbreviation of "Santri", and the name of the Islamic Boarding School is "Sirajussa'adah". Through various trials, the Tempe Santri SS business can now produce 1.5 quintals, or 500-600 pieces of Tempe chips daily. Until now, the business has been located at the Islamic Boarding School, which is located at Jl. H. Midi 2, No. 07, Rt/Rw: 05/02, Limo Village, Limo District, Depok City, West Java, 16515.

Competition in selling Tempe around the Limo area, Depok, is substantial because there are many Tempe sellers, especially Tempe SS. After all, it is in the same area as other Tempe producers. To overcome this, Tempe SS mainly sells to friends around and outside Limo to widen distribution. However, in 2024, the sales method will be to entrust Tempe products to local stalls, where profits will only be made if Tempe is successfully sold. This has been done since the completion of the large-scale social restriction (PSBB) regulations set by the government due to the COVID-19 pandemic.

Based on the information obtained, at the beginning of the formation of the Tempe SS business, the owner and caretaker, Kang Abad, had determined that the target of the Tempe SS business was all groups, ages and professions who lived around the Sirajussa'adah Islamic Boarding School. This segmentation and targeting analysis of the SS Tempe Business has not been carried out since 2019. Especially since the management was taken over by Pondok Pesantren and handed over to Kang Nana. The new Tempe SS manager stated that although he had heard about segmentation and targeting strategies, he had never done it for the Tempe SS business he managed.

Based on the situation analysis above and the results of discussions between the Community Service Team and Partners, they do not yet have the knowledge and skills of segmentation and targeted marketing strategies. The general aim of this activity is to help resolve partner problems in the marketing aspect

through the team's expertise in the field so that it can help partner business development. It is hoped that this general goal will also be able to support the achievement of Sustainable Development Goals (SDGs), including:

- SDGs 1: No Poverty
- SDGs 8: Decent work & economic growth
- SDGs 10: Reducing Inequality (Reducing Gaps)
- SDGs 16: Peace, Justice & Resilient Institutions

METHOD

This community service activity involves four lecturers and four students. The socialization activities were conducted in several steps: preparation, provision, implementation, and result analysis, as shown in the flowchart below.

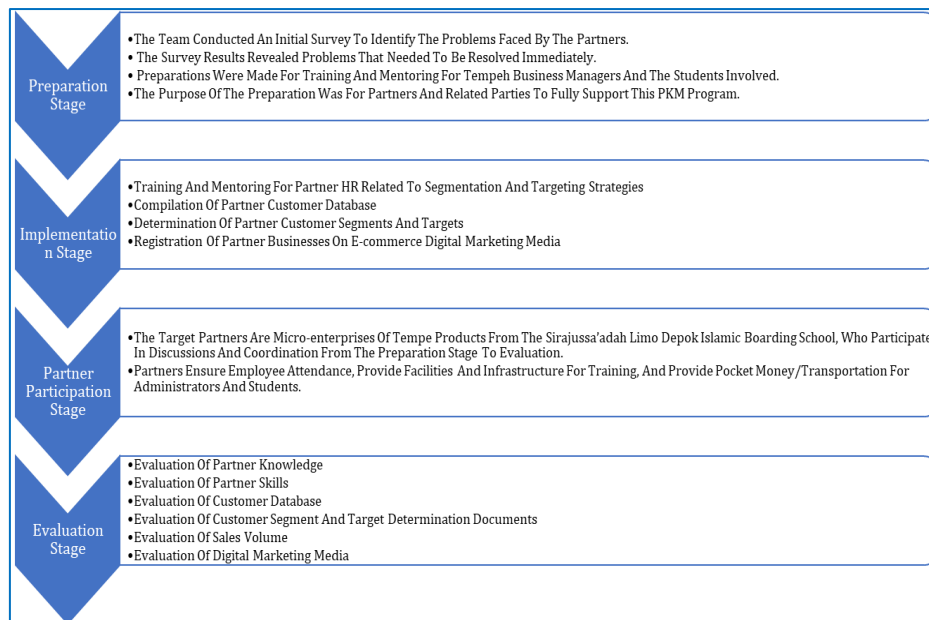


FIGURE 1. Activity Stages

At the preparation stage, the team conducted a field survey, including a discussion with the Tempe SS management, to find problems. The survey was conducted off-site at the Islamic Boarding School of Sirajussa'adah, Tempe SS business unit located at Jl. H. Midi 2, No. 07, Rt/Rw: 05/02, Kelurahan Limo, Kecamatan Limo, Kota Depok, Jawa Barat, 16515. The preparation step of this community service activity resulted in the profile /description of the Tempe SS, problem identification, and the possible solution for the problem. In this case, the problem identified is the Tempe SS management's lack of knowledge and skills in digital marketing, specifically the segmentation and targeting strategy. This step also solves the problem by utilizing the team's expertise in the management field, including marketing and digital marketing expertise, as well as segmentation and targeting.

The provision stage includes various activities, including materials preparation, pre-test and post-test and measurement instruments, other tools, transportation procurement, consumption, and souvenirs used during socialization. The socialization itself was conducted at one of the classes of the Islamic Boarding School of Sirajussa'adah. The main target of this socialization is the Tempe SS management consisting of 8 (eight) people, including the founder supervisor and staff. Some of the Islamic Boarding School's second-year students were also expected to participate in the socialization as it was scheduled for them to be the staff of the business unit when it expanded. They are also likely to take over some or even all management

roles in the future if needed. Hopefully, it will also increase their knowledge regarding marketing entrepreneurial skills for Indonesia's Golden Generation in 2045.

During the implementation stage, the activities conducted at the Islamic Boarding School of Sirajussa'adah include two different socialization topics, each with three steps. The first step of each socialization was the pre-test, in which all participants were asked to complete the questionnaires before the socialization started. This is to determine the level of knowledge of all the participants regarding the first and second topics. The second step is conducting the socialization on digital marketing and socialization on segmentation and targeting strategy. The third step is asking the same participants to complete the post-test questionnaires. This is to determine the participants' knowledge level regarding the first and second topics after the socialization was conducted.

During the result analysis, the pre-test and post-test results of the participants were collected, calculated, and compared to determine whether the socialization given impacts the participant's knowledge regarding the topics presented.

RESULTS AND DISCUSSION

Tempe SS Profile/Description

The Tempe sales business unit at the Sirajussa'adah Islamic Boarding School is Tempe Santri SS. The word SS in the business name is an abbreviation of "Santri", and the name of the Islamic Boarding School is "Sirajussa'adah". Through various trials, the Tempe Santri SS business can now produce 1.5 quintals, or 500-600 pieces of Tempe chips daily. Until now, the business has been located at the Islamic Boarding School, which is located at Jl. H. Midi 2, No. 07, Rt/Rw: 05/02, Limo Village, Limo District, Depok City, West Java, 16515.

Human Resources Aspect

This business unit began with one of the alums who lived at the Islamic Boarding School, Kang Abad. In August 2019, Kang Abad, a private employee, was moved to contribute to his alma mater's Islamic Boarding School by making useful products for many people. This is what inspired the formation of the Tempe business. With permission from the person in charge of the Islamic Boarding School, namely K.H. Abdurrahman, the Tempe SS business is running. The organizational structure of the Tempe SS Business consists of: 1. the owner and caretaker of the Sirajussa'adah Islamic Boarding School, namely K.H. Abdurrahman; 2. Founder, Head of Production and Marketing, namely Abad Buchoery; 3. Administration, namely Siti Rahmania; and 4. Production and marketing employees comprise approximately five people and 15-25 other employees. Planning and determining marketing activities, pricing, and so on are carried out by the founder and caretaker, Kang Abad, at the beginning of the business establishment. Meanwhile, other employees stated that they did not have this understanding and skills.

Marketing Aspect

Competition in selling Tempe around the Limo area, Depok, is substantial because there are many Tempe sellers, especially Tempe SS. After all, it is in the same area as other Tempe producers. To overcome this, Tempe SS mainly sells to friends around and outside Limo to widen distribution. However, in 2024, the sales method will be to entrust Tempe products to local stalls, where profits will only be made if Tempe is successfully sold. This has been done since the completion of the large-scale social restriction (PSBB) regulations set by the government due to the COVID-19 pandemic.

Based on the information obtained, at the beginning of the formation of the Tempe SS business, the owner and caretaker, Kang Abad, had determined that the target of the Tempe SS business was all groups, ages, and professions who lived around the Sirajussa'adah Islamic Boarding School. This segmentation

and targeting analysis of the SS Tempe Business has not been carried out since 2019 because Kang Abad has handed over the daily operations and marketing to employees. However, the employees' understanding and skills regarding this segmentation and targeting marketing strategy analysis are still unavailable. Furthermore, in 2022, Tempe SS will have social media platforms like WhatsApp, Instagram, and Facebook. However, WhatsApp does not yet have a basket containing products and prices. Your Instagram social media account also tends to be ineffective in marketing activities. The business also does not have an e-commerce account that can facilitate Tempe marketing and sales activities.

Management Aspects

Based on the information, Kang Abad has handed over all management processes to employees. Even though the business structure with each SOP and job desk is clearly stated, employees who carry out daily marketing activities do not have the understanding and skills to carry out marketing SOPs such as marketing strategy analysis. Since the COVID-19 pandemic, it has been known that the management of Tempe SS has been handed over to Kang Nana.

Business Potential

Based on the determination of the target market at the start of the business, the target of the Tempe SS business is residents of the area around the Islamic Boarding School, namely residents in the Limo sub-district area. Data from the Central Statistics Agency for Limo sub-district in 2023 shows that the population in this area is 96,657 people. Furthermore, if Tempe SS can expand its segments and targets, the potential potential consumers, namely the population living in the Depok area, will reach 2,123,349 people. Even if it covers the entire West Java region, it could reach 49 million people. Furthermore, if you consider the segments and target areas of DKI Jakarta, which are located close to business locations, the potential consumers reach 10,679,951. Considering that potential consumers only reach 1% of the total population in the Depok and DKI Jakarta areas, the total number of potential consumers reaches 128,033. So, with a price range of Rp 6000-ish, the potential sales turnover can reach Rp. 768,198,000.

First Socialization on Digital Marketing Topic



FIGURE1. Documentation on Digital Marketing Socialization for Tempe SS

Phase 1 training was carried out on 29 June 2024. In this training and mentoring, the service team discussed the digitalization of marketing to Tempe business actors at the Sirajussa'adah Islamic boarding school who were previously not very active in implementing digital marketing. On 29 June 2024, the team now provides a related discussion on the importance of digital marketing, examples of digital marketing strategies for MSMEs, the definition of e-commerce, and the stages of registering a business on e-commerce. Implementing digital marketing, of course, has its advantages: increasing market reach, cost efficiency, customer trust, ability to adapt to change, and data analysis capabilities.

The second socialization phase discussed the concept of STP (Segmentation, Targeting, Positioning) with Tempe business actors at the Sirajussa'adah Islamic boarding school. Previously, the Tempe business actors at the Sirajussa'adah Islamic Boarding School did not know who the actual market for the Tempe products they were selling was. Material regarding the STP concept was given by Mr. Jenji Gunaedi Argo, SE, MM., CLIP, who discussed the definition of segmentation and positioning strategies, the importance of segmentation marketing strategies, the importance of targeting marketing strategies, and the implementation of segmentation and targeting in Tempe businesses. Having material regarding STP will help Tempe businesses know who their customers are so they can plan appropriate marketing strategies.



FIGURE 2. Documentation on Segmentation and Targeting Socialization for Tempe SS

The discussion was also conducted during this socialization session to ensure the participants understood the topics. Attending all the socialization sessions and discussion sessions are the management team of Tempe SS, second-year students of the Islamic Boarding School of Sirajussa'adah, and the representative of the other business unit management team of the Islamic Boarding School. They were totaling in 42 participants. The head of the Islamic Boarding School asked permission from the community service team to allow additional participants to join the sessions. The number of participants exceeds the previous targeted number of 23 participants. Even so, the event ran smoothly and was even more lively due to the increasing number of participants.



FIGURE 3. Discussion Session

After all the socialization topics were given and the discussion session concluded, the participants were asked to complete another questionnaire (post-test). The results are shown below based on the data calculation and comparison between pre-test and post-test.

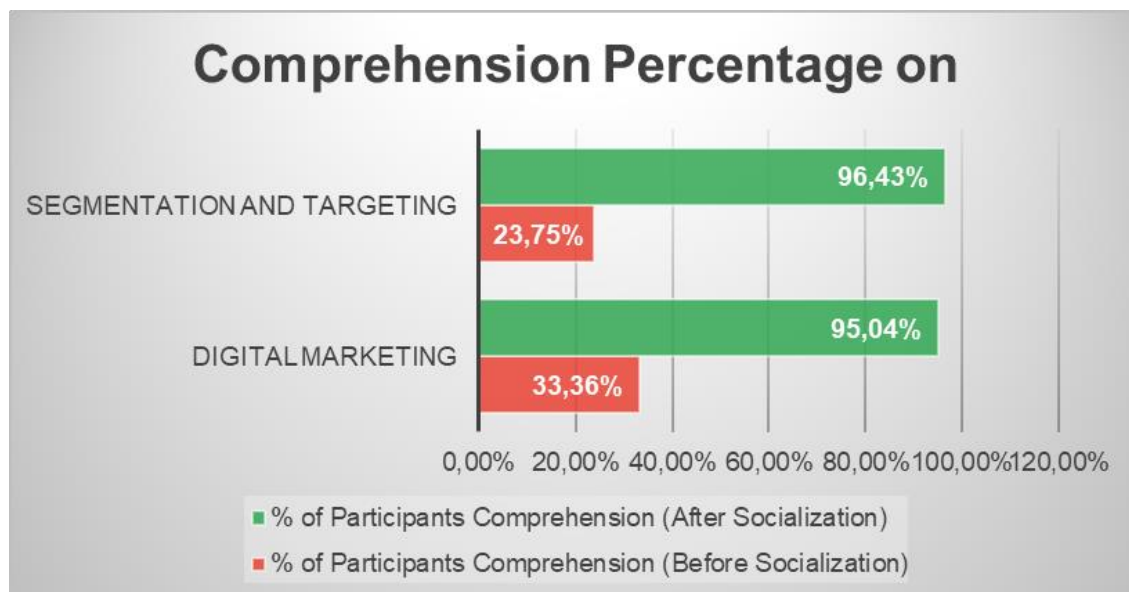


FIGURE 4. Increase of the Comprehension Percentage of the Participants

Based on the graph above, it can be seen that before the training activity, participants' understanding regarding segmentation and targeting was 23.75%. After training, understanding increased to 96.43%. This shows that the team's training activities could have an impact on increasing understanding by 72.68%.

Then, it was also seen that participants' understanding of marketing digitalization was 15.97% before the training activity. After training, understanding increased to 100%. This shows that the team's training activities increased understanding by 61.68%. The average increase in participants' knowledge regarding these three materials was 72.80. This figure exceeds the initial knowledge increase target expected by the team of only 60%. In other words, this community service activity can increase partners' knowledge.

During a separate discussion conducted after the community service program, the head of the Islamic Boarding School (Mr. K.H. Abdurrahman) said that community service helps the business unit (Tempe SS) gain a better competitive advantage and increase profit. Since the Islamic Boarding School of Sirajussa'adah owned not only Tempe SS as its Business Unit, Mr. K.H. Abdurrahman hopes it will also benefit the other business units.

This study showed a significant improvement in participants' knowledge and skills regarding digital marketing after training. These results align with previous research that shows that digital marketing-based training effectively improves participants' understanding and ability to manage technology-based marketing strategies. (Rifai & Siswanto, 2023) shows that digital marketing training for entrepreneurs has increased participants' understanding of using digital technology to expand market reach. Similarly, research by (Kariyamin et al., 2023) confirmed that digital marketing training successfully increased knowledge about the positive and sustainable impact of implementing digital marketing practices. In addition, (Adjie Opa & Astuti, 2024) reported that the socialization of segmentation and targeting strategies for the Tempe SS business unit at the Sirajussa'adah Islamic Boarding School succeeded in increasing participants' understanding of marketing strategies by 72.68%, which is ultimately expected to increase the scale of the business from micro to small (Lantowa et al., 2022). These results are consistent with findings suggesting that education-based approaches in digital marketing and segmentation strategies can significantly improve marketing performance and business growth.

CONCLUSION AND RECOMMENDATION

This community service provides an understanding of digital marketing segmentation and targeting strategy and significantly increases participants' comprehension of the particular topics of digital marketing and segmentation and targeting strategy for business. Based on the statement of the head of the Islamic Boarding School (Mr. K.H. Abdurrahman), community service will immensely help the business unit (Tempe SS) gain a better competitive advantage and increase the profit of the business. Since the Islamic Boarding School of Sirajussa'adah owned not only Tempe SS as its Business Unit, Mr. K.H. Abdurrahman hopes it will also benefit the other business units. The participants and community service team also planning to conduct a continuation of these specific activities to provide more implemented skills regarding digital marketing and segmentation and targeting strategy by providing training workshops and consultation on how to properly collect customer databases as the basis of segmentation and targeting and to really conduct re-segmentation and retargeting process of the business and also to build up e-commerce webpage to help in the digital marketing front.

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