

SEGMENTATION, TARGETING, AND POSITIONING ANALYSIS OF BEN ALI MORINGA LEAF TEA (Case Study: CV. Atlantic)

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Abstract

This study aims to analyze the segmentation, targeting, and positioning strategy at CV. Atlantic. This qualitative study provides an interpretation of the data found in the field and is descriptive in explaining the object of the study. This research uses primary data collection techniques and secondary data. Preliminary data is obtained from observation, interviews using questionnaires directly with respondents, and documentation. Secondary data is obtained from journals, books, and company records. This study has one sample, namely the owner or Director of CV. Atlantic. Qualitative research data analysis techniques use stages: data reduction, data presentation or display, and conclusion drawing. Based on the results of the research and discussion that has been analyzed, it can be concluded that the application of segmentation, targeting, and positioning strategies at CV. Atlantic has not been maximized, namely in the segmentation aspect, in demographic and behavioral segmentation. In targeting, namely in the target market determination pattern and target market determination strategy. Meanwhile, positioning is on product attributes.

Keywords: Segmentation, Targeting, Positioning

INTRODUCTION

Indonesia is rich in medicinal plants used as traditional medicinal herbs for generations. Traditional medicine with medicinal plants is expected to be utilized in public health development. The advancement of modern knowledge and technology has not been able to shift the role of traditional medicine, and even people are now starting to implement a healthy life that begins with healthy food and drinks. Apart from being a traditional medicinal herb, medicinal plants can be processed into food products such as herbal tea. Apart from being used as a traditional medicinal herb, medicinal plants can be processed into functional food products such as herbal tea. Herbal tea is a beverage product in a single form or a mixture of herbs. Besides being consumed as a regular drink, herbal tea is also commonly consumed as a drink that can improve health. Herbal tea can be a practical, healthy drink without disrupting daily routines (Sunyoto, 2018).

One plant that is still considered ordinary but has economic value that can be processed into products is the Moringa plant. Moringa plants, especially in the leaves, are very rich in nutrients, including calcium, iron, phosphorus, potassium, zinc, protein, vitamin A, vitamin B, vitamin C, vitamin D, vitamin E, vitamin K, folic acid, and biotin (Syarifah et al., 2015). The use of Moringa as a natural herbal medicine, already claimed by many cultures and communities based on real-life experiences, is now slowly being confirmed by science.

Many types of businesses can be developed, including herbal drinks. In 2016, CV. Atlantic opened pepper fields in Aceh. However, with the difficulty of getting suppliers to grow the pepper business, CV. Atlantic sees opportunities in other plants. In pepper cultivation, Moringa plants become plants on which pepper rests. Along with the development of herbal medicine and herbal supplements, Moringa has become one of the most popular plants in the

world today. Seeing the opportunity for moringa demand in the international and the national, in 2020 CV. Atlantic released the Ben Ali Moringa brand. CV. Atlantic, as the object of research, is a company engaged in herbal drinks and medicines. Ben Ali released several products, original moringa tea, ginger moringa tea, moringa leaf capsules, moringa seed capsules, authentic moringa coffee, and ginger moringa coffee. One of the products released by CV Atlantic is moringa herbal tea with original and red ginger variations. A healthy lifestyle is the daily life of today's society; many entrepreneurs and companies have started marketing herbal products, including herbal drinks, making companies must be able to compete and win existing competition. For this reason, in realizing the company's goals, it cannot be separated from the marketing strategy set in this case, namely the *segmentation*, *targeting*, and *positioning* strategy.

In running a business, the party or business actor certainly hopes that the business developed can run smoothly and compete with other companies. However, in achieving this, it will not be separated from obstacles and constraints. To find out the problems that occur, an interview was conducted with Mr. Teuku Muhammad Jumadil Ichsan as Deputy Director of CV. Atlantic. One of the things the company does to see business achievements is to create sales data every month. Based on the CV. Atlantic sales data, there were inconsistent product sales results in 2022. Companies that target products to sell as many as 500 boxes per month do not reach the desired target. Many factors explain the ups and downs of people's purchasing interest. For this reason, determining the marketing strategy is one of the crucial reasons that the company must carry out.

Despite being one of the critical factors, not many companies fail in marketing activities. *Segmentation*, *targeting*, and *positioning* activities are essential marketing strategies in a company, especially introducing products to the market. With this strategy, the company is expected to reach a more significant market segment and avoid fierce market competition. This strategy helps read market conditions and market flows.

RESEARCH METHODS

Research Location and Time

The research was conducted in December 2022 at CV Atlantic in Tanjung Ara Village, Tanah Jambo Aye District, North Aceh Regency.

Data Type and Source

This research is a qualitative study that interprets the data found in the field and is descriptive in explaining the object of the investigation. The data collected in this study consisted of primary data and secondary data. Preliminary data uses observation and interview methods. Secondary data was obtained from relevant agencies such as the Central Bureau of Statistics, books, journals, internet media, and mass media sources related to the research. Respondents of this research are vital informants who were selected using the purposive method.

Data Analysis

This research uses a descriptive approach qualitative method. It is used to describe the actual *segmentation*, *targeting*, and *positioning* strategies. Therefore, data analysis requires stages: data reduction, data presentation or *display*, and conclusion drawing.

RESULTS AND DISCUSSION

Application of Segmentation (Market Segmentation) in Ben Ali Moringa Leaf Herbal Tea

In terms of Segmentation or market segmentation, CV. Atlantic differentiates its segmentation based on the four segments above. The application of Ben Ali Moringa Moringa leaf tea segmentation has been carried out but is still not optimal, including:

1. Basics of Market Segmentation

a) Geographic Segmentation

In the application of geographic segmentation carried out by CV. Atlantic includes North Aceh, East Aceh, Aceh Tamiang, and Medan and will begin to spread to the Banda Aceh area as a future product distribution area. It can be concluded that location is one of the crucial goals or factors in running a business. The company can still reach the site chosen to market the company's products; this is also the basis for the company in choosing these locations. The company also provides services so that products can be delivered via delivery services to increase customer satisfaction. The company tries to enlarge and read the market segment through exhibitions and bazaars carried out around the island of Java, but this location has not become a prioritized market segment but only as a process to read future market segments.

b) Demographic Segmentation

In demographic segmentation, CV Atlantic divides consumers into different groups based on age, education, occupation, gender, and income. In this case, the intended period of consumers is relatively mature, with an age range of 28-42 years. Regarding the level of education, the company targets consumers with at least a senior high school (SMA) to undergraduate education. For gender, the company targets men with jobs as office people and students. For income level, CV. Atlantic chooses a segment with a medium economic level of Rp.4,000,000.00 - Rp.6,000,000.00 per month. In addition, these consumers were selected to be considered very potential because, at that age, consumers tend to a tendency to maintain a healthy lifestyle and are considered capable of buying products continuously or consistently. Herbal tea is consumed like tea drinks, brewed, and served as usual (Winarti, 2011 in Rijal, 2016). In demographic segmentation, companies should further expand the market segment in gender and age. Because this product is tea, it can be consumed in various circles with consumption that is not excessive. For this reason, this can be a consideration for companies to cover a more comprehensive demographic market segmentation.

c) Psychographic Segmentation

Next, there is also psychographic segmentation, which is more likely to relate to the psychological aspects of customers. Generally, implementation of this segmentation is quite complicated because companies must understand the tastes of target consumers in depth. When associated with the results in the field, the psychographic segmentation carried out by CV Atlantic has been carried out well. This is related to the company's segmentation intention for consumers who have a hobby of eating foods containing fat, have a hereditary history of the disease, are starting to care about health with a healthy lifestyle and follow trends. The products issued by the company have followed the current trend. In addition, with the case of drugs administered by BPOM, herbal products are increasingly in demand by the public. However, for the sustainability of the product life cycle, the company is advised to utilize surveys such as the distribution of questionnaires to find out the actual preferences of related consumers, such as lifestyle, hobbies, interests, and the like.

d) Behavioral Segmentation

Behavioral segmentation carried out by CV Atlantic includes consumers who are accustomed to and want to try drinking herbal drinks and are interested in living a healthy lifestyle. The company's goal in this segmentation is inappropriate because it focuses on habits or lifestyles. This shows more towards psychographic segmentation. Behavioral segmentation should focus on how consumers respond to the products marketed by the company. For example, consumers like or dislike the products issued. Behavioral segmentation groups buyers based on their attitude, knowledge, use, or reaction to a product. For this reason, the company's focus is not only on attitudes and knowledge base but must be based on the response or response and use of consumers to affect whether consumers will repurchase the product.

2. Impact of Segmentation on Product Marketing

According to Kotler (2008), market segmentation is very closely related to the volume of business sales, attracting consumers to make repeat purchases and not switching to other businesses that also offer similar products. This opinion provides clarity that market segmentation activities can create an increase in sales. With the determination of segmentation based on existing essential variables, companies can know exactly which segments have the potential to be targeted appropriately and purposefully, and company resources in the marketing sector can be used more effectively and efficiently. This is done so that the products marketed meet consumers' needs, desires, and interests, and potential consumers can receive information from the company. Determining the proper segmentation can also make it easier for companies to convey information so that the data obtained can be absorbed properly and correctly.

Application of Targeting (Target Market) in Ben Ali Moringa Leaf Herbal Tea

In determining the target market strategy, CV Atlantic uses a *concentrated marketing* strategy, which is a strategy that only focuses on marketing its products to one or several groups of buyers with the most potential. Companies try to provide the best products for their target market by targeting focus on specific groups. In addition, by implementing this strategy, the company is more cost-effective in production, distribution, and promotion because everything only focuses on one group. As for the target market of CV Atlantic, which only concentrates its marketing on the age group 28-42 years with middle economic income, such as office workers. *Single Segment Concentration* targeting pattern. The considerations made by the company are based on the availability of raw materials, the limited funds owned by the company, and the opportunities in the segment concerned are still considerable. Single Segment Concentration becomes the target market determination pattern because this product is created for consumers with specific criteria. However, the company only serving one segment can be a drawback. This is because the company will lose when the segment can no longer use the product. *After all*, it only has one market segment. So the scope of sales is limited.

Application of Positioning (Market Position) in Ben Ali Moringa Leaf Herbal Tea

Positioning is a brand image or image that exists or is formed in the minds of consumers towards the company. In other words, this positioning gives the impression that consumers always remember the product or company. It is also clarified that the positioning strategy seeks to position the brand in the eyes and minds of buyers and differentiate the product from

competitors (Cravens & Piercy, 2013). Usually, consumers interpret the position of a product or company based on the value contained in it. The value in question is not just the quality of the product but includes the attributes that exist in the development and whether it can meet the needs, desires, and expectations of consumers for products compared to other competing products. In conducting its positioning, CV Atlantic uses the attributes below:

1. Product Attributes

Positioning based on attributes is related to the personal value attached to the customer's mind. This positioning is done through brand style and tagline. The brand style is a name, term, sign, symbol, design, or a combination of these that characterize and distinguish products or services from a seller or group of sellers from competitors' products or services (Kotler, 2012). The brand style is carried out by CV. Atlantic highlights the figure of Teuku Ben Ali's struggle, which he struggled to build North Aceh in ancient times. Based on that, the company is interested in how to make people's lives healthier with Ben Ali Moringa Leaf Herbal Tea products. Meanwhile, the tagline reads "Healthy, Natural, and Blessed." However, this application has not enticed consumers to buy the product. This is because, physically or tangibly, how the company carries out the brand style is not visible. The company only puts the Teuku Ben Ali Figure logo on the packaging design without explaining. According to Gitosudarmo (2000), product design is a crucial attribute influencing consumers so that they are interested in buying it. In addition to the logo that is not explained, the tagline used to market the product is also not placed on the product packaging design. This is what makes buyers or consumers unable to absorb the company's positioning objectives.

2. Product Benefits

A product is certainly created with a particular purpose. Some similar products usually have the same function. Ben Ali Moringa Leaf Tea has the same benefits as other moringa leaf teas, which are rich in vitamins A, B1, B2, C, Calcium, and Protein, able to lower blood sugar levels, lower cholesterol, reduce diabetes levels, and other benefits.

3. Price and Quality

According to Kotler and Keller (2009), quality is the totality of features and characteristics of a product or service to satisfy consumer needs. Quality is the perceived benefit of a product by consumers or users. The higher the level of quality, the higher the customer satisfaction generated (Kotler and Keller, 2009). One of the advantages of Moringa Leaf Herbal Tea products is its mild and mild taste and economical price. Moringa Leaf Herbal Tea has two flavor variations, namely original and red ginger. The price offered for the actual variation is Rp. 20,000, and the red ginger variation is Rp. 30,000, each of which contains 24 pcs / box. It can be concluded that positioning is ultimately the company's primary goal because it must embed the product in the minds of consumers. If you want to position the product to be in the minds of consumers, the product must pay attention to quality and provide information that consumers easily accept. Taglines and unique flavors are one way to make products easy for consumers to remember. Moringa Leaf Tea was created with a mild and light taste, so it is delicious to drink even though it is herbal tea, and the price is still affordable. Affordable at an economical price means the target market with consumer income in the middle rate.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the research and discussion that has been analyzed, it can be concluded that the application of the segmentation, targeting, and positioning strategy at CV. Atlantic has not been maximized, in the segmentation aspect, namely in demographic and behavioral segmentation. In targeting, namely in the target market determination pattern and target market determination strategy. Meanwhile, positioning is on product attributes.

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