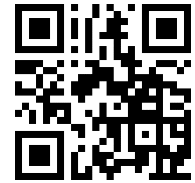


The Effect of Segmenting and Positioning in Developing a Marketing Strategy to Increase the Tourism Potential of Universitas Labuhanbatu



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ABSTRACT:Indonesia is a country that has many tourism potential if managed properly. The area of North Sumatra Province has a lot of tourism potential, both in the form of natural tourism, mountains, beaches, lakes, rivers and even cultural tourism. Mountain natural attractions such as; Berastagi and lake attractions such as Lake Toba. North Sumatra Province has 33 regencies. In this research, researchers used explanatory quantitative research methods in conducting analysis, the approach used was to carry out data collection techniques through observation and questionnaires. This research was carried out in the Labuan Batu Regency, North Sumatra. The population in this study is tourism potential managers in Labuan Batu district, with a sample of 15 respondents. The test was carried out by distributing questionnaires to local tourism managers, after which the results of the questionnaire were calculated using the SPSS application program so that segmenting and positioning variable results simultaneously influenced the preparation of marketing strategies to increase the district's tourism potential. stone harbor. However, partially the segmenting variable has no effect in preparing marketing strategies to increase the tourism potential in Labuhanbatu, in contrast to the positioning variable where partially or individually the positioning variable influences the preparation of a marketing strategy to increase the tourism potential in Labuhanbatu.

KEYWORDS: segmenting, positioning, and marketing strategy

I. INTRODUCTION

Indonesia's potential in tourism is supported by Indonesia's abundant natural wealth, diverse flora and fauna in every region. This includes the diversity of arts and culture that Indonesia has in each of its regions, which is what attracts both national and international tourists who visit other regions in Indonesia. Indonesia is a country that has enormous tourism potential if managed properly. Deputy Minister of Tourism and Creative Economy, Sapta Nirwandar, said the growth of the tourism industry in Indonesia in 2014 reached 9.39 percent higher than the previous year. This figure is above the national economic growth which reached 5.7 percent. The tourism sector ranks fifth, making a major contribution to state revenues.

According to Keegan, (2008) tourism is one sector that is considered in national scale development. This is done because the tourism sector is believed to be one of the mainstay sectors in increasing the country's foreign exchange. Tourism in Indonesia has been considered as one of the most important economic sectors. This sector is expected to become the number one foreign exchange earner. The development of the tourism industry, especially Indonesian tourism, is the answer to facing various economic problems in Indonesia. Economic difficulties caused by declining non-oil and gas exports, increasing imports and unequal economic development, are seen to be overcome by the existence of the tourism industry because this industry can create new jobs which of course will be able to provide great economic opportunities.

Tourism has many impacts and benefits, including in addition to generating foreign exchange and expanding employment, the tourism sector aims to preserve nature and develop national culture and strengthen the love for the motherland. When connected with regional development, the tourism sector will directly or indirectly affect regional development because the relationship between one region and another is established as a result of the development of tourism activities. Indonesia is an archipelagic country that has a variety of different tribes and customs, and has many natural resources in the form of beautiful

The Effect of Segmenting and Positioning in Developing a Marketing Strategy to Increase the Tourism Potential of Universitas Labuhanbatu

natural landscapes such as; cool mountains, warm beaches, blue seas, green tropical oceans, lakes, waterfalls and many other natural charms.

Usually the area that is used as a tourist destination is with a calm atmosphere, beautiful and comfortable scenery, very suitable as a place to rest. If a tourist object is damaged or not maintained, tourists will not come to that place because their needs are not met. Thus the maintenance of the tourist object environment is very important for the continuity of tourism development. development is a development activity, so it can be said that development is a development effort and development is marked by a change towards a better or higher level. One sector that is being promoted by the government in order to realize national development is the tourism sector, For this reason, the government is always increasing policy and developing tourism potential. North Sumatra Province as a part of national development and is one of 10 provinces of national tourist destination. This is because in this Province there is tourism potential which includes mountains, rivers, beaches, as well as the richness of animal and plant species that are characteristic of North Sumatra Province. The desired area as a tourist destination is a quiet area, beautiful scenery and safe for rest. If a tourist object is damaged and not fulfilled and its safety is not guaranteed, then this area is not a tourist destination. This is because in this Province there is tourism potential which includes mountains, rivers, beaches, as well as the rich species of animals and plants that are characteristic of North Sumatra Province. The desired area as a tourist destination is a quiet area, beautiful scenery and safe for rest. If a tourist object is damaged and not fulfilled and its safety is not guaranteed, then this area is not a tourist destination. This is because in this Province there is tourism potential which includes mountains, rivers, beaches, as well as the rich species of animals and plants that are characteristic of North Sumatra Province. The desired area as a tourist destination is a quiet area, beautiful scenery and safe for rest. If a tourist object is damaged and not fulfilled and its safety is not guaranteed, then this area is not a tourist destination.

The area of North Sumatra Province has a lot of tourism potential, both in the form of natural tourism, mountains, beaches, lakes, rivers and even cultural tourism. Mountain natural attractions such as; Berastagi and lake attractions such as Lake Toba. North Sumatra Province has 33 regencies. Each district has different tourism objects and tourism potential, such as in Asahan, Deli Serdang, Karo, Langkat, Labuhan Batu and others. Whether or not a tourist attraction is developing can be seen from the tourism potential, tourist facilities and infrastructure, efforts to develop tourist objects from the government, managers, visitors and the community. Therefore a marketing strategy is needed to introduce tourism potential to the community,

Quoted from (Mujahidin & Khoirianingrum, 2019) segmentation or segmenting is dividing a market into groups of buyers with different wants, characteristics, or behaviors. So segmenting can be said with too many and broad markets divided into several groups of buyers based on the desires, characteristics of buyers and also the behavior of the buyers themselves. Then from some of these groups, the company gets the target market or the intended buyer. From the division and target market that the company wants, the company can focus on serving the needs of consumers or buyers who are its target, so that the company can achieve the desired position. According to (Oscardo et al., 2021) Positioning is the act of designing a company's offer and image so that it occupies a distinctive position compared to competitors) in the minds of its target customers. Product positioning is determining the meaning of the product in the minds of consumers according to its characteristics or importance based on comparison with competing products. The purpose of positioning is to get the perception of the brand from each different target segment and to be more of an option than competing brands.

From the background that has been described above, the researcher wants to examine more deeply about "The Influence of Segmenting and Positioning in Compiling a Marketing Strategy to Increase the Tourism Potential of Kab. Stone Labyrinth"

II. LITERATURE REVIEWS

Marketing strategy is something that is very important and influences a business or business. So do not be surprised if every company performs various kinds of marketing strategies in order to increase sales volume. By increasing the sales volume, the company will also get the desired profit. The better the marketing strategy used by the company, the greater the opportunity for the company to expand market share. Marketing strategy, in other words, is an effort or way of marketing an item or service or product with special patterns and techniques that have been adapted to market analysis get higher yields.

According to (Fathurrochman et al., 2021) Marketing strategy is basically a comprehensive and integrated plan for the marketing of goods and services. In other words, a marketing strategy is a set of policy goals and objectives, as well as a set of rules that guide the marketing of goods and services. Marketing strategy is a managed plan in the field of marketing to achieve optimal results. it can be concluded that marketing strategy is a series of actions aimed at achieving goals and with an innovative and creative mindset to respond to developments that occur within the company and outside the company. which will have an

The Effect of Segmenting and Positioning in Developing a Marketing Strategy to Increase the Tourism Potential of Universitas Labuhanbatu

impact on the interests and future of the company itself Marketing strategy is very important to be applied in all areas related to business.

Quoted from (Mahardika, 2020) Marketing strategy has several functions including:

1) Increase Motivation to See the Future

Marketing strategy seeks to encourage corporate executives to think and see the future differently.

2) More Effective Marketing Coordination

Every company must have its own marketing strategy. This marketing strategy serves to guide the company's strategy so that a more efficient and targeted coordinating team will be formed.

3) Supervision of Marketing Activities

With a marketing strategy, the company will have performance achievement standards for its members. This will make it easier to monitor the activities of members in order to obtain high-quality and efficient work quality.

Quoted from Kartikasari, (2017) segmentation is dividing the market into consumers and producers who have different needs, characteristics or behavior and may require separate products or marketing mixes. Market segmentation helps a company or non-company to make something specific and meet the needs of some of the target market, so that the use of market segmentation for marketing strategy design.

Segmentation exists so that companies or non-companies will not be left behind when opportunities arise in the market related to consumer desires. Companies should carefully read market conditions so they can identify them from a demographic, geographical and psychographic perspective. Companies do what is called market segmentation, at least to determine the level of the market model that is, a group of people who have one or more characteristics in common. Market segmentation is a process of dividing a market into meaningful, relatively similar and identifiable segments or groups.

According to (Rosyida et al., 2020) The main objective of market segmentation is to place a product or brand in the minds of consumers so that the product or brand has a sustainable competitive advantage. A product is chosen by consumers because of the uniqueness or difference of the product

Quoted from (Karamoy, n.d.) *Positioning* is an image or image that is formed in the minds of consumers from a producer's name. Positioning concerns how a product, service or other is valued and seen in the eyes of consumers, and what can make consumers remember the product and be able to differentiate it from other products. Positioning is an important thing needed by a company, brand or product in order to compete with its competitors. Various ways are used by companies, brands or products in order to create the expected positioning in society. The way of communication used to create positioning is not arbitrary. Creating a positioning must be conceptualized carefully from formulating the message to be conveyed, who will convey it, to whom it will be conveyed,

Positioning not only building an image but also building consumer trust by embedding various information, identities about products in the minds of the company's consumers so that consumers always remember our products. Positioning is quite influential for the success of the manufacturer. Positioning, namely how the producer explains the position of the product to consumers. What is the difference between the product and competitors and what are the advantages. Positioning for companies can be used to research where competitors are and take action to put their companies in the same position as competitors or look for others. If the company is in almost the same position as its competitors, the company needs to make a selection and look for more detailed differences.

There are three objectives for companies to do Positioning. These three objectives include:

1. Placing and positioning the product in the market so that the product looks different and separates from competing brands.
2. Positioning the product so that it can convey some of the uniqueness of the product to customers.
3. Achieving the results expected by the company which includes meeting the needs of more specific market segments, limiting the possibility of sudden changes in sales, and to create customer confidence in the brands offered.

In addition, positioning has a very important role in the marketing strategy war, especially after the company has conducted market analysis and competitor analysis in an internal company analysis (Total Situation Analysis). Following are some of the benefits of Positioning in a marketing strategy, namely:

1. Companies can retain prospects who become battlegrounds in over-communications, product booms, media, and advertising.
2. The company is able to create a position that considers the strengths and weaknesses of the company itself.

The Effect of Segmenting and Positioning in Developing a Marketing Strategy to Increase the Tourism Potential of Universitas Labuhanbatu

3. The company is able to create a position that considers and takes advantage of opportunities from competitors' strengths and weaknesses.
4. Companies can make clever use of aspects that are in the minds of consumers and linking existing relationships.
5. Makes it easier to select information that has been stored.
6. Repositioning the minds of consumers has been formed.
7. Identify position gaps.
8. Companies can determine evaluation standards and create perceptual maps.

Positioning is a major factor in increasing the strength of a company's market position compared to its competitors in a particular market. Positioning is oriented to the mind or perception of consumers as an effort to find a gap in the minds of consumers. Thus, consumers have a special image of the product, brand, company. Positioning is done by prioritizing the point of view of consumers and competitors. When consumers begin to doubt the positioning of a product because it is not accompanied by sufficient evidence, it will make consumers distrust the company. Furthermore, consumers will look for products that are supported by strong evidence and also a promotion mix that is carried out consistently, of course from competing companies

III. METHODS

In this research, researchers used explanatory quantitative research methods in conducting the analysis, the approach used was to carry out data collection techniques through observation and questionnaires. According to (Sugiyono, 2017) Explanatory quantitative research is research that explains the position between the variables studied and the relationship between one variable and another through testing the hypotheses that have been formulated. This research was carried out in the Labuan Batu Regency, North Sumatra. The population in this study is tourism potential managers in Labuan Batu district, with a sample as much as 15 respondents. The test was carried out by distributing questionnaires to local tourism managers, after which the results of the questionnaire were calculated using the SPSS application program so as to obtain the desired results.

IV. RESULTS AND DISCUSSION

I. Hypothesis Test Results

The t test aims to determine whether the influence of each independent variable affects the dependent variable. Testing can be done by comparing the calculation results with the criteria if $t_{count} > t_{table}$ then it is said to be partially influential, in this study it is known that the t table is 1.77, the results of the t test can be seen in the table below:

Table 1. Hypothesis Testing

Coefficients ^a			
Model		t	Sig.
1	(Constant)	-.283	.781
	segmenting	-.181	.859
	positioning	2,495	.024
a. Dependent Variable: marketing strategy			

Based on the table, it can be seen that the segmenting variable shows a t-count value of -0.18, this value is smaller than t-table (1.77). and Sig (0.859) is greater than (0.05). so it can be concluded that the individual segmenting variables have no effect in preparing the marketing strategy to increase the tourism potential of the district. harbor stone, while the positioning variable shows a calculated t value of 2.49 this value is greater than t table (1.77). and Sig (0.24) is smaller than (0.05). so it can be concluded that the individual positioning variables have an effect in preparing the marketing strategy to increase the tourism potential of the district. stone harbor.

II. Discussion

Based on the results of the tests that have been carried out, it can be explained that the segmenting and positioning variables have a simultaneous effect on preparation of marketing strategy to increase the tourism potential of the district. stone harbor. But partially the segmenting variable has no effect in preparing the marketing strategy to increase the tourism potential of the district. harbor stone this is because the results of the calculation of the t value of -0.18 this value is smaller than the t table (1.77). and

The Effect of Segmenting and Positioning in Developing a Marketing Strategy to Increase the Tourism Potential of Universitas Labuhanbatu

Sig (0.859) is greater than (0.05), in contrast to the positioning variable where partially or individually the positioning variable has an effect in preparing the marketing strategy to increase the tourism potential of the district. harbor stone this is due to the results of the study it is known that the positioning variable shows a calculated t value of 2.49 this value is greater than t table (1.77). and Sig (0.24) is smaller than (0.05).

V. CONCLUSION

The purpose of this study is to determine the effect of segmenting and positioning in the preparation of marketing strategies to increase the tourism potential of the district. Stone labyrinth. The conclusions in this study are as follows:

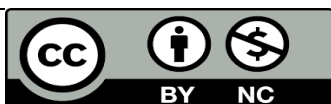
1. The results of the study show that the segmenting and positioning variables simultaneously influence the formulation of a marketing strategy to increase the tourism potential of the district. stone harbor.
2. Partially, the segmenting variable has no effect on the formulation of a marketing strategy to increase the tourism potential of the district. harbor stone this is because the results of the calculation of the t value of -0.18 this value is smaller than the t table (1.77). and Sig (0.859) is greater than (0.05)
3. Partially or individually, positioning variables have an influence on the preparation of marketing strategies to increase the tourism potential of the district. harbor stone this is due to the results of the study it is known that the positioning variable shows a calculated t value of 2.49 this value is greater than t table (1.77). and Sig (0.24) is smaller than (0.05).

VI. SUGGESTION

For Companies, Based on the conclusions above, local tourism managers can pay attention to factors that can affect the potential that exists in the district. Labuan Batu. So that later the manager can overcome these factors so that they can optimize the level of quality and benefits from local tourism. For future researchers, this research is useful for studying more references used by determining and adding variables in similar studies. It is expected to use a wider sample to maximize research results.

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