

**A META-ANALYSIS STUDY IN EXPLAINING THE ROLE OF SEGMENTATION,
TARGETING, AND POSITIONING STRATEGY ON SMEs IN LUWUK BANGGAI**
*Studi Meta-Analisis dalam Menjelaskan Peran Segmentasi, Targeting, dan Strategi
Positioning pada UKM di Luwuk Banggai*

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Abstract

This meta-analysis study delves into the significance of segmentation, targeting, and positioning, known as STP for improving the performance of small and medium enterprises in the culinary sector of Luwuk Banggai, Indonesia. The research synthesizes a wide range of existing literature to clarify how effective STP strategies can lead to a competitive edge and success in the marketplace for these culinary SMEs. Through meta-analysis study, this reveals that when culinary SMEs in Luwuk Banggai implement clear and well-defined STP strategy, they are better equipped to meet the needs and preferences of their customers. This alignment not only fosters customer satisfaction but also promotes business growth and long-term sustainability in a competitive market environment. In sum, the research underscores the critical role that strategic STP approaches play in enhancing the performance of culinary SMEs in Luwuk Banggai, specifically by focusing on STP strategy, businesses can secure a competitive advantage and achieve greater success in the culinary industry.

Keywords: segmentation, targeting, positioning, marketing, SMEs, meta-analysis

Abstrak

Studi meta-analisis ini menggali pentingnya segmentasi, penargetan, dan penentuan posisi, yang dikenal sebagai STP untuk meningkatkan kinerja usaha kecil dan menengah di sektor kuliner Luwuk Banggai, Indonesia. Penelitian ini menyintesis berbagai literatur yang ada untuk mengklarifikasi bagaimana strategi STP yang efektif dapat mengarah pada keunggulan kompetitif dan kesuksesan di pasar untuk UKM kuliner ini. Melalui studi meta-analisis, hal ini mengungkapkan bahwa ketika UKM kuliner di Luwuk Banggai menerapkan strategi STP yang jelas dan terdefinisi dengan baik, mereka lebih siap untuk memenuhi kebutuhan dan preferensi pelanggan mereka. Keselarasan ini tidak hanya menumbuhkan kepuasan pelanggan tetapi juga mendorong pertumbuhan bisnis dan keberlanjutan jangka panjang dalam lingkungan pasar yang kompetitif. Singkatnya, penelitian ini menggarisbawahi peran penting yang dimainkan oleh pendekatan STP strategis dalam meningkatkan kinerja UKM kuliner di Luwuk Banggai, khususnya dengan berfokus pada strategi STP, bisnis dapat mengamankan keunggulan kompetitif dan mencapai kesuksesan yang lebih besar di industri kuliner.

Kata kunci: segmentasi, targeting, positioning, pemasaran, UMKM, meta-analisis

1. INTRODUCTION

In the increasingly competitive culinary industry, particularly in regions such as Luwuk Banggai, small and medium enterprises (SMEs) face unique challenges that necessitate the implementation of effective marketing strategies to ensure their survival and growth. The dynamics of this industry demand that these businesses not only attract customers but also retain them in a market characterized by diverse consumer preferences and robust competition (Kotler, 2020; Kotler & Keller, 2012; Mustafa, 2023). To navigate this complex environment, SMEs must leverage Segmentation, Targeting, and Positioning



(STP) strategies, which are essential components of a successful marketing framework (Chen et al., 2021; Kotler, 2020; Lund, 2003; Mustafa et al., 2024). Segmentation involves identifying distinct groups within the broader market, allowing SMEs to understand varying customer needs and preferences. This understanding enables more tailored marketing efforts that resonate with specific demographic or psychographic segments. Targeting follows segmentation and involves selecting the most viable segments to focus on, ensuring that marketing resources are allocated efficiently to maximize impact (Mustafa et al., 2025; Kotler & Keller, 2012). By concentrating on selected target markets, culinary SMEs can create specialized offerings that cater directly to the desires of their chosen customer base (Amran et al., 2024). Positioning is the final element of the STP framework, focusing on how a brand differentiates itself in the minds of consumers relative to its competitors. Effective positioning helps SMEs articulate their unique selling propositions, enhancing brand recognition and loyalty. Furthermore, based on the discussion above, this study, therefore, aims to conduct a thorough analysis of the existing literature regarding STP practices among culinary SMEs in Luwuk Banggai. By synthesizing previous research, the study aims to illuminate the critical role that well-executed STP strategies play in achieving market success for these enterprises. Understanding these practices not only contributes to academic discourse but also offers practical insights for culinary SMEs striving to enhance their competitive edge in a challenging market landscape.

2. MATERIAL AND METHOD

Segmentation, Targeting, and Positioning

In the context of marketing, segmentation, targeting, and positioning (commonly referred to as STP) are fundamental concepts that serve as a roadmap for businesses aiming to connect effectively with their customers (Arnould et al., 2006; Tresnasari & Zulganef, 2023). Furthermore, segmentation means the process of dividing a broad market into smaller, more manageable sub-groups that share similar characteristics. These characteristics can be categorized into several dimensions: (a) demographics, such as age, gender, income, education level, and family size; (b) psychographics, such as the attitudes, values, lifestyles, and interests of consumers; and (c) behaviours, e.g. purchasing habits, brand loyalty, and usage rates. Targeting involves selecting one or more of the identified segments to focus marketing efforts on. By focusing on segments that are most likely to yield high returns, businesses can maximize their marketing impact and avoid spreading their efforts too thinly across a broader market. Positioning involves creating a distinct image and identity for a brand or product in the minds of the target audience. A well-positioned brand communicates its value proposition clearly and effectively, fostering trust and loyalty among consumers. In summary, segmentation, targeting, and positioning are interrelated processes that provide a strategic framework for businesses to connect with their customers. By carefully defining and executing these elements, SMEs can enhance their marketing effectiveness, achieve competitive advantage, and drive sustainable growth in their respective markets.

3. RESULTS AND ANALYSIS

Qualitative Analysis

This meta-analysis study aims to synthesise findings from a diverse range of academic articles that focus on the Segmentation, Targeting, and Positioning (STP) strategies employed by culinary small and medium enterprises (SMEs) in Luwuk Banggai. The methodology is designed to ensure a comprehensive understanding of the subject by systematically reviewing and analysing existing literature. As for the data collection, to initiate the meta-analysis, a thorough literature search was conducted using academic databases such as Google Scholar, JSTOR, and Scopus. The search focused on articles published in peer-reviewed journals, conference proceedings, and relevant case studies

that discuss STP strategies within the culinary context of SMEs in Luwuk Banggai. Keywords included “Segmentation,” “Targeting,” “Positioning,” “culinary SMEs,” and “Luwuk Banggai.” The inclusion criteria were established to filter studies that specifically addressed STP strategies and their implications for the culinary sector. As for the qualitative analysis, this study primarily emphasises qualitative research methodologies, which are essential for gaining insights into the nuanced applications of STP strategies. Qualitative data from the selected studies were reviewed to identify common themes, patterns, and variations in the implementation and outcomes of STP strategies among culinary SMEs. This approach allows for a deeper exploration of how these strategies are perceived and executed in practice, as well as their impact on business performance.

Data Interpretation

The findings from the meta-analysis will be interpreted through the lens of existing marketing theories and frameworks, allowing for a robust discussion of the implications for culinary SMEs. The synthesis will highlight best practices, challenges, and opportunities associated with STP strategies, providing valuable insights for practitioners and researchers alike. In summary, this meta-analysis methodology combines comprehensive data collection, qualitative analysis, and a structured meta-analytic approach to offer a rich understanding of STP strategies in the culinary SMEs of Luwuk Banggai. The insights gained from this study are expected to contribute significantly to both academic literature and practical applications in the field.

3. RESULTS AND ANALYSIS

STP in the Perspective of Luwuk Banggai SMEs

Some critical functions of STP strategy within this context are (1) its ability to uncover market opportunities; and (2) the enhancement of customer satisfaction; and (3) differentiation for unique selling proposition.

- **Market Opportunities**

By dividing the broader culinary market into specific segments based on shared characteristics, SMEs can identify unmet needs and niche markets that may not be adequately served by existing offerings. For instance, segmentation can reveal preferences for traditional cuisine, health-conscious options, or unique dining experiences.

- **The Enhancement of Customer Satisfaction**

By selecting specific segments to focus on, culinary SMEs in Luwuk Banggai can develop tailored offerings that resonate with the unique preferences and expectations of their target audience. For example, a restaurant that targets health-conscious consumers may create a menu that prioritizes organic ingredients and low-calorie options. When consumers feel that their needs are understood and met, they are more likely to return, recommend the business to others, and contribute to positive word-of-mouth marketing.

- **Differentiation**

The third critical function is to differentiate SMEs uniqueness in a competitive market. In a locale like Luwuk Banggai, where numerous culinary options may offer similar products, establishing a unique selling proposition becomes paramount. Positioning strategies help SMEs articulate what makes their offerings distinct—be it through unique flavours, exceptional service, or a commitment to sustainability. By clearly communicating these differentiators, culinary SMEs can create a compelling brand identity that resonates with their target segments. This differentiation not only helps attract new customers but also fosters loyalty among existing ones, as consumers are more likely to choose a brand that stands out in their minds. In sum, the application of STP strategies is vital for culinary SMEs in Luwuk Banggai to identify market opportunities, enhance customer satisfaction,

and differentiate themselves from competitors. By leveraging these strategies, businesses can navigate the complexities of the culinary industry, ensuring sustainable growth and success in a competitive landscape.

Segmentation Strategies

Successful culinary SMEs in Luwuk Banggai utilise various segmentation strategies, which are: (a) Demographic Segmentation: Many businesses focus on demographic factors such as age, gender, and income level to tailor their offerings. For instance, some establishments cater specifically to younger audiences with trendy food options; and (2) Psychographic Segmentation: Understanding consumer lifestyles, values, and dining preferences allows culinary SMEs to create unique experiences that resonate with target audiences.

Targeting Strategies

Effective targeting strategies identified in the analysis include: (a) Concentrated Targeting: Some SMEs focus on niche markets, such as health-conscious consumers or specific ethnic cuisines, allowing for deeper market penetration; and (b) Differentiated Targeting: Other SMEs adopt a differentiated approach, offering a variety of menus to appeal to a broader audience while maintaining specific unique offerings.

Positioning Strategies

This study highlights several positioning strategies employed by culinary SMEs in Luwuk Banggai, namely: (a) Quality Positioning: Many SMEs emphasize high-quality ingredients and culinary expertise to position themselves as premium dining options; and (b) Cultural Positioning: Leveraging local culinary traditions and cultural heritage helps SMEs create a strong emotional connection with customers, enhancing brand loyalty.

Challenges in Implementing STP Strategies

While the benefits of STP strategies are evident, challenges persist, which are: (a) Limited Resources: Many culinary SMEs operate with constrained budgets, making it challenging to conduct thorough market research and implement effective marketing strategies; and (b) Dynamic Consumer Preferences: Rapidly changing consumer tastes require SMEs to be agile and adaptable in their marketing approaches.

4. CONCLUSION

This meta-analysis study underscores the critical role of segmentation, targeting, and positioning strategies in enhancing the performance of culinary SMEs in Luwuk Banggai. By effectively implementing STP strategies, these enterprises can better meet customer needs, differentiate themselves from competitors, and drive growth. Future research should focus on developing practical frameworks and tools to assist culinary SMEs in Luwuk Banggai in executing effective STP strategies, thereby maximizing their market potential.

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