

ANALYSIS OF DIGITAL MARKETING COMMUNICATION STRATEGY BASED ON STP (SEGMENTING, TARGETING, POSITIONING) AT PT ASTRA HONDA MOTOR

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ABSTRAK

PT Astra Honda Motor (AHM) menjadi salah satu perusahaan yang melakukan strategi pemasaran komunikasi secara digital untuk dapat menjangkau pelanggan lebih luas. Penelitian ini menggunakan akan menganalisis *segmentasi*, *targeting*, dan *positioning* yang dilakukan oleh PT Astra Honda Motor (AHM) dalam komunikasi pemasaran digital. Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran digital pada PT Astra Honda Motor (AHM). Metode penelitian yang digunakan yaitu kualitatif dengan pendekatan analisis studi kasus. Penelitian ini juga menggunakan teknik pengumpulan data berupa observasi, studi kepustakaan dan dokumen sehingga hasil penelitian yang didapatkan akan relevan. Hasil penelitian ini yaitu PT Astra Honda Motor (AHM) melakukan strategi komunikasi pemasaran digital melalui STP (*Segmenting, Targeting dan Positioning*) yang memiliki peran besar dalam melakukan sasaran dan memperluas jangkauan konsumennya. Kami menemukan segmentasi PT Astra Honda Motor (AHM) adalah generasi muda yang memiliki kreativitas tinggi dengan rentan usia 20-24 tahun dan pengguna aktif media sosial, hal ini tergantung kebutuhan produk. Sasarannya adalah generasi muda yang aktif bermain media sosial. *Positioning* tersebut dengan menciptakan image produk di benak konsumen seperti iklan yang diberi slogan 'One Heart'.

Kata kunci

komunikasi pemasaran, pemasaran digital, PT Astra Honda Motor (AHM), strategi komunikasi,

ABSTRACT

PT Astra Honda Motor (AHM) is one of the companies implementing a digital marketing communication strategy to be able to reach a wider range of customers. This research uses segmentation, targeting, and positioning carried out by PT Astra Honda Motor (AHM) in digital marketing communications. This study aims to analyze digital marketing communication strategies at PT Astra Honda Motor (AHM). The research method used is qualitative with a case study analysis approach. This study also uses data collection techniques in the form of observation, literature and document studies so that the research results obtained will be relevant. The results of this study are PT Astra Honda Motor (AHM) carry out a digital marketing communication strategy through STP (Segmenting, Targeting and Positioning) which has a major role in targeting and expanding the reach of its consumers. We found PT Astra Honda Motor (AHM) segmenting is young people who have high creativity with a vulnerable age of 20-24 years and active users of social media, this depends on the product needs. The target is young people who actively play social media. The positioning is by creating a product image in the minds of consumers such as an advertisement given with the slogan 'One Heart'

Keywords

communication strategy, marketing communications, digital marketing, PT Astra Honda Motor (AHM)

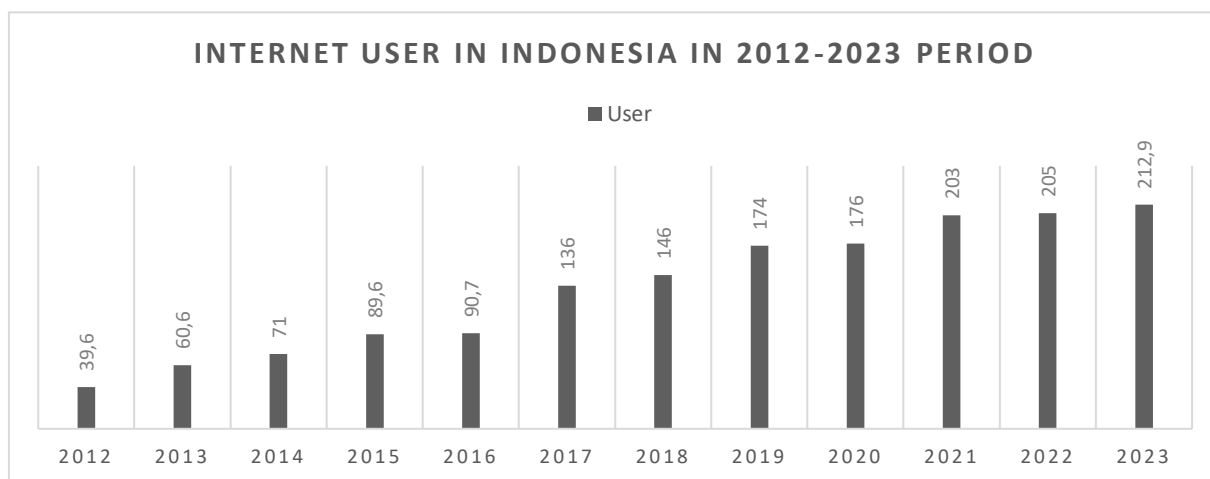
Introduction

The development of communication occurs very quickly and rapidly so that every individual in it must be able to control and adapt to the surrounding environment. The fast flow of communication will certainly affect social life in society and will also affect relationships with fellow human beings. One of the communications that runs quickly and affects social life is marketing communications. Marketing communication becomes activities and activities related to humans and will try to spread, influence, persuade to increase target segmentation in its goals. Marketing communication is one of the attractions to introduce the products or goods offered in order to benefit from the business being carried out. According to Morris (2015) marketing communication is one of the interactions in which there is an exchange of information, inviting explanations and negotiations (Morris, 2015). Marketing communication is certainly one of the activities carried out by various companies to expand their business reach. PT Astra Honda Motor (AHM) is a company engaged in the manufacture of motorcycles. AHM is one of the companies that has been implementing marketing communications in its corporate activities for a long time. Marketing communications carried out by PT Astra Honda Motor (AHM) are not only interactions in the form of buying and selling, but participating in decision making for all parties in order to achieve common interests. Marketing communications carried out not only provide information, but also provide explanations, persuade and remind consumers directly or indirectly about the products provided.

It is known that marketing communications carried out by PT Astra Honda Motor (AHM) have played a major role in the success of the company. This is because without communication, consumers or the public will not know about the products being marketed. This is similar to what has been done by AHM in that they do not only use door-to-door marketing communications, but also take advantage of digital technology to open up opportunities and maintain communication with consumers. The digital technology used by PT Astra Honda Motor (AHM) is in the form of digital marketing communications. Digital marketing communication is a strategy as well as steps that can be used to increase sales today. It is undeniable that digital marketing communications are flexible and dynamic, because they can maintain communication even though they don't meet in person. This is according to what AHM's Marketing Director, Thomas Wijaya, said that digital platforms are an option for maintaining communication with consumers. This is a strategy for them to maintain communication with consumers. It is known that PT Astra Honda Motor (AHM) uses websites and social media as a means of digital marketing communication (Muhammad Rizqi Pradana, 2020). PT Astra Honda Motor (AHM) provides several digital platforms such as websites and social media to be able to carry out product promotions and also socialize with consumers. PT Astra Honda Motor (AHM) realizes that digital platforms have great potential to reach and get new consumers, especially for those who live in big cities, especially young people. These consumers are highly digitally savvy; therefore, an approach using digital platforms is highly necessary.

The development of this digital platform is one of the references for PT Astra Honda Motor (AHM) to be able to find and get new potential customers easily. This is in accordance with the development of internet users in Indonesia which is increasing every year. Based on data obtained from Monavia Ayu (2023) that the number of internet users in Indonesia has increased to 212.9 million users in January 2023. This means that around 77% of the population in Indonesia have used the internet.(Monavia Ayu Rizaty, 2023). The following is a graph of the number of internet users in Indonesia from 2012 – 2023:

Figure 1. Number of Internet Users in Indonesia in 2012-2023



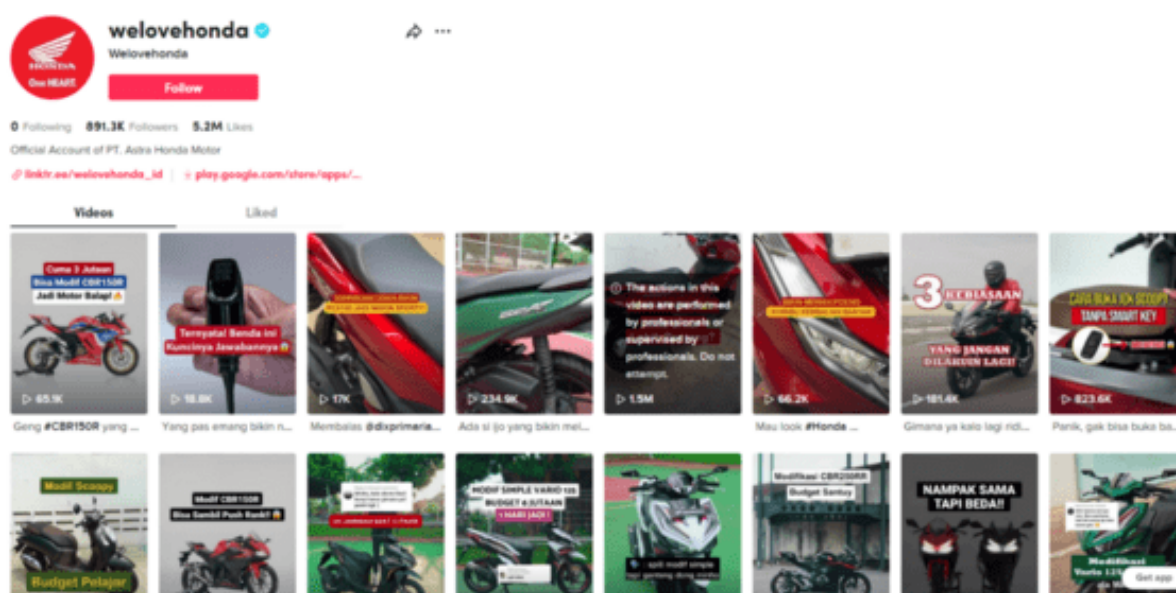
Source: Monavia Ayu, 2023

Based on the data above, internet users in Indonesia increased by 3.85% from the previous year. This increase is in line with the use of mobile phones in Indonesia which reached 98.3%. With an increase in internet users in Indonesia, digital marketing communications has become one of the potential market platforms for PT Astra Honda Motor (AHM) to be able to reach new consumers. In addition, the increase in internet usage is also supported by the Government of Indonesia in the Ministry of Communication and Informatics (Kemkominfo) by building telecommunications in Indonesia which focuses on 3T, namely the outermost, remote and hidden areas.(Doni, 2023). Thus, digital marketing communications in Indonesia will expand and spread to remote parts of the country with the transformation and support from the Indonesian government. With digital communication marketing that is increasingly widespread, it will certainly make it easier for every company to introduce their products. This is in line with data from OTO Rider (2020) that consumers who know the latest product information from Astra come from digital platforms, namely social media. This digital marketing communication has increased significantly so that PT Astra Honda Motor (AHM) can see the opportunities that can be obtained from this segmentation. The research conducted by Anisa Suciani said that digital marketing trends have an influence on public consumption(Anisa Suciani, 2022). This can be seen from the influence of digital platforms, namely social media, on the interest in buying PT Astra Honda Motor (AHM) products. That way, it can be ascertained through digital marketing communications to be one of the success factors for companies in reaching consumers

digitally. Another study was conducted by Jendry Dwi Rezaldi (2022) that the use of digital marketing communications has benefits for marketing in the automotive sector (Jendry, 2022). This is proven by social media being a good place to provide information to the public easily. In addition, the costs incurred in digital marketing communications tend to be lower so that other expenses or budgets can be minimized. The use of this digital platform can also easily measure visitors or engagement with the site or social media used. This has made PT Astra Honda Motor (AHM) pay attention and focus on digital marketing communications.

It is known, PT Astra Honda Motor (AHM) has several digital platforms to carry out its digital marketing communications. This can be seen on several digital platforms such as Facebook, Instagram, TikTok, YouTube, Twitter, and the Website. These media have different goals and content according to the goals and targets of their marketing communications. Each of these platforms is unique and offers unique engagement and experiences to its audiences. At this time, marketing communications have changed and prioritized interaction between companies and consumers. It is hoped that the interactions that have taken place will continue and will make the relationship even closer between the two parties. This digital marketing certainly prioritizes action and is also more accountable so that both parties play an important role in each other.

Figure 2. Official TikTok PT Astra Honda Motor (AHM)



Source: TikTok.com

As a major media in Indonesia, TikTok is a place to provide information and communication in the form of videos to its users. PT Astra Honda Motor (AHM) uses TikTok as a place to connect with its consumers and also a place to reach a wider target market. The communication used in the PT Astra Honda Motor (AHM) TikTok is in the form of marketing communication in the form of informative tips, tricks, modifications and even promos. This makes digital marketing communications very suitable if PT Astra Honda Motor (AHM) targets young people for its marketing communications. Based on

the PT Astra Honda Motor (AHM) TikTok account, the content provided varies from students, workers to racers. PT Astra Honda Motor (AHM) has been able to use digital platforms as a place to transfer values between companies and consumers. This strategy is used by AHM to distribute content creation that has value, is relevant and also consistent so that it can attract its users. Of course, social media is one of the strategies for AHM to maintain relationships with consumers.

Digital marketing communications carried out by PT Astra Honda Motor (AHM) have been carried out since 2020. When the COVID-19 pandemic changed people's behavior and habits which made many activities carried out online or via the internet. This is used by PT Astra Honda Motor (AHM) to improve a number of digital activities including marketing communications including several programs carried out by AHM in digital marketing communications through social media and websites in the form of product introductions, programs, aftersales and other services.(Brian, 2020). In addition to reaching a wider audience of consumers, digital marketing communications by AHM are also to implement the Internet of Things (IoT) as stated by the Director of PT Astra Honda Motor (AHM) David Budiono in What's Next for Digital Transformation in Manufacturing Industry 4.0. Based on this information, PT Astra Honda Motor (AHM) needs to carry out a synergistic marketing communication strategy in order to compete with other companies. The marketing communication strategy is of course not only a tactic, but as an indicator of the company's success. PT Astra Honda Motor (AHM) needs to pay attention to market segmentation, market targeting and intended consumers and be able to position its consumers so that consumers want to buy the products sold by the company.

Based on previous research conducted by Rafi Abdu (2018), digital marketing carried out by PT AHM has an influence on sales. This is because in carrying out digital marketing PT AHM also informs consumers directly online when the company releases its newest products so that consumers do not miss out on information about its newest products. In this research, we see that there is an influence of 15.1% in the digital marketing communication process carried out by PT AHM so communication in digital marketing needs to be improved to get higher sales again. Apart from that, research conducted by Benny et. Al (2023) that PT AHM carries out digital marketing by innovating and focusing more on management operations at PT AHM. This is because PT AHM has to increase marketing again after the COVID-19 pandemic. The conditions of the COVID-19 pandemic in 2020, certainly had an impact on sales made by PT AHM, so PT AHM innovated by using digital marketing as one of its strategies. Based on the research above, there are differences with the research that will be carried out by researchers. In this research, explaining digital marketing communication strategies will use the STP concept as the main basis for explaining the problems that occur. Previous research conducted by Rafi Abdu (2018) only used the digital marketing concept as the research concept carried out so that the research that will be carried out will explain in detail the STP or business goal process carried out by PT AHM. Then, in research conducted by Benny et. al., (2023) used the concept of customer relationship management so that previous research and the research to be conducted have different concepts used. To the best of our knowledge Using the STP concept is new research that

has never been carried out by other researchers so this is the main basis and the importance of this research needs to be carried out.

According to Kalam et al., (2020) STP is an important concept in marketing that helps companies identify their target markets, understand customer needs and preferences, and develop effective marketing strategies. Segmenting, involves dividing a larger market into smaller segments based on similar characteristics, needs, or behavior. The goal is to identify groups of potential customers who have similar characteristics so that companies can better tailor products, marketing messages, and strategies to each of these segments. Targeting, after segmenting, the company must choose the market segment that is most attractive and has high potential for success. This is called the targeting process. The company will consider factors such as segment size, growth potential, profits that can be generated, and the company's ability to meet the needs of the segment. Selecting this segment will be the main focus of the company's marketing efforts. Positioning, after identifying target segments, companies must develop a positioning strategy for their products or services. Positioning is about the way companies position themselves in the eyes of customers in selected segments. This involves developing marketing messages that emphasize the superiority of a company's products or services, its added value, or its unique attributes that differentiate the company from competitors in the same market. The goal of positioning is to make customers see the company's product or service as the solution that best suits their needs in that segment.

According to Veleva (2020) Digital Marketing is a marketing practice that uses digital media and online channels to communicate with potential or existing customers. It involves various digital marketing techniques such as SEO (Search Engine Optimization), SEM (Search Engine Marketing), social media, email marketing, digital content, and others. The aim of digital marketing is to promote products, services or brands through digital channels such as websites, social media, email, search engines, online advertising, and others to increase brand awareness, conversions etc. Referring to the theory explained by Smith (1993) that in determining the digital marketing strategy communication must be based on STP (Segmenting, Targeting, Positioning) (Baxter & Smith, 1993). This is to explain the needs of consumers in detail. This can be implemented in various markets both on a B2C (Business-to-Customer) and B2B (Business-to-Business) basis. Based on the marketing communications in this STP, various activities such as segmenting will be carried out by dividing a different market group to look for characteristics and behavior in each group covering geographical, demographic to psychographic. Targeting is done to be able to sort and determine according to the market segments that have been identified previously. This is done so that the target market will be in accordance with the target and also the marketing communication process in accordance with this segmentation. Then, positioning becomes one of the processes for product placement in accordance with the characteristics and goals of the target market. It is intended that the results of the analysis that have been determined are appropriate and on target. That way, companies can easily target and determine sales to their target market.

The urgency of this research is to analyze the digital marketing communication strategy carried out by PT Astra Jonda Motor (AHM) in determining segmentation,

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targeting, and positioning (STP) in marketing its products. This is important to do because when selling digitally, analysis must be carried out to reach each segmentation so that in order to achieve good sales, the right STP must be carried out. Thus, the purpose of this research is to analyze the digital communication marketing strategy carried out by PT Astra Honda Motor (AHM) using STP (Segmenting, Targeting, Positioning). The use of the STP concept is considered capable of determining strategies for PT Astra Honda Motor (AHM), especially in digital marketing communications. This digital marketing communication strategy is very interesting to study further, considering that digital marketing communications will always develop and change according to the times. This research does not only analyze digital marketing communication strategies by PT Astra Honda Motor (AHM) but also provides predictions and future opportunities in digital marketing communications.

Method

This research uses qualitative research methods with a descriptive-analytic research type. This research uses observations on social media by directly observing digital marketing activities carried out by PT AHM. PT AHM carries out digital marketing on various platforms such as Instagram, TikTok, Website, and others. The author carried out an in-depth analysis to find out the digital marketing strategy and STP carried out by PT AHM. Therefore, this research will explain as well as analyze based on the results of observation and documentation (Milles and Huberman, 2021). The focus of this research is focused on an overview of the digital marketing communication strategy carried out by PT Astra Honda Motor. In determining the strategy used in this study methods such as segmentation, targeting, and positioning in determining the marketing communication strategy carried out. The data sources used in this research used primary data sources and secondary data sources. Where this research uses primary data sources by collecting data directly through observation on social media to see direct activities in digital marketing. Primary data sources are used to analyze PT AHM's activities carefully and in detail to be able to identify STPs correctly. Apart from that, this research uses secondary data sources by collecting data from articles, news, journals and other research to support the statements in this research. This study used data sources from several references such as library research which was carried out by collecting data from literature, previous research as well as theories and concepts as research material. The data analysis carried out in this study is in accordance with what was explained by Milles and Huberman (2021) in a qualitative descriptive analysis technique, namely by collecting data, data reduction, presenting data, and drawing conclusions or verification.

Results And Discussion

The digital marketing communication strategy carried out by PT Astra Honda Motor (AHM) will be analyzed using the STP communication pattern model (segmenting, targeting, positing) in the digital marketing communication strategy carried out. The STP communication pattern is used to understand consumer behavior in order to determine the right target and target market. This STP communication pattern is used to learn who uses the product, how and why the product is used so that the STP communication pattern will understand each consumer's characteristics and needs.

Segmenting

Segmentation is a market determination that is carried out early or for the first time before carrying out market execution. Segmentation is the process of dividing a market into several groups of buyers according to their characteristics, behavior, and needs (Kotler, 2011). This makes segmentation a process for sorting components according to consumer needs. This segmentation is very important so that companies can make adjustments to services and consumer needs so that the planned targets are achieved. The segmentation process in digital marketing communications has several parts, such as geographical location, demographics, psychographics to behavior. This makes segmentation the main source of the company's success in achieving its target market. According to (T Chandra, 2008) Market segmentation has the following objectives: 1) To make it easier for companies to adapt to market needs; 2) To facilitate in analyzing the market; 3) To make it easier to find opportunities in the market; 4) To know market needs and compete competitively; 5) To determine market communication strategy effectively and efficiently.

Based on the 5 (five) objectives of this segmentation, it can be seen that market segmentation is one of the main things before determining the target market efficiently. This segmentation can be a basis for companies to make it easier to find opportunities and even see competing with competitors. It is proven that this segmentation provides an understanding effectively according to the needs, characteristics, and behavior of consumers. Based on this segmentation, it can be seen that PT Astra Honda Motor (AHM) performs market segmentation according to the needs and characteristics of its consumers. Based on data obtained from the Press Release of PT Astra Honda Motor on April 18, 2021, PT Astra Honda Motor (AHM) invites students throughout Indonesia to participate in the AHM Best Student 2021 program (ASTRA Honda Motor, 2021). This is one of the market segments carried out by AHM to target young people. PT Astra Honda Motor (AHM) focuses on young people or the younger generation because they are considered to have high creativity, productivity, and commitment to create innovation in their activities. In doing digital marketing in this segmenting process, of course, it must be based on the needs of the product it is doing. This is because the segmentation process determines future strategic steps. If the segmentation is not carried out correctly, it will ensure that the digital marketing process carried out is not appropriate and will affect business sales.

This program has been running since 2002 and has become one of the programs of the Indonesian government. This program is in line with the ideas of the Education & Culture Program, the Environmental & Health Concern Program, the Economic Empowerment Program (UKM), and Technology Innovation. Thus, from this segmentation process, PT Astra Honda Motor (AHM) has attempted to aim at targeting the younger generation segmentation. This was also explained by Ahmad Muhibbudin as the General Manager of Corporate Communication that organizing these events and activities can increase the level of creativity among young people (ASTRA Honda Motor, 2021). This segmentation is carried out as a form of market analysis by PT Astra Honda Motor (AHM). In addition, PT Astra Honda Motor (AHM) also pays special attention to young people with the aim of carrying out a market communication strategy, especially now that the use of social media has become one of the big roles played by PT Astra

Honda Motor (AHM) to target young people. . This can be seen from the increasingly active and growing social media of PT Astra Honda Motor (AHM). Distribution of fresh and up-to-date content has created market segmentation by PT Astra Honda Motor (AHM) to make young people the main target. This does not rule out the possibility of influencing purchasing decisions in market segmentation (Yoannes & Budiarmo, 2017). This is in accordance with internet users in Indonesia of 80 percent dominated by young people aged 20-24 years (Bintoro, 2016). Thus, based on this data, PT Astra Honda Motor (AHM) has a market segmentation dominated by young people who are in accordance with the target market, especially students, students or those who are just working.

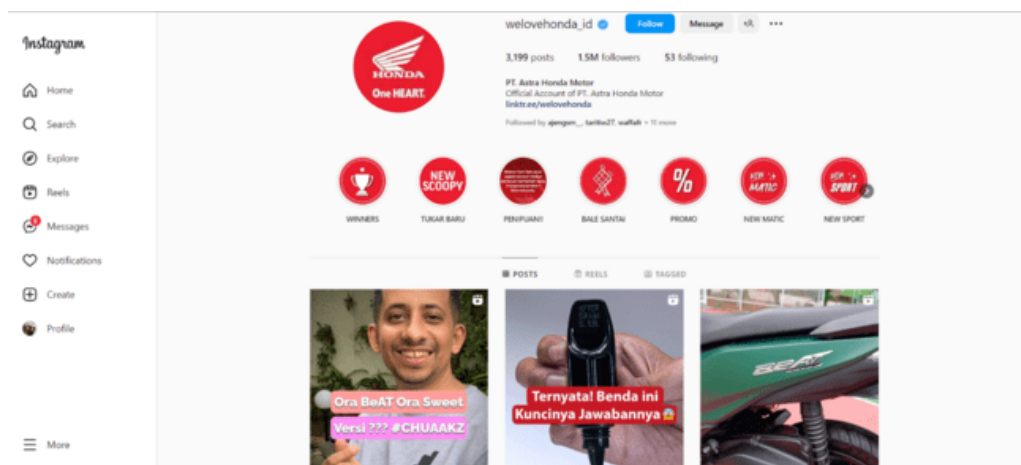
Targeting

After doing market segmentation. The next step is to do market targeting to be able to determine more specific segments to be able to attract the most potential consumers. According to Kotler & Armstrong (2008) the target market is a group of consumers who have the same characteristics and can be used as promotional goals for the company. (Philip. KOTLER et al., 2008). In line with this definition, according to Tjipto & Chandra (2008) the target market is a more specific evaluation process to select several segments that are most in demand and attract larger consumers. (T Chandra, 2008). This makes targeting one of the evaluation processes for companies to be able to determine the right market segment and in accordance with the company's interests. Targeting is also carried out to be able to enter the intended target area so that this process will be successful for the company. Determining this target market can be done in various ways as described by (T Chandra, 2008) that there are at least 2 (two) patterns in determining targeting including the following: 1) Segment differentiation. A target market that separates each market segment so that the company has several products tailored to the needs of each segment; 2) Segment undifferentiation. Target market that does not differentiate market segments so that all target markets are carried out together or as a whole.

Based on the targeting carried out by PT Astra Honda Motor (AHM) in digital marketing communications, namely young people who are in accordance with the market segmentation discussed earlier. This makes PT Astra Honda Motor (AHM) focus on segment differentiation where PT Astra Honda Motor (AHM) separates each market segment it wants to target. This targeting is one of the steps to focus on the marketing communications strategy for PT Astra Honda Motor (AHM). This is in accordance with the latest data on 01 February 2023 that PT Astra Honda Motor (AHM) issued the New Honda BeAT motorbike which targets young people who are energetic according to the design and type of motorbike that are sporty and dynamic. Honda motorcycles are one of the targets of young people. This motorbike was first launched in 2008 and this motorbike has stolen the attention of young people. PT Astra Honda Motor (AHM) continues to innovate its products to become one of the favorite motorbikes for young people and to be able to support their mobility. Through this dynamic appearance, it is hoped that consumers will be able to be provided with comfort and safety that supports their daily activities (ASTRA Honda Motor, 2023). The target market carried out by PT Astra Honda Motor (AHM) is certainly in accordance with market needs and research. The following is research on digital marketing communication strategies from PT Astra Honda Motor (AHM) Instagram media:

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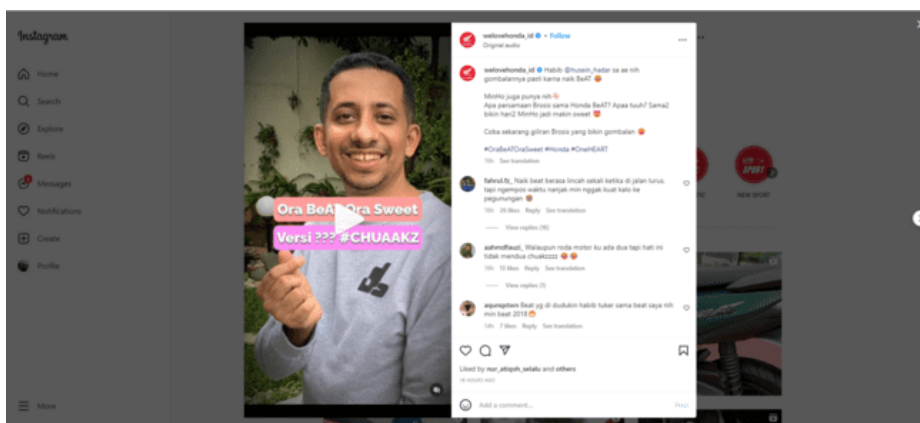
Figure 3. Official Instagram PT Astra Honda Motor (AHM)



Source: Instagram @welovehonda_id

Based on Instagram @welovehonda_id, it can be seen from the content and information provided that the content is fresh and up-to-date and suitable for the younger generation. One of the newest contents above is 'Ora Beat Ora Sweet Version ??? #CHUAAKZ' is one of the very viral contents and has a fresh and interesting sensation for young people. This is in accordance with the above information that the market segmentation of the Honda BeAT is young people with a vulnerable age of 20-24 years who are synonymous with energetic and dynamic activities. This strategy can increase engagement on the AHM TikTok social media account (Intan Puspita Arum, 2019). Of course, the marketing communication strategy in this segmentation is in line with the goals of PT Astra Honda Motor (AHM) itself. In addition, AHM also conducts various advertisements that are able to provide awareness and engagement to its target audience (Winasputra, 2022). The use of digital marketing communication strategies is also in accordance with the market segmentation targeted by PT Astra Honda Motor (AHM). This can be seen from the content provided and very creative for young people to enjoy. The following is a digital marketing communication strategy from PT Astra Honda Motor (AHM) from the Instagram page as follows:

Figure 4. Content Distribution PT Astra Honda Motor (AHM) on Instagram



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Source: Instagram @welovehonda_id

Based on the information from the picture above, this digital marketing communication strategy is in line with the targets of PT Astra Honda Motor (AHM), namely young people. This can be seen from the interactions that exist in the content. The targeting carried out by PT Astra Honda Motor (AHM) is a successful digital marketing communication strategy because the content provided has meaning and is in accordance with the preferences of young people. In addition, the use of copywriting in the content also adjusts to their goals so that this has great potential in carrying out its goals. This digital marketing communication strategy is certainly very effective considering that social media users in Indonesia are young and have high intensity in using social media. Therefore, the strategy carried out by PT Astra Honda Motor (AHM) has the right target and is successful. Targeting carried out by PT Astra Honda Motor (AHM) for young people is in accordance with their market segmentation in certain products. In carrying out the targeting process, of course PT AHM must think that in determining customer targeting it must be adjusted to their preferences in life and their needs. This targeting is important considering that each product has its own needs and interests. By setting the appropriate targeting will be able to increase product sales.

Positioning

Positioning is an important process in carrying out a marketing communication strategy. This is because positioning determines the steps to in still a product's image to consumers. According to (T Chandra, 2008) positioning is the process of a product, the brand is perceived relatively and contextually by consumers. It can be said that positioning is a step that can be taken by companies to provide a product description to consumers in each segment. Positioning will provide or still awareness and image of the product to consumers in each segment (Alberta et al., 2021). Thus, positioning becomes one of the processes carried out by companies to consumers so that consumers remember and even buy products according to the image formed. Positioning provides evidence that the marketing communications strategy provides a good understanding of each market segment. Positioning has a different escalation in each segment. Positioning must be done carefully so that the intended product has benefits and meets their needs. According to Kotler (2006), positioning has 7 (seven) forms including the following: 1) By Attributes; 2) Based on Benefits; 3) Based on Implementation and Use; 4) Based on Usage; 5) By Competitor; 6) By Product Category; 7) Based on Price.

Of the 7 (seven) forms of positioning, of course, the company must take advantage of the results of the right segmentation and targeting. Based on the results of the segmenting and targeting above, the target for PT Astra Honda Motor (AHM) is young people aged 20-24 years, which means students, university students, or fresh graduates. The results of this segmenting and targeting provide a significant explanation that from this positioning, young people will consider usability based on application and use, usage, and price. (Syafii & Budiyanto, 2022). It is undeniable that these three aspects are aspects that are also considered by young people to buy a product. This is in accordance

with the campaign conducted by PT Astra Honda Motor (AHM), namely #GenerationCariAman which makes evidence that motorcycle vehicle users must adjust to compliance with all aspects, both aspects of security, traffic compliance, and compliance in paying vehicle taxes. This means buying a product or item must be adjusted to your needs. Based on data from ANTARA News, PT Astra Honda Motor (AHM) is targeting the urban youth segment in Indonesia, because PT Astra Honda Motor (AHM) sees the attractiveness of young people in urban areas as having great potential for AHM. According to Johannes Loman, the executive representative at PT Astra Honda Motor (AHM) said that PT Astra Honda Motor (AHM) managed to sell around 40 percent of the Honda BeAT from the total sales of motorcycles (Arianto Accounting et al., 2021). This proves that the youth market segment is a big segment and target for AHM. In 2018, sales of Honda Beat reached 21,000 units, making this a pretty good segment for PT Astra Honda Motor (AHM) (Risbiani Fardaniah, 2016). In 2022, sales of the Honda BeAT have reached 106,000 units, proving that the Honda Beat is the target of young people (Dio Dananjaya, 2023). It is known that in 2023, Honda BeAT sales will increase by 6.9 percent from 2021 (Afid, 2023). With the increase in sales, of course, PT Astra Honda Motor (AHM) needs to improve its services extra to give trust and responsibility to its consumers. (Maciej Serda et al., 2020).

The digital marketing communication strategy carried out by PT Astra Honda Motor (AHM) can be seen on the PT Astra Honda Motor (AHM) website, namely www.astra-honda.com which provides complete information ranging from product information, credit simulation services, promos, aftersales services, and so on (Business et al., 2021). The digital marketing communication strategy carried out by PT Astra Honda Motor (AHM) is of course not only through the website, but PT Astra Honda Motor (AHM) also carries out various strategies such as social media, email marketing, Search Engine Optimization (SEO) and also press media. Of course, this digital marketing communication strategy has a positive influence on various segmentations. Thus, in this positioning stage, it has a position in accordance with the segmenting and targeting of PT Astra Honda Motor (AHM). If studied in segmenting, the target market for PT Astra Honda Motor (AHM) is young people who like to travel with a sense of comfort, and practicality with an energetic and dynamic appearance. The targeting carried out by PT Astra Honda Motor (AHM) is being able to increase targets from young people so that sales have high relevance every year. This is evidenced in the marketing communication strategy through digital channels, namely Instagram, TikTok, and other media channels. PT Astra Honda Motor (AHM) provides interesting content for young people so it is possible for them to be interested and buy their products. Positioning carried out by PT Astra Honda Motor (AHM) is by providing a product image with the slogan 'One Heart'. This positioning has an influence on consumers to be able to buy products by instilling product images into the minds of consumers.

Conclusion

Based on the results of this study, PT Astra Honda Motor (AHM) carries out a digital marketing communication strategy through STP (Segmenting, Targeting, and Positioning) which has a major role in targeting and expanding the reach of its consumers. PT Astra Honda Motor (AHM) is expanding its consumer reach by segmenting young people who have high creativity with a vulnerable age of 20-24 years

and active users of social media. This segmentation also sees that the target has a high intensity so it requires a sporty and dynamic motorbike for daily activities. The targeting in this digital marketing communication strategy is young people who actively play social media. The positioning in this marketing communication strategy is by instilling a product image in the minds of consumers such as an advertisement given with the slogan 'One Heart' and followed by a sporty and dynamic design in accordance with young people. Thus, the digital marketing communication strategy using STP is in accordance with and has been carried out by PT Astra Honda Motor (AHM) in marketing to its consumers.

The limitation of this research is that there are not many studies that discuss digital marketing with STP, this makes researchers have limitations in getting references. Apart from that, in this research, if you look closely, it would be better if you combined the research method to make direct observations at PT AHM or conduct interviews with employees, especially the marketing department at PT AHM. Recommendations for future researchers can carry out direct observations and conduct in-depth interviews at PT AHM to obtain clearer and more detailed information so that readers can understand the process clearly.

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