

Segmentation, Targeting, Positioning and Strategy of Radio Company in Kendari, Southeast Sulawesi

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ABSTRACT: *The purpose of this study investigates and explains segmentation, targeting, positioning and market strategy of Radio Company in the city of Kendari. The population of this study was all listeners programs broadcast by Radio Company in Kendari. The sample was randomly assigned that all serve a population sample of 100 radio listeners. The method of analysis used in this study is descriptive analysis method is explained and factually describe marketing activities including segmentation, targeting or target market and positioning of the Radio company in the market and SWOT analysis (Strength, Weakness, Opportunity and Threat). The results showed that the segmentation of the market or entered by listeners of Sindo Trijaya Radio called the Sindo Professionals group. Sindo Professional is society of both men and women aged between 30-45 years, with education level 1 to the upper strata, as well as socio-economic level are the upper middle class, and have a view, opinionated and strong life. Strategies that can be done by Sindo Trijaya Radio Kendari consist of : Utilizing varied programs and segments for young professionals as well as optimize the event organizer, seek their own programs and promotions to anticipate segment of young professionals and event organizers, utilizing frequency strong and varied program to avoid the same program with other competitors, looking for a strategic location and improve the promotion and create different programs to anticipate the event presented a competitor.*

KEYWORDS : *Segmentation, Targeting, Positioning, Market Strategy*

I. INTRODUCTION

Radio broadcasting is a mass communication media hearing, which distribute in the form of ideas and information in general and open sound, a regular, ongoing program (UU RI Number 32, 2002) Radio is an electronic communication media to deliver the message in the form of sound through broadcast programs that are made on a regular basis. The nature of the radio can be heard only regarded as a deficiency. But these shortcomings can be made an advantage of radio broadcasting. Radio broadcasting excellence is due to the attraction caused paced nature of life due to the attraction of the elements of music, words and sound effects its can create for the listener's imagination. The Regional Chairman of the Indonesian Broadcasting Commission (KPID) DIY Grace M Arifin (2012) said that the competition of private commercial radio broadcasting field getting heavier, both at central and regional levels. While opportunities in radio advertisers increasingly thin only about 0.9 percent. The development of radio broadcast begins with the establishment of amateur radio, then a lot of standing radio broadcasts as a means of entertainment and eventually evolves and plays an important role as an electronic medium that not only meet and create public taste, but also in shaping opinions and social control. The consequences of the development of radio require radio to develop and enhance the professional performance to be adjusted with the audience tastes dish served through entertainment, education and especially information. However, in reality many obstacles and barriers cannot stem the growth and development of the radio itself. Since the motivation for establishing the radio is very diverse and mostly solely due to business opportunities and make a profit. The ability of a radio company in the market makes it possible to take advantage of opportunities to set a better target market (audience as service users). To be able to define the target market / audience, it is necessary to segment the market or audience. Market segmentation activities aimed to satisfy the needs of listeners and activities, in addition to market segmentation aimed more direct activity of the marketing mix more effectively and efficiently. With the level of efficiency and effectiveness is high then the opportunity to achieve maximum profit more open.

Richard M.S. Wilson and Collin Gilligan (2005) in their book of "Strategic Marketing Management, planning implementation and control" introduce the eight stages of segmentation, targeting and positioning process: At the first stage, it is important to identify the company's current position, its objectives, capabilities of development according to resources and constraints that the companies face.

According to the authors' view, these two stages are recognized together as situation analyses phase. The next, third stage will be identification of segmentation variables and segment the market. In addition to this, fourth stage is developing each segment and these are related to marketing segmentation phase. Following fourth and fifth stages are known as marketing targeting, which infers evaluating the potential and attractiveness of all segments identified before. After which comes selection of the target market or markets in order to concentrate on these markets more in detail. After the target markets are selected, then comes product positioning phase. Under the product positioning issue authors bring the term of "concept." Through the determination of market segmentation, the radio companies can direct sales potential markets, develop proper promotion and more broadly through market segmentation, companies can allocate resources effectively and efficiently. One of the benchmarks for the success of market segmentation on a radio company can be seen from the development of the volume in any event listeners in the offer by the Radio. The benchmarks can be detected and easily made as a basis for the preparation of marketing wisdom in the future within the set target market will be penetrated.

Targeting is to choose one or several segments of the audience that will be the focus of radio programs, targeting is done Based on the results of segmentation. Target setting has the function, namely: selecting and choosing the appropriate criteria audiences radio listeners and reach the target audience, so that the target company can focus on programs that will be created as a reference to position themselves in the eyes of the listeners (positioning). Positioning is done by way of public radio listeners that have certain judgments against the radio. Broadcasting managers need to know how audiences process the message, creating views and how those views affect his decision-making. Therefore, the radio needs to have a positioning statement that radio audience as well as to attract the attention of his audience. Product placement is arranged in order to have a clear mind of consumers due to its characteristic so can compete with competitors' products.

II. LITERATURE REVIEW

Market Segmentation : Market segmentation is used extensively in strategic marketing and aims to identify homogenous subgroups of individuals using some predefined criterion. *A priori* (Mazanec, 2000) or commonsense segmentation (Dolnicar, 2004) uses criteria such as age, marital status or education to group individuals and assess whether the resulting subgroups offer better opportunities for marketing than the market as a whole. Citing the words of Bonnie Gretzner (2007), "If you don't understand the details about customer segmentation, you're most likely letting customers--and sales--slip through your fingers," says one expert. Nowadays, in customer-oriented era, companies attempt to break down markets into manageable parts of the consumer groups and treat them according to the similar characteristics, which are called market segmentation. In this sense, Geoff Lancaster and Paul Reynolds (2002) in the book of "Marketing," state that increased competition, better informed and educated customers, and constant changing demands, urge companies to pay attention to segmentation issues.

Segmentation has two approaches depending on who are your customers: segmenting organizational market and segmenting consumer market. In terms of volunteers, it is commonly acknowledged that they can be extremely heterogeneous (Bussell and Forbes, 2002, Wilson and Pimm, 1996) and numerous studies have investigated a plethora of volunteer characteristics and their association with volunteering behavior. Since the 1970s the value of segmentation for the third sector has been emphasized by social marketers because it not only identifies effective target markets but also helps develop effective programs to reach these markets (Kotler, 1975, Raval and Subramanian, 2004). More specifically, in relation to the nonprofit sector, it has been postulated as a useful marketing tool in relation to blood donation (Burnett, 1981), Fundraising and donations (Todd and Lawson, 1999, Webb, *et al.*, 2000, Werner, 1992) and volunteering (Dolnicar and Randle, 2004, Wymer, 1997). For example, demographic variables have formed the basis for many segmentation studies, and certain characteristics have been repeatedly linked with volunteering behavior such as education (McPherson and Rotolo, 1996), employment status (Curtis, *et al.*, 1992), and income (Menchik and Weisbrod, 1987, Smith, 1994). Other demographic variables have been less clearly associated with voluntary action such as gender (Curtis, *et al.*, 1992, Davis Smith, 1999, Eagly and Crowley, 1986), marital status (Auslander and Litwin, 1988), age (Wymer, 1998), social rootedness (Reed and Selbee, 2000), and ethnicity (Musick, *et al.*, 2000). However other studies have demonstrated the limited value of using basic demographic variables to predict altruistic behavior (Ordway, 2000). The demographic profile of volunteers has been known to differ depending on the type of different volunteering organizations has been somewhat restricted.

Target Market Selection : Targeting is the next step in the sequential process and involves a business making choices about segment(s) on which resources are to be focused. Targeting is the actual selection of the segment. "A set of buyers sharing common needs or characteristics nonprofit organization being studied (Shelley and

Polonsky, 2002) so the applicability of these results across that the company decides to serve." Companies use target marketing to tailor for specific markets. There are three major targeting strategies: undifferentiated, concentrated, and differentiated. During this process the business must balance its resources and capabilities against the attractiveness of different segments (Kotler, P, 2007, pp.360). Not all segments can be attractive and profitable for the company. The target market consists of the set of customers who have the characteristics and needs that the company can best serve. The two steps to targeting the market are (a) developing a measurement of segment attractiveness and (b) selecting the target segments (Kotler & Armstrong, 2001). In attracting the target market, a company should evaluate the overall attractiveness of the market and its suitability to the resources and objectives of the company. Decisions to target the market are based on market maturity, buyer diversity, needs and preferences, the strength of the competition and the volume of sales (Gould, 2008). The hotel should target the market based on its strengths and capability to serve that market.

Targeting allows companies to focus more on the specific needs of the targeted segment with regard to price, desire, prestige and habits. In targeting the market, the hotel is less likely to make promises it cannot keep. The way to attract the perfect customer is to target those industries and companies that the hotel can best serve and to let that market know what the hotel can do for them (Adams, 2005). Target market selection involves evaluating each market segment's attractiveness and selecting one or more of the market segments to enter. It is the next logical step following segmentation. Once the firm understands the structure of consumer demand it has to decide which segments it wants to serve and how. In addition to a solid understanding of the customer, analyses of the competitive environment and the company are instrumental to the task of target market selection. The objective is to select segments in such a way that the firm maximizes its profit. In the case of over-the-counter painkillers discussed above, there are two basic types of drugs competing on the market. One is based on aspirin (e.g., Bayer), and the other is based on acetaminophen. It turns out that aspirin is more effective but has side effects causing minor stomach irritation. Thus, it is natural for firms producing these different drugs to focus on the segments that best fit their products. In this case, target market selection is relatively simple. In other cases, more elaborate analyses may be required to choose the appropriate segments to serve.

Positioning : Positioning is the use of marketing to enable people to form a mental image of your product in their minds (relative to other products). Positioning is how the product or service is to be perceived by a target market compared to the competition. It answers the question: "Why will someone in the target market(s) buy my product or service instead of the competitions?" An equivalent question is: "What should be the perceived value of my offering compared to the competitions?" (Kotler, P, 2007). Once the company has selected its target market, it is necessary to decide what position to occupy in its target customers' minds in contrast to their competitors' products. Product positioning is the way in which a product is defined by consumers, the attributes consumers associate with it and the position it occupies in their minds relative to similar products (Bowen, 1998). While many hotels pursue the same position, each hotel has to find a means of differentiating itself in order to effectively position its product.

Positioning as a company strategy tells the world that the company's products are unique (Swerdlick, 2007). Hotel positioning can be based on specific product attributes (Kotler & Armstrong, 2001). The sense of uniqueness that results from successful positioning is essential to make potential buyers aware of the product. Compared to its competitors, the hotel should have different or distinctive products, such as meeting rooms, ballrooms, bars and restaurants. The hotel should create product differentiation from those competitors to gain a competitive advantage in areas such as physical distribution, service, personnel, location and image. Positioning is necessary to ensure that a product occupies a clear, distinctive and desirable place relative to its competitors (Kotler & Armstrong, 2001). With the growth of the hospitality and tourism industry, a strong positioning strategy will help to develop a sustainable marketing strategy. Market positioning consists of two steps: developing positioning and developing the marketing mix for each segment (Kotler & Armstrong, 2001).

III. RESEARCH METHODS

The population of this study was all listeners programs broadcast by Radio Company in Kendari. The sample was randomly assigned that all serve a population sample of 100 radio listeners of Sindo Trijaya Radio in Kendari. The two main elements in strategic decision-making of an enterprise are the objectives and the operational environment. In the expert interviews, both the objectives, using the approach called value-focused thinking, and the operational environment, using the method called SWOT, were analyzed. The value-focused thinking approach, originally developed by Keeney (1992), consists of methods for defining one's objectives and utilizing them in decision making. The objectives were identified and organized into a means-ends structure in the planning session by the participating experts and the moderator. The general format of the discussions followed that prescribed for value-focused thinking sessions (Gregory & Keeney, 1994).

Following the discussions, the moderator combined the participants' objectives and organized them into a single means–ends objectives network. The ends objectives formed the strategic objectives (fundamental objectives), and the means objectives were the means to achieve them. The next phase in the analysis was to investigate the operational environment in order to obtain a more solid basis for putting the value focused framework into more practical terms. The most important internal and external factors for the future of an enterprise are summarized within the SWOT analysis. In the SWOT method (Kurttila et al., 2000; Pesonen et al., 2001), SWOT analysis is made more analytical by giving numerical rates to the SWOT factors as well as to the four SWOT groups.

This study identifies and evaluates segmentation, targeting, positioning and market strategy of Sindo Radio Trijaya based on the local economy in the city of Kendari. This research was conducted with the approach of combining a descriptive-evaluative and qualitative. The scope of this activity is the identification of development at the same segmentation, targeting, positioning and market strategy of Sindo Radio Trijaya based on the local economy in the city of Kendari. In a descriptive study, data analysis and interpretation process is not only done at the end of the data collection or to stand alone, but simultaneously also made at the time of field data collection took place, resulting in qualitative research is often known as a cyclic process. After getting the information, an analysis to look for information gathering proposition then do the next. It is intended to obtain compliance with the proposition that had been developed, so keep spinning until found peak saturation of information or data. Furthermore, activity in the data analysis includes data search, arranging, dividing it into units that can be managed, synthesizes it, look for patterns, discovering what is important and what is learned, and deciding what to do.

Qualitative methods are "research procedures which produce descriptive data in the form of words written and spoken from people and actors are observed." The search data is done by an inductive method, which departed from the facts or common event then pulled generalization of a special nature. While the management of data used reflective method. The components of reflective methods are: (a) record, (b) interpretation, (c) assessment, (d) a description, (e) understanding; and (g) analysis. Then, in reflective thinking will be preceded induction of the specific facts and headed to the Statement of the public that explains the facts. Then from the general enplanes re investigated the facts that have been there before to convince enplanes truths that have been formulated (verification). Data analysis methods used to analyze the data in this study SWOT analysis tools (Strong, Weakness, Opportunity, and Threat). SWOT analysis is used to identify relationships segmentation, targeting, positioning and market strategy (Damanik and Weber, 2006).The method of analysis used in this study is descriptive analysis method is explained and factually describe marketing activities including segmentation, targeting or target market and positioning of the Radio company in the market and SWOT analysis (Strength, Weakness, Opportunity and Threat). A SWOT analysis (alternatively SWOT matrix) is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, industry or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.

Table 1. Matrix SWOT

| | | | |
|----------|-------------|-----------|----------|
| | Internals | | |
| External | | Strengths | Weakness |
| | Opportunity | SO | WO |
| | Threat | ST | WT |

Source: David, 2009

Notes: SO = harnessing the power of maximally to seize opportunities.

ST = harnessing the power of maximally to anticipate threats, trying to make it as an opportunity

WO = minimizing weaknesses, to seize opportunities

WT = minimizing weaknesses to avoid threats

IV. RESULTS

Market Segmentation and Targeting Sindo Radio Trijaya Kendari: Sindo Trijaya Radio currently targeting a new audience segment is a group of Professional Sindo. Sindo is a professional society of both men and women aged between 30-45 years, with education level 1 to the upper strata, as well as socio-economic level is the upper middle class with a mixture of status between married and not. The reason why professional Sindo selected as Trijaya audience segmentation, because the people at this level are in the middle layers of society,

and have a view, opinionated and strong life. Listeners groups of Sindo Trijaya Radio Kendari divided into four groups consist of: Employees (Group I), civil servants (group II), the Police (Group III) and Entrepreneur (group IV). Based on the research results to 100 Radio listeners of Sindo Trijaya Kendari shows that radio listeners age Sindo Trijaya Kendari the adult audience (30-45 years) are presented in the following Table 2.

Table 2. Market Segmentation Based on Age and Occupation

| Market Segmentation | Categories | Number | Percentage | Cumulative percentage |
|---------------------|----------------|--------|------------|-----------------------|
| 1. Age (Year) | 30 – 40 | 72 | 72 | 72 |
| | 41 – 45 | 28 | 28 | 100 |
| 2. Occupation | Employees | 31 | 31 | 31 |
| | Civil Servants | 13 | 13 | 44 |
| | Police | 8 | 8 | 52 |
| | Entrepreneur | 48 | 48 | 100 |

Source: Primary Data (processed) 2014; Sample: 100

The Table 2 above shows that the market segmentation of Sindo Trijaya Radio Kendari most (72%) is mature listeners (aged 30-40 years), while listeners elderly (over 40 years) as many as 28 people, or about 28%. The results of the study to 100 listeners of Sindo Trijaya Kendari Radio showed that radio the occupation of the listeners consist of 4 (four) parts they are: employees, civil servants, police and entrepreneur. The Table 2 above shows that the radio audience segmentation Sindo Trijaya Kendari majority (48.00%) were self-employed, employed about 31 people or about 31.00%. The rest are civil servants and police. This is consistent with the objective of which is carried by Radio Sindo Trijaya Kendari that was founded with mission radio presenting information and entertainment in the form of audio according to the needs of Young Professionals in Kendari, in order to obtain information about music and entertainment, education, etc.

Another market segment that is being targeted market is Kendari Trijaya Sindo Radio advertisers. Currently there are several companies nationwide had contracted advertising to promote its products in the Sindo Radio Trijaya Kendari, the company are: PT. Bentoel, PT Indosat Tbk, PT. Djarum, PT. Gudang Garam Tbk, and WWF. In evaluating the market segments Sindo Radio Trijaya need to consider several factors:

- [1] **The size of the market segment/Radio Listeners Sindo Trijaya Kendari.** The size of the market segment Sindo Radio Trijaya Kendari is the target market or target audience will be prioritized. As has been shown in figure 4.1 above, the group most of the audiences are adults aged 30 years to 40 years. For the priority development programs are broadcast on the market segment or audience among professionals SINDO which is loyal radio listeners Trijaya Sindo. Another segment is targeted advertisers. This advertiser is the greatest source of income in the Sindo Radio Trijaya Kendari.
- [2] **Sindo Radio Market Segment Growth Trijaya Kendari.** The growth of the market segments for each product shows the company's business development and to serve and meet the demands of the target market. This occurs in the Sindo Radio Trijaya Kendari which seeks to set up a program that is acceptable and desired by the public, especially in the professional group SINDO which is the biggest market.

The authors see that the programs prepared by Sindo Radio Trijaya Kendari have basic segments as follows:

1. **Geographic location.** The geographical position of the city as a center of government Kendari in Southeast Sulawesi province is a region that is highly developed and very heterogeneous citizens from all aspects. Similarly Sindo professionals as audience segmentation Trijaya Sindo, because the people at this level are in the middle layers of society, and have a view, opinionated and strong life .. The reason is that the basis Sindo Radio Trijaya provide broadcast format that suits your needs SINDO information for professionals.
2. **Age and Education.** Overall Sindo broadcast format Trijaya Kendari mixed with consistent information to meet the tastes and adapted to the style of professional SINDO. The target audience is focused on the age group of 30-45 years with educational level strata 1 and above, as well as socio-economic level is the upper middle class. Based on those mentioned in this segmentation, that Sindo Radio Trijaya as the media also gives considerable attention to the segment which we aim primarily problems programs more nuanced sentences education and positive slogans as monthly themes as well as the information needed.
3. **Culture and Behavior.** Kendari city which is the center of the capital of Southeast Sulawesi population consists of various races and religions. This directly reflects the cultural diversity has been commuting. Based on the format of radio broadcasts made Sindo Trijaya Kendari universal and does not represent any one particular group.

4. **Population.** Kendari is the capital of the province of the highest population when compared to other regions in Southeast Sulawesi, Kendari very precise so serve as a target promotion. This is what makes Sindo Trijaya make programs show that the intensity of his audience more, so as to attract more listeners.
5. **Consideration Advertising Market.** As a result of the positive development of Kendari and has become one of the city expanding national companies both companies goods and services. This is very need and radio media campaign is one right choice for promotion. These opportunities underlying Sindo Trijaya make programs format broadcast quality and can draw as many listeners-sebanyaknya particular product of interest and in accordance with the needs of radio listeners in Kendari.

Market Targeting Radio Sindo Trijaya Kendari: Based on the results of market segmentation, Trijaya Sindo Radio listeners who will be the market targeting Radio Sindo Trijaya Kendari is the single segment. Single Segment Concentration means the Sindo Radio Trijaya only choose only one segment of the professional SINDO. Sindo Radio Trijaya more could reach a strong position in one segment, with a good knowledge of the needs of segments that can be obtained profits.

Targeting has two functions, namely to select and choose according to the criteria of public radio listeners and reach the target audience. (Shinta Liestiana, 2007). Kotler, Kartajaya, Huan and Liu (2003) states there are three criteria that must be met when evaluating companies and determine which segments will be targeted. First, the company must ensure that the targeted market segment is quite large and would be quite beneficial for the company. Companies can only choose a small segment at the present time but that segment has a favorable future prospects. In connection with this the company must review the existing competition in the sector and its potential to grow as it would relate well to the size and growth of the target segment of the company. The second is that the targeting strategy must be based on the competitive advantage of the company concerned. Competitive advantage is a way to gauge whether the company has sufficient strength and skill to master the market segments selected so as to provide value for consumers. To generate superior value is not enough to simply have sufficient resources but must be supported by capabilities, core competencies, and competitive advantage to carry out the differentiation that is aimed at winning the competition.

Positioning Radio Sindo Trijaya Kendari: Positioning products in this study leads to a position where the company seeks to place radio program presented is acceptable to the target market segments in select and able to outperform existing competitors, the author takes the basis of the theory proposed by Julius Onggo (2005) argues that the placement of the product in the market is influenced by several factors, among others: differences in form, i.e. a set of activities to design meaningful differences to distinguish the company's products with competitors' products. Product positioning is a management strategy that uses the information to create an impression of the product in accordance with the wishes of the intended market. Because of competition from other radio stations are very competitive; the management Trijaya Kendari Sindo Radio broadcast program design and more accurate information to be able to maintain the position of its products in the market. Positioning Product is a strategy of the Management Radio Sindo Trijaya Kendari to build and develop a marketing strategy prioritizes Kendari Trijaya Sindo Radio broadcast format combining information and music that can be accepted by the intended target market segments with the amount of airtime 20 hours each day starting from Monday and weeks. Business competitors in local radio broadcasting business in the city of Kendari is PT. Radio Music Kendari and PT. Radio Voice of nature Kendari are two very strong competitors and each has its own segment. Conducting a competitive position in radio broadcasting programs are common, but if ignored then the company will lose market segment owned and will be very difficult to get a new segment. Sindo Radio Trijaya Kendari in conducting a broadcasting program faced with competition in the segment of event types that are offered to the listeners of existing competitors who also have the same market segment. The position of Radio Sindo Trijaya Kendari is in third position compared to the other radios. This is according to the results of studies showing that only 11% of radio listeners tend to listen to Radio Sindo Trijaya, especially for music program. For more details are presented in the following Table 3.

Table 3. Radio Listeners Option Type in Kendari

| Type of Radio | Number | Percentage | Cumulative percentage |
|------------------------|--------|------------|-----------------------|
| 1. M-radio | 67 | 67 | 67 |
| 2. Suara Alam Radio | 22 | 22 | 89 |
| 3. Sindo Trijaya Radio | 11 | 11 | 100 |

Source: Primary Data (processed) 2014; Sample: 100

Based on the table above shows that the position of the M-Radio Kendari by radio listeners quite well, which is equal to 67%, while the rest is natural voice radio 22% and 11% Trijaya Sindo Radio. Sindo Radio

Trijaya Kendari is in third position, therefore, Sindo Radio Trijaya Kendari need to do some strategy to be able to compete with the private radio station in the city of Kendari. To determine the strategy, one of the ways that can be used is to identify the strengths, weaknesses, opportunities and threats through a SWOT analysis.

SWOT Analysis of Radio Sindo Trijaya: Based on the results of the study indicate that there are strengths, weaknesses, opportunities and threats faced by Radio Trijaya Kendari in selecting and choosing a target market target audience includes:

A. Strengths:

- (1) Single Segment Concentration Professionals Sindo is focused on the age group of 30-45 years with educational level 1 to the upper strata, as well as socio-economic level is the upper middle class
- (2) Having a varied program of events
- (3) Having the Event Organizer

B. Weaknesses:

- (1) Less strategic location
- (2) Branch of radio Trijaya Jakarta
- (3) Less promotion

C. Opportunities:

- (1) Many companies that require event organizers
- (2) Listener age group 30-45 is professionalism

D. Threats:

- (1) Competitors use power or great power
- (2) Competitors to present the same program
- (3) Competitors presenting music programs

Table 4. SWOT matrix Sindo Trijaya Radio

| | | |
|--|---|---|
| Internals | Strengths: (1) Single Segment Concentration Professionals Sindo is focused on the age group of 30-45 years with educational level 1 to the upper strata, as well as socio-economic level is the upper middle class (2) Having a varied program of events (3) Having Event Organizer | Weaknesses: (1) Less strategic location (2) Jakarta branch of radio Trijaya (3) Less promotion |
| External | | |
| Opportunities: (1) Many companies that require event organizers (2) Listener professionalism age group 30-45 is | SO Strategies: Utilizing various programs and segments for young professionals as well as optimizing single event organizer and professional segment | WO Strategies: Try the program itself and do promotion for the professional segment and anticipate the event organizer |
| Threats: (1) Competitors use power or great power Competitor (2) Presents the same program (3) Competitors presenting music programs | ST Strategy: Utilizing a frequency that is strong and varied program of events to avoid the same program with a competitor | WT Strategies: Looking for a strategic location and promotion increase and develop their own programs to anticipate the program presented a competitor. |

Source: Primary Data (processed) in 2014

Based on the SWOT matrix, the strategy can be done by Sindo Trijaya Radio Kendari are:

- (1) Utilizing varied programs and segments for young professionals as well as optimize the event organizer
- (2) Pursuing its own programs and promotions to anticipate segment of young professionals and event organizers
- (3) Utilizing a frequency that is strong and varied program of events to avoid the same program.
- (4) Seeking strategic location and attract the promotion and create different programs to anticipate the event presented a competitor.

V. CONCLUSION AND LIMITATION

Based on the research and discussion about targeting segmentation and positioning analysis, the conclusions of this study are as follows: Sindo Radio Trijaya originally became one of the icons of this young man then targeting a new audience segment is a group of Professional Sindo. Sindo is a professional society of both men and women aged between 30-45 years, with education level 1 to the upper strata, as well as socio-economic level is the upper middle class, and have a view, opinionated and strong life. The position of Radio Sindo Trijaya Kendari is in third position compared to the other radios (M-Radio and Swara Alam Radio). This is according to the results of studies showing that only 11% of one hundred (100) radio listeners tend to listen to Radio Sindo Trijaya, especially for music program. Strategies that can be done by Sindo Radio Trijaya Kendari consist of: Utilizing varied programs and segments for young professionals as well as optimize the event organizer, seek their own programs and promotions to anticipate segment of young professionals and event organizers, utilizing frequency strong and varied program to avoid program the same, looking for a strategic location and promotion increase and create different programs to anticipate events presented competitors.

In this research is more likely to be emphasis and the study of the Segmentation, Targeting, Positioning and strategy of Radio Company are more focused on the response or assessment of listeners broadcasting not to all parties that partnered especially others target market. Therefore in the future are expected to study the development of empirically by expanding the indicators used in particular measurements of Marketing Strategy practices that include all parties. Finally, the suggestions that can be expressed by researchers on behalf of the others industry in other countries. For the future research, next researcher is expected to utilize and develop the results of this study by using different variables or indicators that are used at each of the variables need to be developed.

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