

STP ANALYSIS (SEGMENTING, TARGETING, POSITIONING) AND SWOT ANALYSIS IN DIGITAL MARKETING STRATEGIES IN FACING BUSINESS COMPETITION AT BT BATIK TRUSMI CIREBON

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Abstract

The advancement of digital technology compels businesses to adapt through digital-based marketing strategies. This study aims to analyze the digital marketing strategy of BT Batik Trusmi Cirebon using the STP (Segmenting, Targeting, Positioning) framework and SWOT analysis to address competitive challenges. A descriptive qualitative approach was employed, with data collected through in-depth interviews with the Digital Marketing and Office Supervisors, direct observation of digital marketing activities, and documentation from social media, marketplace, and internal reports. Data validity was ensured using triangulation of sources and methods. The findings indicate that BT Batik Trusmi applies various digital marketing strategies, including SEM, SEO, Social Media Marketing, Display Advertising, Affiliate Marketing, Content Marketing, and Viral Marketing, which positively contribute to brand awareness and sales growth. Through STP, the company applies a selective specialization targeting strategy and positions itself as the largest batik center with a one-stop shopping concept. SWOT analysis results, with IFAS scoring 4.40 and EFAS 4.30, place the company in Quadrant I (Growth Oriented Strategy), suggesting an aggressive (S–O) strategy. Practically, this research highlights the importance of integrated and consistent digital marketing to strengthen competitiveness. The originality lies in combining STP and SWOT frameworks to provide a comprehensive evaluation of digital marketing strategy in the batik industry.

Keywords: digital marketing strategy; STP; swot; bt batik trusmi cirebon

A. INTRODUCTION

In recent years, technological advancement has become one of the key drivers of social, economic, and cultural transformation. The emergence of the internet and artificial intelligence (AI) has significantly altered people's lifestyles, ways of working, and interaction patterns (Pongoh et al., 2023).

Table 1. Internet Penetration Rate in Indonesia

Year	Internet Penetration Rate
2018	64,80%
2020	73,70%
2022	77,01%
2023	78.19%
2024	79,50%

Source: Indonesian Internet Service Providers Association, 2024

Internet penetration in Indonesia reached 79.50% in 2024, reflecting a 14.70% increase in the past six years (APJII, 2024). This growth indicates a strong digital economy potential that reshapes traditional business models into digital-based practices, particularly in trade and commerce (Rahayu & Syam, 2021).

Table 2. Number of Digital MSMEs in Indonesia

Year	Internet Penetration Rate
2018	64,80%
2020	73,70%
2022	77,01%
2023	78.19%
2024	79,50%

Source: Ministry of Cooperatives and Small and Medium Enterprises, 2024

Micro, Small, and Medium Enterprises (MSMEs) play a central role in strengthening Indonesia's economy, contributing 61% to the national GDP and employing millions of people (Naninsih & Hardiyono, 2019). Despite this contribution, many MSMEs face challenges in utilizing digital marketing, including limited knowledge, lack of human resource quality, and insufficient access to capital and technology (Sukarni et al., 2023; Afifah et al., 2023). To address this, the government has promoted MSME digitalization, targeting 30 million MSMEs by 2024, yet by December 2023 only 27 million had adopted digital platforms (Suhayati, 2023).

One sector significantly influenced by digital transformation is the batik industry. Batik, recognized by UNESCO as an Intangible Cultural Heritage in 2009, is not only a cultural product but also a driver of the creative economy (Pusparani, 2019). Cirebon, particularly Trusmi, is one of the main batik production centers in Indonesia, with BT Batik Trusmi standing out as the largest batik retailer adopting a one-stop shopping concept (Dapiah, 2023). Despite its achievements, the company faces increasing competition from both traditional batik producers and low-cost printed batik, while also encountering internal challenges in optimizing its digital marketing consistency and consumer engagement.

Previous studies have applied STP (Segmenting, Targeting, Positioning) and SWOT analysis to MSMEs in various sectors (Haryanti et al., 2019; Arifin et al.,

2021; Manggu & Beni, 2021). However, these studies reveal diverse outcomes depending on internal and external factors, and few have comprehensively integrated STP with SWOT in the batik industry context. Therefore, this study seeks to analyze the digital marketing strategy of BT Batik Trusmi using both STP and SWOT approaches to provide practical and academic contributions for strengthening competitiveness in the digital era.

B. LITERATURE REVIEW

The concept of digital marketing refers to the use of digital platforms and technologies to promote products and services (Kotler & Keller, 2016). STP (Segmenting, Targeting, Positioning) is a classical marketing framework that helps businesses identify market segments, choose target markets, and establish positioning strategies (Kotler, 2017). SWOT analysis, popularized by Rangkuti (2018), evaluates a company's internal strengths and weaknesses as well as external opportunities and threats to guide strategy formulation. Previous studies (Rumondang et al., 2020) have emphasized the importance of integrating digital marketing with SWOT and STP frameworks, especially for SMEs and traditional industries adapting to digital transformation. This research contributes to the literature by applying these frameworks in the context of the batik industry in Cirebon.

C. METHOD

This research employs a qualitative descriptive approach. Primary data were collected through in-depth interviews with the Digital Marketing Supervisor and Office Supervisor of BT Batik Trusmi, combined with observation of digital marketing practices and documentation of social media activities. The data were analyzed using the STP framework to identify segmentation, targeting, and positioning strategies, while SWOT analysis was applied to evaluate internal and external factors. Furthermore, the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrices were used to calculate scores and determine the strategic position of the company.

D. RESULT AND DISCUSSION

The findings of this study reveal that BT Batik Trusmi has actively implemented diverse digital marketing strategies to strengthen its market position in the increasingly competitive batik industry. The strategies include Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Marketing, Display Advertising, Affiliate Marketing, Content Marketing, and Viral Marketing. These initiatives have positively contributed to brand awareness enhancement, consumer engagement, and increased sales performance.

Based on the STP analysis, BT Batik Trusmi applies a Selective Specialization targeting strategy. The company segments its market into multiple consumer groups, including local, national, and international customers, while

focusing particularly on the middle to upper-class segments interested in both cultural authenticity and modern batik fashion. Positioning efforts are reflected in its branding as the largest batik center with a one-stop shopping concept, providing not only batik fashion but also accessories, culinary products, and batik education.

The SWOT analysis provides further insights into the internal strengths and weaknesses, as well as external opportunities and threats faced by BT Batik Trusmi. The Internal Factors Analysis Summary (IFAS) produced a score of 4.40, indicating strong internal capabilities, while the External Factors Analysis Summary (EFAS) resulted in a score of 4.30, reflecting favorable external opportunities. The combination places BT Batik Trusmi in Quadrant I (Growth-Oriented Strategy), recommending the adoption of an aggressive (S–O) strategy.

The results demonstrate that BT Batik Trusmi has effectively capitalized on digital marketing tools to remain competitive in the batik industry. The use of SEM and SEO improves the visibility of the brand in online searches, while social media platforms such as Instagram, TikTok, and Facebook enable direct engagement with consumers. Content and viral marketing contribute to strengthening emotional connections with customers, particularly through storytelling about batik heritage and culture. These findings align with Rahayu and Syam (2021), who argue that digital marketing allows businesses to transcend geographical and temporal boundaries, creating broader market reach.

The application of STP reflects a clear strategic direction. By adopting selective specialization, BT Batik Trusmi avoids spreading resources too thinly across all segments and instead concentrates on profitable niches. The positioning as the largest batik center with a one-stop shopping concept strengthens differentiation from competitors, consistent with Manggu and Beni (2021), who highlight the importance of strategic positioning for MSMEs to survive in competitive markets.

The SWOT results emphasize the company's strong brand reputation, extensive product variety, and established customer base as primary strengths, while weaknesses include limited consistency in digital content and low consumer interaction rates. Opportunities are reflected in the rapid growth of Indonesia's digital economy and government support for MSME digitalization. Threats arise from the proliferation of cheaper batik-print products and increasing competition in online marketplaces. The aggressive (S–O) strategy is therefore suitable, as it leverages internal strengths to exploit external opportunities, resonating with the findings of Haryanti et al. (2019) on the effectiveness of growth-oriented strategies in digital marketing contexts.

This study contributes practically by underscoring the importance of integrated and consistent digital marketing in enhancing competitiveness, particularly for cultural-based industries such as batik. Theoretically, it enriches the literature by integrating STP and SWOT frameworks to provide a more comprehensive evaluation of digital marketing strategies, filling the gap in prior research that often employed only one of these approaches.

E. CONCLUSION

Based on the research and analysis conducted, several conclusions can be drawn regarding the digital marketing strategy of BT Batik Trusmi Cirebon. First, the implementation of digital marketing has been carried out fairly well through the use of various online platforms such as SEM, SEO, social media, and affiliate programs. However, weaknesses remain, particularly in content consistency and consumer engagement, which need further improvement for the company to compete more effectively. Second, the STP analysis reveals that the company segments its market geographically (local, national, and international), demographically (ages 18–40, middle to upper class), psychographically (interest in culture and modern fashion), and behaviorally (loyalty, online shopping, and shopping tourism). The targeting strategy applied is Selective Specialization, focusing on several profitable segments simultaneously, while the company positions itself as the largest and most comprehensive batik center in Cirebon, offering products alongside cultural and shopping experiences. Third, the SWOT analysis indicates that BT Batik Trusmi is in a highly advantageous position, supported by strong internal factors and significant external opportunities. With an IFAS score of 3.362 and an EFAS score of 0.472, the company is placed in Quadrant I (Growth Oriented Strategy). Lastly, the most suitable approach for sustaining growth is an aggressive S–O strategy, which involves leveraging its strengths to maximize external opportunities, thereby ensuring competitiveness and long-term sustainability in the batik industry.

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