

Market Segmentation in Marketing for Socio-economic Vulnerable Women Micro Business Actor in Sumedang Regency

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ABSTRACT

Market segmentation is an attempt to classify market groups from heterogeneous markets into homogeneous market parts. The research aimed to obtain an in-depth description of: 1) Profile of PRSE Micro Enterprises 2) Market segmentation of PRSE micro enterprises in Kota Kulon Village, South Sumedang Sub-district, Sumedang Regency, 3) Steps in market segmentation. The method used in this study is descriptive qualitative with primary and secondary data sources. Data collection techniques used in-depth interviews, observation, and documentation studies. The results of the study show that PRSE micro-entrepreneurs in Kota Kulon Village sort markets based on demographic, geographic and behavioral segments. Demographic segment variables were selected based on gender and school age. The behavioral segment variable was selected based on the incident where the goods being sold were food to meet the needs of people who wanted to be practical by buying food for breakfast early in the morning, and selling pastries only just before Idul Fitri. The variable chosen is in the geographical segment, this business provides goods only for the area around the shop. The steps taken in determining market segmentation are to collect information from consumers who come when shopping so that this business can study the characteristics of each segment which has an impact on increasing sales of its goods so that the basic needs of PRSE are met..

Keywords: *Marketing, Micro business, Segmentation, Socio-economic Vulnerable Women*

INTRODUCTION

Poverty in Indonesia has continued to increase in recent years. Based on the Central Statistics Agency (BPS), in 2019 the number of poor people amounted to 49,930.59 thousand people then increased to 53,973.71 thousand people in 2020 and continued to increase to 54,046.42 thousand people in 2021.

One of the people with social welfare problems with conditions below the poverty line is a socio-economically vulnerable woman. A socio-economically vulnerable woman is an adult woman who is married, single or widowed and does not have enough income to be able to meet her daily basic needs. In overcoming poverty, many socio-economically vulnerable women run micro-enterprises in various types of businesses.

Micro, Small and Medium Enterprises, abbreviated as UMKM, are the main safety net for low-income people to carry out productive economic activities. The role of micro, small and medium enterprises is considered very supportive in reducing poverty and unemployment. Based on data from the Central Statistics Agency (BPS) processed by the Ministry of Cooperatives and SMEs in 2019 there were more than 65 million MSME units which contributed 97% of the total workforce and contributed more than 60% of national GDP. It can be proven that MSMEs are a government program that pillars the economy to become strong.

The existence of MSMEs has proven to be a pillar of the economy both nationally and regionally. MSMEs have an effect on increasing Indonesia's GDP, which is equal to 61 percent, also including the ability to absorb labor and investment. The Coordinating Minister for the Economy, Airlangga Hartarto on 5 May 2021, said that: "MSMEs make a major contribution in advancing the Indonesian economy".

Along with the development of technology, improvement and competition in the business world is getting faster and tighter. This plays an important role in determining the existence of a company in the business world. Business actors must be able to adapt to survive in the face of various possibilities that occur. Businesses and businesses that compete in this era must be smart in determining strategies to attract consumers.

Almost all businesses and businesses need a strategy that is qualified and capable of transformation and innovation to deal with it. Marketing strategies must always follow trends, so that they can follow the flow of consumer needs and desires in a certain period of time. Micro entrepreneurs must be able to adapt, especially in terms of determining market segments which are the heart of marketing. According to Kasali (1998) more than 60% of marketing failures are caused by mistakes in defining the market. This means that the success of a marketing is determined by the ability of an entrepreneur in determining market segments.

The development of marketing strategies, whether consciously or not, is always in line with the times and the thinking of people in various regions. The characteristics of each society (consumers) are influenced by many factors, including geography, demographics, psychographics, behavior, and other variables that influence consumers in purchasing products. According to Smith (1956) consumers are basically different. It is because of these differences that marketers/entrepreneurs must implement different marketing programs for each group. Marketers can design products that are more appropriate for consumers; better serve markets or audiences; design a better communication strategy.

Kotakulon Village, South Sumedang Sub-district, Sumedang Regency is one of the urban villages where many residents run micro businesses. Based on data from the Kulon City Urban Village office, in 2022 there are 711 people who run micro businesses in the Kotakulon Village, South Sumedang Sub-district, Sumedang Regency and they run businesses in various types of businesses such as: tofu, comro, baso, fried foods, opak, rice stalls, hoods, gallons of water etc. Several micro business actors in Kota Kulon Village are carried out by women who are vulnerable to socio-economics.

Seeing the number of micro-businesses that have sprung up, micro-businesses must try their best to win the existing competition. In realizing company goals, of course, it cannot be separated from the marketing strategy implemented. Precisely in determining segmentation will certainly increase product sales turnover so that the income of micro business actors will increase which in the end will fulfill the needs of the families of micro business actors so that prosperity will be achieved. Conversely, if micro-business actors cannot determine their marketing strategy appropriately, micro-businesses will experience a decrease in sales turnover and will result in decreased income, non-fulfillment of daily needs and an increase in the poverty rate.

In the midst of the large number of micro-business actors from various types of businesses that have experienced a decline in sales at this location, there are micro-business actors run by socio-economically vulnerable women with the type of stall business that can survive and even experience an increase in sales. In the morning, female micro-entrepreneurs who are socially vulnerable sell yellow rice and fried foods (bala-bala, bananas, lontong, etc.). Meanwhile, during the day, these micro-entrepreneurs replace their merchandise with other foods, such as coffee and other drinks.

Female micro-entrepreneurs are socially vulnerable with this type of *warungan* business being able to survive and develop so that researchers are interested in conducting research on micro-enterprise segmentation strategies in Kota Kulon Village, South Sumedang Sub-district, Sumedang Regency which are expected to be used as a model for empowering MSMEs.

Based on the background of the problems above, what is the problem in this research is how is the segmenting strategy in marketing carried out by socio-economically vulnerable women's micro-enterprises in Kotakulon Village, South Sumedang Sub-district, Sumedang Regency? Furthermore, the problem is detailed in the following sub-problems:

1. What is the profile of socio-economically vulnerable women's micro-enterprises in Kota Kulon Village, South Sumedang Sub-district, Sumedang Regency?
2. What is the market segmentation in marketing carried out by socio-economically vulnerable women micro entrepreneurs in the Kotakulon Village, South Sumedang Sub-district, Sumedang Regency?
3. What are the market segmentation steps carried out by socio-economically vulnerable women's micro-enterprises in Kota Kulon Village, South Sumedang Sub-district, Sumedang Regency?

METHODS

The research was conducted using a qualitative descriptive qualitative approach. Purposive sampling in the selection of informants. The informants used in this study were female micro-entrepreneurs who were socially vulnerable in Kota Kulon Village, Sumedang Selatan District, Sumedang Regency, who had knowledge and experience in implementing segmenting marketing strategies. In addition to micro business actors who became informants in this study were consumers and community leaders. The list of informants in the study is shown in Table 1.

Table 1. Characteristics of Informants

No.	Informant	Age	Gender	Role	Education
1.	AM	58	Female	Micro Entrepreneurs	SMA
2.	TI	56	Female	Public figure	SMA
3.	KI	43	Female	AM consumers	S1
4.	ZA	16	Female	AM consumers	SMK

Data collection technique

The type of data used in this research is primary data. Primary data was obtained from the results of in-depth interviews with micro-entrepreneurs in Kota Kulon Village, South Sumedang Sub-district, Sumedang Regency who were able to map the market well and apply a segmenting strategy in carrying out their marketing strategy. Other supporting secondary data were obtained from the Central Bureau of Statistics (BPS), the Ministry of Cooperatives and SMEs, international journals, and previous research.

Processing and data analysis

This research used qualitative data which is processed and analyzed. The process of data analysis begins by examining all data from various sources, namely from interviews, observations written in field notes, and the results of documentation studies. Data analysis was carried out from the beginning of the implementation of data collection through informants. The data analysis techniques used in this study are as follows:

1. Data reduction
Reducing data means summarizing, choosing important things, and looking for themes and patterns. Thus the reduced data will provide a clearer picture.
2. Data presentation
After the data is reduced, the next step is displaying or presenting the data. In qualitative research data can be presented in the form of qualitative descriptions, charts, graphs, tables, pictures. By displaying the data, it will make it easier for researchers to understand the data obtained, so that they can describe the answers to the proposed research problems.
3. Conclusion
Based on the presentation of the data, the next step is to draw conclusions. Conclusions are expected to answer research questions, so that further problem-solving solutions can be developed based on research findings.

Location and Time of Research

This research was conducted from May to September 2022 by taking the location of the Kotakulon Village, South Sumedang Sub-district, Sumedang Regency. The schedule of research activities can be seen in Table 2 below.

Table 2. Schedule of research activities

Activity	May			June			July			August			September			
	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
Proposal Preparation	■	■	■													
Proposal Seminars				■												
Proposal Improvements					■	■	■									
Data Collection								■	■	■						
Processing and data analysis											■	■	■			
Preparation of reports												■	■	■	■	
Report Seminars														■	■	
Journal Writing														■	■	■
Report Collection																■

RESULTS AND DISCUSSION

Overview

Kotakulon Village is part of the South Sumedang sub-district, Sumedang Regency. The location is in the middle of another village with an altitude between 400 to 600 meters above sea level and with rainfall between 2000 to 3000 MM, through which the Cipeles River flows to the north and part of the west. While the east and south are limited by road lanes. As for the contours of the area, it is dominated by areas in the form of plains, except for the Mount Palasari area which is a hilly area in the southwestern part of the Kotakulon Village area. Geographically, Kotakulon Village has the following administrative boundaries: Regolwetan Village, South Sumedang Sub-district to the south, Situ Village, North Sumedang Sub-district to the north, Pasanggrahan Baru Village, South Sumedang Sub-district and

Padasuka Village, North Sumedang Sub-district to the west, and Regolwetan Village, South Sumedang Sub-district. South Sumedang in the east.

The total area is 286.29 hectares consisting of 16 RWs and 60 RTs. Of this area, Kotakulon Village is divided into several types of land uses or uses. For land use, the Kotakulon Village area is mixed land between residential areas, agricultural areas and protected forest areas. The southeast and east parts of the area are densely populated residential and office areas because they are part of the downtown area of Sumedang. While the central and northern parts are a mixture of residential areas and agricultural areas in the form of rice fields.

In December 2017 the population of Kotakulon Village was 4,718 heads of households with a large number of people, namely 14,513 people consisting of 7,291 men and 7,222 women. Most of the residents of the Kotakulon Village make a living as Civil Servants, farmers and farm laborers, private employees, and small and medium entrepreneurs as shown in Table 3..

Table 3. Population Development of Kotakulon Village by Livelihoods

NO.	OCCUPATION	Total population	%
1.	Farmer	97	4.46
2.	Farm workers	316	14.53
3.	female migrant workers	4	0.18
4.	Civil Servants	369	16.97
5.	Household industry craftsmen	14	0.64
6.	peddler	96	4.41
7.	Cattleman	37	1.70
8.	Mechanic	26	1.20
9.	Private doctor	15	0.69
10.	Private midwife	7	0.32
11.	Household servant	47	2.16
12.	Army	9	0.41
13.	Police	19	0.87
14.	Retired Civil Servants/Army/Police	249	11.45
15.	Small and Medium Entrepreneurs	204	9.38
16.	Lawyer	14	0.64
17.	Notary	2	0.09
18.	Trained village shaman	0	0.00
19.	Alternative Treatment Services	7	0.32
20.	Private Lecturer	8	0.37
21.	Big Entrepreneur	9	0.41
22.	Architect	2	0.09
23.	Artist	5	0.23
24.	Private Company Employees	433	19.91
25.	BUMN employees	43	1.98
26.	entrepreneur	48	2.21
27.	trader	38	1.75
28.	Honorary Employee	18	0.83
29.	Freelance	33	1.52
Total		2175	100.00

Result

Women's micro-enterprises are socio-economically vulnerable in Kota Kulon Village, South Sumedang Sub-district, Sumedang Regency, founded by a man with the initials AM. This social-economically vulnerable women's micro-enterprise has been established 10 years ago and is a type of grocery food stall business. Based on the results of interviews with the AM informant, information was obtained that the AM informant started to open a business in 2010 on his own initiative driven by the necessities of life. AM is a widow with two children who was left by her husband due to divorce. The children went with the informant AM as their mother. Fulfillment for school and daily needs is the responsibility of the AM informant.

AM's informant business is managed by AM itself. The goods sold by the AM informant at the start of the business were very limited in both quantity and type. The types are only fried foods such as bala-bala, grilled rice, fried bananas, fried tempeh. The merchandise was made by the informant Am assisted

by his children. The number of items sold is also only small. The capital is also not much. As the expression conveyed by the informant AM is as follows:

Based on the results of interviews with Informant Am, information was obtained that Informant Am started to open a business in 2010 on his own initiative driven by the necessities of life. Am a widow with two children left by her husband because of a divorce. The children were cared for and raised by the informant AM as the mother. Fulfillment for school and daily needs is the responsibility of the AM informant. The business of the AM informant is managed by the AM itself. The goods sold by the AM informant at the start of the business were very limited in both quantity and type. The types are only fried foods such as bala-bala, grilled rice, fried bananas, fried tempeh. The merchandise was made by the informant AM assisted by his children. The number of items sold is also only small. The capital is also not much, only a few tens of thousands. As the expression conveyed by the informant AM is as follows:

“Warung AM ngawitan mah mung jualan goreng gorengan, seuseurna nu meserna ibu ibu termasuk abdi sering ngagaleuhan hampir tiap enjing kanggo pun anak sarapan sateuacan angkat sakola, kanggo abdi kanggo suami sarapan sateuacan ngawitan ngalaksanakeun kegiatan sehari hari. Abdi hampir tiap enjing meser goreng gorengan bala-bala sareng pisang goreng sarta lontong. Daripada cape masak mending beli aja da harganya juga murah sareng kajangkau”. (In the beginning, they only sold fried fried foods and most of the buyers were mothers, including myself, who often bought breakfast almost every morning for the children before going to school, for me to have breakfast for my husband before starting daily activities. I almost every morning buy fried fried foods in the form of bala-bala and fried bananas and rice cakes. Instead of being tired of cooking, it's better to buy it, the price is also cheap and affordable).

The KI informant added that the service provided by the AM informant to consumers according to the KI informant as a customer who subscribed that the service by the AM informant was very good, friendly and patient. Merchandise that is sold is always delicious, the taste is still warm in the morning, the amount is also adjusted to the price. Selling time is adjusted to consumer needs.

The AM informant sells fried fried food with the aim of fulfilling the needs of consumers who are around his shop and after a long time it turns out that at 8.00 am it has run out for consumers who need breakfast. When shopping, many consumers give suggestions, ask questions, expect things related to products such as the taste of fried foods, the size of fried foods, when to sell, the price of fried foods, where to sell them, etc. All of this was used as input by AM informants to improve their marketing strategy.

As time went on from the sales proceeds, the AM informant did not use the income or profit only for consumption, but the AM informant used it to add to the types of products that were in high demand by consumers as expressed by the AM informant as follows:

“Abdi mah pami kenging artos keuntungan tina dagangan kadang tara diseepkeun sadaya kanggo emam sareng kabutuhan lainna tapi sapaalih walaupun sakedik dipeserkeun barang dagangan anu seueur ditaroskeun ku konsumen sapertos alat tulis sapertos buku sareng patlot anu sering ditaroskeun ku barudak sakola... nya digaleuhkeun sakedik samampuna. Itung itung nambahan modal ambek berkembang usahana”. (If I get money from sales, sometimes it's not all spent on food and other needs, but some of it is bought for merchandise that consumers ask a lot of, such as books and pencils, which are mostly requested by school children. Yes, buy as little as you can. That's just adding capital so that it can grow).

Based on the results of interviews with AM and KI informants, information can be obtained that AM informants are gradually adding types of merchandise in the form of stationery according to the wishes of consumers who previously only sold bala-bala, fried bananas, rice cakes to meet the needs of consumers in the area near the house but it also turned out that the merchandise was purchased by consumers who wanted to be practical in preparing breakfast and then during the course of their business many consumers asked about other types of goods, namely school children's equipment. The types of merchandise that are currently being sold are increasing, as stated by the informant AM as follows:

“Sok seueur anu naroskeun sapertos alat alat tulis buku, pensil, pamupus, jidar, sareng anu sanesna kanggo keperयोगian barudak sakola. Teras artos tina icalan gogorengan teh dianggo ngagaleuh alat alat tulis. Eta oge henteu sakaligus sagala alat tulis digaleuh tapi sakedik sakedik sajenis sajenis contona pulpen heula. Engke pami aya artos deui tambih jenis atanapi sareng jumlahna”. (Many people like to ask, such as writing materials, books, pencils, erasers,

rulers, and others for the needs of school children. It also doesn't buy all types of writing instruments at once, but a little bit of one type, for example a pen first. Later, if there is money, add the type or amount).

From the results of interviews with AM informants, it was found that the types of merchandise sold over time increased according to the wishes of consumers. The AM informant also studied who requested the item. If school children are asking for stationery, they usually come not only to shop but sometimes with their friends to sit down to chat and rest when they come home from school. This became input for AM's informants. It happened that there was a bit of land in front of the shop, so AM used it to store a few chairs for consumers who were shopping.

This information was also obtained from informant ZA, a vocational student as a consumer, who said the following:

“My friends and I, when shopping at the AM shop, often after shopping for stationery, we don't go straight home, but we sit on the chairs provided in front of the shop, although not for long, just to relax for a while while eating snacks in the shop, such as cakes. packaging. I also often shop at the AM stall not to buy stationery but to buy snacks in the form of snacks. My friends and I feel comfortable when shopping at AM stalls because the mother is friendly in serving customers”.

Based on the results of the interview with ZA, it can be concluded that ZA shopped at AM's shop because there was goods, there was a place to sit, you could relax for a while and the service was friendly and the prices of the goods were affordable and reasonable when compared to other stalls. . . This is in accordance with the information conveyed by IT female leaders as follows:

“Alhamdulillah there is an AM stall in the Kota Kulon sub-district that can serve the needs of consumers around this area because in this area it is close to the Pasarean Elementary School close to SMAN 1 and now there are several houses under construction so that many construction workers shop at AM shop. We as consumers have our needs fulfilled by shopping on foot, affordable prices, good service and on the other hand, for AM as well as PRSE, our needs can be met.”.

From TI's statement, it can be explained that TI supports the existence of AM Stalls because many of the residents' needs can be provided by AM Stalls. Warung AM serves customers who have subscribed who live not far from the location of the AM shop.

Besides AM selling fried foods and stationery, over time AM also sells goods needed by housewives such as rice, white sugar, brown sugar, cooking oil, laundry soap, bath soap, toothpaste, shampoo, etc. This is according to the request of the buyer. AM always strives to fulfill in order to achieve survival through the development of its business.

The large number of consumers who subscribe to AM causes AM to generally recognize the characteristics of the subscribers. This is used by AM to always improve its services. This also resulted in AM's stall being able to survive and be able to develop even though it was only enough to meet their daily needs and send their children to school, in accordance with the expression put forward by AM as follows:

“Pami usaha hoyong berkembang mah urang kedah ulet artos the diiwit-iwit ambéh tiasa cekap. Pami nurutkeun kahoyong mah sadaya barang anu ditataroskeun pembeli teh ditedunan tapi da modal na oge terbatas nya saaya aya we dipilihan mana anu kaduga ku artos sakedik nu penting mah tiasa mayeng mempertahankan hidup”. (If the business wants to grow, we must be tenacious, save money, save money so we can have enough. If you follow the wishes of all the items asked by the buyer, they are fulfilled, but the capital is also limited, so choose which one is affordable with little money, the important thing is that you can survive).

Based on the results of interviews with AM informants, it can be explained that in order to maintain his business, AM is always tenacious and tries to be able to set aside his money to increase capital, even if little by little. In an effort to maintain its business, what AM is doing is fulfilling goods that are in accordance with consumer desires by adding types of goods such as goods needed by housewives. AM's efforts to maintain and develop its business are carried out in stages.

Besides AM sorting consumers based on geographical aspects with the variable chosen by the area where AM's stall is located, AM also sorting based on demographic aspects with the selected variable being education, namely school children, and sorting based on demographic aspects with work variables,

namely for housewives in the form of groceries. Step by step is passed then the selected segment increases again, namely based on behavioral aspects and the selected variable is the incident. At AM received orders during the month of Ramadan for the needs of Eid al-Fitr, namely orders in the form of pastries made by their children.

This opinion is in accordance with the opinions of the four informants, namely AM, TI, KI, and AZ. Among them are the expressions put forward by Ki as follows:

“Warung AM pami bulan puasa ngical kolek kanggo tajil sareng nampi pesenan kue kue kering kanggo Lebaran. Ari anu ngerjakeun namah putera na anu perempuan. Rajin AM mah janten warung na mayeng”. (During the fasting month, Warung AM sells kolak kolak for tajil and takes orders for pastries for Eid. If the one doing it is his daughter. Diligent AM so the shop can survive).

Based on the results of interviews with the four informants, it can be explained that AM in running its business is carried out in stages and in these stages it always adds market segments. The steps taken by AM in sorting out the market according to the opinion expressed by AM during the interview are as follows:

“Abdi mah memilah pasar atau menentukan segmen henteu sesuai teori tapi sab reh na di lapangan we didasarkan pada apa yang terjadi dilapangan. Abdi secara bertahap sakedik sakedik berusaha nyayogikeun barang barang anu ditaros ku konsumen. Tos kitu salajengna ditingali karakteristik konsumen anu nyuhunkeun barang tadi. Pami budak sakola mah geuning ari balanja te sok hoyong duduk duduk dulu untuk santai sejenak nya ku abdi di sayogikeun kursi. Pami ibu ibu anu balanja goreng gorengan geuning kedah enjing enjing da kanggo sarapan”. (I sort out the market or consumers don't know the theory but sober it is based on what is happening in the field. Abdi is gradually trying to provide the goods that consumers ask for. After that, the characteristics of the consumer who asked for the item were then seen. If school children like shopping, they want to sit down first to relax for a while, so I provide chairs. If you are shopping for fried foods, you have to make breakfast early in the morning before going to school).

Based on the results of interviews with AM, it can be explained that first, AM always adds types of goods according to what consumers want. Then because in general the buyers who shop at AM's stalls are people who often shop or are customers, AM's consumer characteristics can be studied both in terms of goods, as well as service, place, and also price. For example, for the segment of school children, the items needed are stationery, a comfortable place is provided with chairs so they can relax for a while just to hang out, prices are affordable for school children so that they are adjusted, and the service must be good.

Discussion

Market segmentation is an attempt to increase the company's marketing opportunities (Kotler, 1997). According to Rismanti and Suratno (2014) market segmentation is an attempt to separate the market into groups of buyers according to certain types of products and requires its own marketing mix. Renald Kasali in Oentoro (2017) says that segmentation is the process of compartmentalizing heterogeneous markets into groups that have similar needs or characteristics that have the same response in spending money. According to Kasali (2003) there are at least five benefits obtained by segmenting the market, namely:

- a. Designing products that are more responsive to market requirements. Only by understanding which segments are responsive to a stimulus, the company can design products according to the needs/desires of that segment. So companies put consumers in the first place in product design, and customize their products to satisfy consumers
- b. Analyzing the market. With market segmentation, it helps executives detect who will undermine their product market. Remember the company's competitors are not merely "those who produce the same product that the company serves to consumers". The company's competitors are those who are able to be an alternative to consumer needs.
- c. Finding opportunities. After analyzing the market, companies that have mastered the concept of good segmentation will come to the idea of finding opportunities. This opportunity is not always something big, but in time it will be. Keep in mind that consumers will always learn to recognize something or follow other people, or feel the need for a product.

- d. Mastering a superior and competitive position. Companies that control segments well are generally those who really understand their customers and have studied the shifts that occur in their segments.
- e. Determining an effective and efficient communication strategy, if a company knows exactly who their segment is, then the company will know how to communicate well with its customers.

According to Kotler (1997) there is no specific way to segment a market. A marketer must try different variables, alone, and in combination, in hopes of finding a useful way of looking at market structure. The following is segmentation based on geographic, demographic, psychographic, and behavioral.

- a. Geographic segmentation entails dividing the market into various geographic units such as countries, states, regions, counties, cities or neighborhoods. Companies can operate in one or several regions, while still paying attention to local variations. There are several approaches that combine geographic data with demographic data to get a deeper and richer description of customers and their surroundings
- b. Demographic segmentation divides the market into groups based on variables such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality and social class. Demographic variables are so popular with marketers because they are often closely related to consumer needs and wants and are easy to measure.
- c. Psychographic segmentation divides buyers into various groups based on psychological traits, lifestyles or values. People in the same demographic group can have very different psychographic profiles.
- d. Behavioral segmentation divides buyers into groups based on their knowledge, attitudes, uses, or responses to a product. Buyers can be easily identified for many products. Marketers must be careful in making targeting decisions because buying roles can change. There are five roles in purchasing decisions, namely: originator, influencer, decision maker, buyer, and user.

The results showed that women's micro-entrepreneurs are socio-economically vulnerable in Kota Kulon Village, sorting consumers based on geographical, demographic and behavioral segments. In the geographical segment, the variable of women's micro-enterprises is socio-economically vulnerable, namely providing goods only for the area around the shop with limited capital as the reason. In the areas around women's micro-enterprises that are socio-economically vulnerable, there are schools, development areas, as well as dense residential and office areas.

Demographic segments are useful for estimating market size and media to use. The variables selected in the demographic segment by socio-economically vulnerable women's micro-enterprises are based on gender and age. The selected gender group is female and the selected age group is school age. Goods sold are in the form of needs for the female namely cosmetics, sanitary napkins, and groceries, while goods sold for the needs of school-age children are stationery.

Behavioral segments can be derived based on an event such as time or a well-defined temporary aspect of the consumer's life. Consumers can be differentiated based on the occasions when they have a need, buy a product, or use a product. Event segments can broaden product usage (Kotler, 1997). In socio-economically vulnerable micro-enterprises, sales of food such as yellow rice, lontong, bala-bala, fried bananas are triggered by events related to the needs of people who want to practically prepare breakfast, especially mothers who want to meet their children's breakfast needs before leaving school. The incident also triggered the provision of other goods on demand for school and household needs. Meanwhile, the provision of pastries to women's micro-enterprises is socio-economically vulnerable, triggered by events related to the Eid al-Fitr holiday. In this behavioral segment variable, the group of women/mothers takes a large role in purchasing decisions.

The steps taken by socio-economically vulnerable women's micro-enterprises in determining market segmentation are to collect information from consumers who come to shop so that socio-economically vulnerable women's micro-businesses can study the characteristics of each segment both in terms of goods, as well as services, places, and also price. The determination of market segmentation that is carried out is useful in analyzing markets, developing and customizing products, opening opportunities, and determining effective communication. The right marketing strategy can help businesses deliver products to consumers according to their wants and needs.

Market segmentation that is carried out is able to increase sales volume, so that the better the market segmentation, the more sales volume will increase.

CONCLUSION

Based on the results of the research, it was concluded that female micro-entrepreneurs are socially vulnerable in the Kota Kulon Village to sort consumers based on demographic, geographic and behavioral segments. The variables selected in the demographic segment by women's micro-enterprises are socioeconomically vulnerable based on gender and school age, where goods sold are needs for the female sex, namely cosmetics and sanitary napkins, while goods sold for the needs of school-age children are stationery. The variable chosen in the behavioral segment is based on the incident where the goods sold are in the form of food such as yellow rice, rice cakes, bala-bala, fried bananas which are sold early in the morning to meet the needs of people who want to be practical by buying food for breakfast early. and selling pastries only just before Idul Fitri. The variable selected in the geographical segment, women's micro-enterprises are socio-economically vulnerable to providing goods only for the area around their stalls with limited capital reasons. The steps taken by socio-economically vulnerable women's micro-enterprises in determining market segmentation are to collect information from consumers who come to shop so that socio-economically vulnerable women's micro-businesses can study the characteristics of each segment so that consumers' wants and needs can be fulfilled.

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