

ABSTRACT

The development of the textile industry is more advanced. Because Textile and Textile Products Industry (TPT) is one of the priority industry sectors that become the mainstay of the future. To that end, in 2016, the growth rate of Textile, Leather, Footwear and Multifarious Industries is targeted to increase by 6.33% and contribute 2.43% to the National Gross Domestic Product (GDP). "The TPT Industry Sector will continue to strengthen due to its labor-intensive nature and become a 'Social Safety Net' that supports people's incomes (source: www.kemenperin.go.id, 2017). PT. Soka Cipta Niaga is a company engaged in the field of textile and distribution industry in Indonesia with sock products that have trademark SOKA.

This study aims to find out how the Strategy Segmenting, Targeting, and Positioning applied by PT. Soka Cipta Niaga Bandung according to internal company. The type of this research is research using qualitative method with descriptive study approach. The author uses in-depth interview techniques to the internal PT. Soka Cipta Niaga Bandung. By interviewing several parties from the company including General Marketing, Marketing Manager, and Supervisor.

Based on the results of interviews the author, it can be seen that the segmentation of PT. Soka Cipta Niaga is an Indonesian citizen who earns 2,000,000 to 5,000,000 (middle and upper social class). This is because the price of Soka socks are so expensive. It is known that the target market of PT. Soka Cipta Niaga is a society that look hijabers, because the model of Soka own product that long socks one leg to the bottom of the knee. With so aurat (the legs) the user will be closed perfectly. It is known that PT. Soka Cipta Niaga puts its socks products as Muslim socks that have been labeled kosher.

Keywords: Segmenting, Targeting, and Positioning