**Abstract**

**This study aims to analyze the segmenting, targeting, and positioning Super Neli animated film. Where more and more competitors raise the spirit of business people to give a good impression in the minds of consumers. Variables used are segmenting, targeting, and positioning. The research method used is qualitative descriptive method, with a sample of 100 respondents. Sampling technique used in this research is non probability sampling that is porposive sampling by selecting sample with criterion of Bandung society which likes animation film. Data analysis method used in this research is descriptive analysis method.**

**Grouped by education level includes elementary, junior high school, high school, and student / student students and continued with grouping based on psychographic and behavior in segmenting process.**

**So Super Neli animated film can set the target market with Product Specialization method, where Ayena Studio focuses on products or services that will be marketed to various market segments. By assigning elementary students, junior high school students, and high school students to market targets with a record of making little adjustments in the Super Neli animation film making process.**

**By applying these five efforts include a strategic running time election on television, adding supporting characters, adding technology in the storyline, creating attractive teasers or advertisements, and utilizing social media as a means of promotion.**

**Keywords: Segmenting, Targeting, Positining**