

ABSTRACT

The increasing sales of motorcycles in the country emphasizes how important it is to use helmets with predetermined standards. Therefore, helmet companies compete with their respective strategies as much as possible. Rsv Helmets is required to be one step ahead of its competitors, one way to make the company better than competitors is to implement a good and correct marketing strategy by using segmenting, targeting, and positioning.

This study aims to analyze the implementation of strategies in the field of marketing using segmenting, targeting, positioning at RSV Helmets to find out and identify which market it will serve well and will be most profitable for the company.

The research method used in this research is a combination of descriptive quantitative and descriptive qualitative with an approach using interactive analysis and descriptive analysis. The population in this study are RSV helmet users in the city of Bandung whose number is unknown. While the sample in this study used a purposive sampling technique with the number of samples obtained from the Bernoulli formula with a total of 100 respondents and interviews with three sources who are the owner, marketing manager and head of the RSV Helmets outlet.

The results showed that RSV Helmet was dominated by male consumers, aged 20-25 years, the profession of private employees, the latest education was Bachelor, income above Rp. 4,000,000, living in Bandung City, domiciled in Java Island (Non Jabodetabek), have social classes ranging from middle to upper and have a lifestyle that emphasizes education, work, and entertainment. The results of targeting data processing, RSV Helmet determines employees, students, entrepreneurs as the target market for selling their products with the market for young people aged 15-30 years. RSV Helmet has advantages and characteristics as well as a fairly good brand image and brand name compared to other helmet manufacturers' competitors. RSV Helmets has implemented the concept of segmenting, targeting, positioning in research and development in the helmet product section..

Keywords : *Segmenting, Targeting, Positioning, RSV Helm Helmet Marketing Strategy*