

ABSTRACT

This research examines the marketing strategy for the Smart Mannequin, an innovative device designed to measure driving comfort and safety in the military and automotive sectors. Using a descriptive qualitative method of in-depth interviews and data analysis, this research applied the Segmenting, Targeting and Positioning (STP) approach to determine the optimal marketing strategy. The segmenting results identified three main groups: the automotive industry that focuses on safety, research institutions that require accurate data for accident simulation, and the military sector that requires advanced test equipment for tactical vehicle development. Targeting focused on consumers who require specialized features such as advanced sensors and adaptability in various test conditions. Product positioning is done through technological differentiation by highlighting human sensory simulation sensors and real-time monitoring capabilities, making Smart Mannequin a superior solution in the market. This integrated approach aims to expand market penetration and support the product's sustainable growth in the automotive and military industries.

Keywords : *Smart Mannequin, Market Analysis, Segmenting, Targeting, Positioning (STP)*