

## **ABSTRACT**

*This research aims to improve the marketing strategy of Automation Weapon Rack (AWR) through the application of the Segmentation, Targeting, and Positioning (STP) method. The research method used is qualitative with a case study approach. Data was collected through in-depth interviews with relevant stakeholders and analysis of documents related to the Automation Weapon Rack industry.*

*The results of the analysis show that the application of the STP method is able to provide a deep understanding of the Automation Weapon Rack market characteristics and consumer preferences. Market segmentation identifies potential consumer groups based on their demographic characteristics, behaviors, and Automation Weapon Rack related needs. The Targeting process selects the most promising market segments for the marketing strategy to target. Whereas, Positioning allows Automation Weapon Rack to differentiate itself from competitors and position its products in a way that appeals to the targeted market segment.*

*The implementation of enhanced marketing strategies through STP methods has succeeded in increasing brand awareness, customer satisfaction, and increasing Automation Weapon Rack sales. These findings provide practical guidance for companies looking to improve the effectiveness of their product marketing through an STP approach.*

*Keywords : Automation Weapon Rack , Segmentasi, Targeting, Positioning*