

## Segmenting, Targeting, and Positioning of Yogurt Products From the Perspective of Islamic Marketing

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**ABSTRACT:** *This study aims to explore the concept of Islamic marketing strategy and its potential role in developing halal trade and contributing towards the achievement of Sustainable Development Goals (SDGs). The research method use qualitative method, a literature review is conducted to examine Islamic marketing from a marketing strategy perspective, building on the STP framework and outlining its implications. The findings suggest that Sharia-compliant marketing can serve as an effective strategy for businesses to attract customers using halal marketing tactics in their Segmentation, Targeting, and Positioning approaches. This approach enables the business world to avoid being perceived as solely profit-driven and instead embrace social responsibility. The proposed framework can be utilized by businesses to segment the Muslim market given the cultural dissimilarities in interpreting Islam and halal. This way, companies can not only comprehend the diverse segments within Islamic interpretation, but also devise an appropriate marketing mix to cater to consumer requirements. The study's findings can be applied to Muslim marketers while using the Segmenting, Targeting, Positioning framework. Furthermore, it offers qualitative guidance for non-Muslim marketers and scholars, resolving various marketing-related concerns.*

Penelitian ini bertujuan untuk mengeksplorasi konsep strategi pemasaran Islam dan potensi perannya dalam mengembangkan perdagangan halal dan berkontribusi terhadap pencapaian Tujuan Pembangunan Berkelanjutan (SDGs). Metode penelitian menggunakan metode kualitatif, tinjauan literatur dilakukan untuk mengkaji pemasaran Islami dari perspektif strategi pemasaran, membangun kerangka STP dan menguraikan implikasinya. Temuan menunjukkan bahwa pemasaran sesuai syariah dapat berfungsi sebagai strategi yang efektif bagi bisnis untuk menarik pelanggan menggunakan taktik pemasaran halal dalam pendekatan Segmentasi, Penargetan, dan Positioning. Pendekatan ini memungkinkan dunia bisnis untuk tidak dianggap hanya berorientasi pada keuntungan semata dan justru menjalankan tanggung jawab sosial. Kerangka kerja yang diusulkan dapat dimanfaatkan oleh dunia usaha untuk mensegmentasi pasar Muslim mengingat perbedaan budaya dalam menafsirkan Islam dan halal. Dengan cara

ini, perusahaan tidak hanya dapat memahami beragam segmen dalam penafsiran Islam, namun juga merancang bauran pemasaran yang tepat untuk memenuhi kebutuhan konsumen. Temuan studi ini dapat diterapkan pada pemasar Muslim dengan menggunakan kerangka *Segmenting, Targeting, Positioning*. Selain itu, buku ini juga menawarkan panduan kualitatif bagi para pemasar dan cendekiawan non-Muslim, dalam menyelesaikan berbagai masalah terkait pemasaran.

**Keywords:** *Marketing Strategy, SDGs, Islamic Business, STP.*

## I. INTRODUCTION

Every company must have a vision and mission, one of the most critical instruments. The existence of a strategy becomes positive with the vision and mission. Strategy functions in building and directing the company to a strategic position (Kusmulyono & Endaryono, 2018). The main goal of the company is to make a profit (Santoso & Meidha, 2017). To achieve this, companies must create products that are different from competitors and have unique characteristics. One of these strategies involves innovation. Innovation is one of the keys to winning the competition (Jannah, 2014).

Marketing is an activity carried out by humans as social creatures, one human being as a product creator and one as a beneficiary (Kotler Armstrong (2012). Marketing strategy is one of the first steps in introducing products to consumers and is very important to gain profits (Anam, 2021). Marketing strategy summarizes how to manage the mix to attract and satisfy the target market, while achieving the company's goals.

In (Shah et al., 2020) It is essential for all businesses to apply STP in the marketing mix. STP theory comprises of three components: market segmentation (S), target market (T), and marketing positioning (P) (Kuang, 2022). Therefore, marketing creates superior value for customers, where segmentation, targeting, and positioning (STP) are essential elements that suggest who to serve and how to serve them (Kotler and Armstrong, 2016). The STP approach is an integrated framework for building and delivering relevant and personalized customer messages (Islam, 2020). STP helps marketers avoid direct competition by differentiating their marketing mixes (Islam, 2020).

Marketers use various ways to attract and transact with customers based on the factors that shape consumer decisions. Based on (let et al.2019), several factors influencing consumer behavior include social, cultural, psychological, and personal. Religion and religiosity are also factors that influence consumer behavior. Religion affects consumers and society directly and indirectly (Agarwala et al., 2018). For Muslims, the way of life by Islamic law is the way of life that should be because Islam regulates all life decisions (Wilson et al., 2013).

(Dukcapil) under the Ministry of Home Affairs recorded that the population of Indonesia was 273.87 million as of December 31, 2021. This number increased by 1.64 million compared to June 30, 2021, which was 272.23 million people. In addition, the 2023 edition of The Royal Islamic Strategic Studies Center (RISSC) report shows that the Muslim population in Indonesia reached 237.55 million people. This data indicates that the Muslim population in Indonesia continues to increase (Safa Haliza, 2022).

Muslim food expenditure increased by 6.9% in 2021, from \$1.19 trillion to \$1.27 trillion, and is expected to increase by 7.0% in 2022 to \$1.67 trillion in 2025 with a 4-year CAGR of 7.1% (Dinar Standard, 2022). Looking at each sector, global Muslim spending in the food and beverage sector is the highest compared to other industries. Spending in this sector reached USD 1.185 billion in 2020 and is expected to reach USD 1.668 billion by 2025 (Halal Markets, 2021).

Successive editions of the Global Islamic Economy Report (Thomson Reuters, 2015) Has underscored the importance of Muslim consumers as a distinctive consumer segment. Muslim consumers can be distinguished, among other things, by the strong influence of religion on their daily practices, beliefs, and behaviors. Research on Muslim consumers consistently shows the natural effect of religion on Muslim consumer preferences and behavior in a variety of contexts. Conventional marketers may not be able to satisfy them, but Muslim marketers can get the job done (Islam, 2016), hence the need for Islam-based marketers.

Previous research has uncovered several aspects of marketing strategy, especially in Islamic marketing (Vita, 2018). Highlights the importance of marketing strategy in achieving company goals but has yet to conceptualize in depth the Islamic marketing strategy Shah et al., (2020) Explores halal marketing as an effective strategy but has yet to detail STPs that are grounded in Islamic principles. Islam (2020) Also discussed is STP in Islamic marketing, but this study has not presented a comprehensive framework based on the Quran and hadith. Harjadi (2021) focuses on Islamic marketing in Indonesia but has yet to provide specific findings on applying STP in the country.

And so Abdullah et al., (2021) Underlines the importance of STP in marketing without presenting specific research results. Finally, Ezlika Ghazali and Dilip S. Mutum (2018) Discussions related to STP analysis in Islamic marketing are essential because Islamic marketing is considered an adjustment of conventional marketing by incorporating Sharia values, and companies are not only profit-oriented but also guarantee the halalness of products and the value exchange process carried out based on sincerity, fairness, and ethics (Usman, 2020). This research will contribute to explaining the application of STP from the viewpoint of Islamic marketing management.

Even though various aspects related to the attempt to conceptualize the STP framework as a new corporate strategy and innovation process, it is essential that the STP framework is conceptualized based on the verses of the Qur'an and Al-Hadith, which are the main guidelines in the Islamic business economy (Islam, 2020).

Glair is a yogurt product with egg white fermentation and seed and berry fortification. Wilson and Hollensen (2013) illustrated dates, honey, musk, and milk, illustrating their nutritional and health values and linking them to the Qur'an. In addition, the creation of this product was motivated by WHO data in the journal (Oktaviani et al., 2022). The rate of children under five years old compiled by the World Health Organization (WHO), Indonesia is ranked as the third highest country in the Southeast/South East Asia (SEAR) region.

The stunting rate for children under five years old in Indonesia from 2005-2017 was 36.4%, and it is a major nutritional problem facing Indonesia. The proportion of stunted children under five years old increased in 2016 from 27.5% to 29.6% in 2017 (Ministry of Health of the Republic of Indonesia, 2018).

Research conducted by Lora Iannotti (2023) showed that feeding children aged 6 to 9 months one egg a day for six months had a lower stunting rate of 47%. According to Ilyse Schapiro, MS, RDN, a registered dietitian in private practice in New York and Connecticut, yogurt is so good for toddlers that it recommends consuming yogurt daily or several times a day. These issues have caused a shift in people's attitudes towards food. The significance of health has resulted in factors related not only to recent socio-demographic changes in society, but also to advancements in scientific knowledge regarding the link between diet and health (Wuryandani et al., 2018). So, it's time for Glair to help realize the SDGs.

The SDGs are a set of goals and targets agreed upon by United Nations (UN) member states in 2015 to achieve global sustainable development by 2030. The SDGs include 17 goals and 169 indicators. The goals cover various aspects of action, such as health, education, gender equality, environment, and economy (Gupta & Vegelin, 2016).

As for Glair itself, it will focus on achieving the third point of the SDGs, whose goal is to ensure good health and well-being for all people around the world, with a focus on many important health issues such as maternal and child health, management of communicable and non-communicable diseases, and mental health. Objectives related to point 3 include: Improving maternal and child health, Reducing mortality from infectious and non-communicable diseases, Improving access to quality health services, Increasing awareness of mental health and well-being.

Examining the various potentials and ensuring that the new product is not only ethically sound but also has the potential to be well received by an Islamic values-oriented market. This study aims to fill the gap in previous research by conceptualizing Islamic marketing strategies based on the Quran and hadith and applying them to halal business in Indonesia.

This study will develop a comprehensive STP framework in line with Islamic principles, emphasizing proper segmentation, appropriate targeting, and positioning in line with Islamic values. In this regard, this study will contribute to understanding how Islamic marketing can be applied more effectively and ethically in the face of increasingly complex consumer needs, especially in Indonesia.

By combining aspects of previous research, this study aims to fill the scientific void in the understanding of Islamic marketing strategies and their potential in developing halal businesses and as a realization of SDGs.

## II. METHOD

This research is based on qualitative research, where the study aims to understand the existing situation through an inductive thinking process (Adlini et al., 2022). When conducting research, the author explores the situation and setting of the theme. Researchers are expected to always focus on the reality or events in the context under study (Adlini et al., 2022).

The method used is the Literature Review Method so that the review read will produce a conclusion. The literature review is often defined as reading literature related to the research topic. Quoted in (Ridwan et al., 2021) "As an information analysis and synthesis, focusing on findings and not simply bibliographic citations, summarizing the substance of the literature and drawing conclusions from it." Thus, the literature review is the discovery of appropriate theoretical perspectives to understand the situation under study. The notion

of perspective here is deliberately put forward to avoid understanding it as a "response" to a phenomenon or goal, as in quantitative research.

Therefore, a proposed theory sometimes needs to be refined or revised after the research is conducted (Harahap, 2020). The method used by the author in the data literature is to examine various accurate data sources and provide appropriate conclusions from the research.

This research includes using Qur'anic verses and hadith as the source of the STP framework. This shows that the research was conducted to integrate Islamic principles into the marketing strategy of the new company. The relevant verses and hadiths were used as guidelines or foundations in formulating the plan.

This research uses data related to the potential population of Muslims in Indonesia and healthy living habits. This indicates that the study delves deeper into the Muslim market segment in Indonesia and how new companies can provide products or services aligned with their values and habits. Therefore, this research can conceptualize Islamic marketing-based STP as the first step in setting new business goals.

### III. RESULT AND DISCUSSION

Marketing is one of the branches of science in economics that can produce marketing theory theories (Prihatta, 2018). Marketing is one of the activities in the economy that helps in creating economic value (Mayangsari & Jurusan, 2020). Marketing is an activity of business activities by exchanging information to create value for consumers so that the goods that reach customers can satisfy their needs and the company gets profit (Budianto, 2015). So marketing is a concept that consists of various essential elements, which explain the flow of a product that can be channeled to consumers and produce profit output for producers.

Marketing is a science that must continue to evolve, In (Usman, 2020), Revealed that until recently, the field of Islamic marketing management was little explored. Therefore, the concepts used in Islamic marketing still need to be revised. The views described in the previous section indicate that the conventional definition of marketing needs to be more accurate from an Islamic perspective. Understanding the existing community is considered less than optimal, so marketers must make extra efforts to provide an understanding of Islamic marketing (Adnan, 2013). For this reason, maximum development of Sharia marketing is necessary to achieve the desired output by Sharia marketers.

Conventional marketing has been established for a significant period of time, and as a result, the scientific concept of marketing is inexorably linked with the idea of traditional marketing. Therefore, the emergence of Islamic marketing is not a distinct entity from conventional marketing but rather an adaptation that incorporates Islamic values into marketing concepts.(Usman, 2020).

So sharia marketing is "A process of satisfying needs through the creation or exchange of products and values guided by sharia."(Usman, 2020)

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَىٰكُمْ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

*“O humanity, We created you from a male and a female to form nations and tribes so that you may know one another. Indeed, the most honorable among you in the sight of Allah is the one possessing the most piety. Verily, Allah knows best”. (QS Al-Hujuraat (49): 13).*

In the Qur'an, Allah SWT created creatures from clay for the first time, namely Prophet Adam A.S., and from one of his ribs, Allah created a woman named Eve. By the will and greatness of Allah, the process of multiplication is explained in Surah An-Nisa verse 1. (Subagiya et al., 2018). God transported two individuals to Earth. It was on this planet that Adam and Eve had children who eventually gave birth to modern humans. Both historical records and present-day reality demonstrate that Adam's descendants reside in various locations.

For millennia, Adam's progeny have dispersed worldwide, resulting in disparate environments and experiences for different groups of people. This condition led one group of humans to undergo a distinct evolutionary process compared to other groups. As a result, the descendants of Adam are currently in a dissimilar state, both physically and psychologically (Usman, 2020).

As varied as humans are in terms of physical form, language, culture, and behavior, the needs and desires of consumers are also diverse. Therefore, the market is extensive. When producing clothes and shoes, it is necessary to offer various sizes to accommodate the differences in human body shape and foot size. (Usman, 2020). Marketers must offer various prices to make a profit, the primary objective of initiating a business. Marketers must offer various prices to make a profit, the primary objective of initiating a business.

Despite this, businesses remain susceptible to failure. The company's abilities can significantly affect the achievement of this objective. High-quality products with matching prices, that can solve existing problems, are crucial in the marketing field.

One cause for ineffective marketing is the lack of understanding of STP (segmentation, targeting, positioning) among many marketers. This leads to the development of marketing mixes without knowledge of the specific segmentation strategy being targeted. Therefore, it is essential for marketers to comprehend the specific market promises and targeting strategies (Wijaya & Sirine, 2016). Preparing the appropriate STP can ease companies' creation of marketing plans and enable the firm to satisfy diverse market demands indirectly.

Glair yogurt, made through egg white fermentation and augmented with berries and seeds, is designed to prevent malnourishment in early life. Milk-based yogurt is shown by Wilson and Hollensen (2013) to contain dates, honey, musk, and milk, contributing to nutritional value and health benefits that link with the Qur'an. Consumers readily accept generic products that do not require halal certification for consumption without question. The origin and production process of such products are assumed, making them suitable for all.

Various verses in the Qur'an mention commodities such as dates, honey, black cumin, milk, grains, and herbal medicines. These items are described without subjective evaluations and in a clear, concise manner that follows a logical flow of information with causal connections between statements. Technical terms are consistently explained, and formal language is employed with appropriate hedging and precise word choice. The text adheres to standard grammatical correctness, spelling, and citation rules. The glair produced is derived from a combination of milk and seeds, which results in halal products rich in nutrients.

## Segmentation

Segmentation is a crucial marketing strategy utilized by professionals to identify target markets. It plays an important role in business activities as it is essential to determine the next steps. Therefore, every marketer must take this important step (Jasman & Agustin, 2018). Marketing involves dividing the market into smaller, more specific groups based on consumer needs and characteristics. It should be noted that marketers do not create segments, but rather manage the natural phenomena of segmentation.

O humanity! We were all created from a male and a female and divided into nations and tribes. This division allows for better understanding and connection with one another (Surah 49, Al Hujrat: 13). These holy verses suggest that marketers should not categorize humanity as a homogenous mass market but rather recognize the unique needs, wants, values, and consumption patterns of Muslim consumers compared to others. (Yusuf et al., 2022).

Market segmentation is the process of categorizing the market into specific groups. (Usman, 2020). Market segmentation is how marketers filter customers from general to specific (Puspitasari, 2019). Market segmentation is a strategic approach to target market segments. It divides them into four broad categories (variables): Geographic, Demographic, Psychological, and Behavioral. Using these variables allows a logical flow of information and creates a causal connection between statements for effective and objective segmentation (Elliyana, 2022).

Islamic marketing comprises all four components. However, it is essential to emphasize the significance of these characteristics for Islamic consumers, given that Muslims compose the primary demographic of those who consume Islamic products, even if such products are also purchasable by non-Muslim consumers.

This point is further supported by Allah's invitation to Christians and Jews in Surah 5, Al Maidah: 5. Your food is permissible (halal) for the People of the Book, and their food is acceptable for you. In Surah Ali Imran verse 64 Allah says: "O People of the Book, come to a word that is equitable between you and us." As a result, similarities between Islam, Christianity, and Judaism can widen the halal gap segment. Consequently, the Qur'an provides instructions on market-based segmentation.

### 1. Geographic Segmentation

Due to the trading tradition of the Quraysh, they would journey during both winter and summer." (QS Al Quraysh 1-2)

لَا يَلْفُ قُرَيْشٌ  
إِلْفَهُمْ رِحْلَةَ الشِّتَاءِ وَالصَّيْفِ

The verse includes "al shita i wa al saif," meaning winter and summer. According to Mrs. Kasir, the Quraysh would travel to Yemen during the winter and Syria during the summer. AL Zuhaili added that Yemen was more relaxed during the winter than in the summer heat. The journey to Syria was undertaken during summer time, as Syria was experiencing winter during this season. The trip yielded commodities like fragrances and seasonings from India and the Persian Gulf. During their stay in Syria, they also procured agricultural products (Purnama Putra & Wiwik Hasbiyah AN, S.H.I., 2018).

This forms the basis of segmentation. Geographic segmentation involves grouping targets based on their location, including their place of residence. Islamic and conventional theories are the same, as both aim to establish a unified market in a specific area with the same climate, thereby meeting similar needs.

The strategic potential of this market arises from the proportion of its population, which comprises children suffering from malnutrition and stunting. Geographically, it can be classified into three groups according to area, population density, and climate.

**Table 1. Geographic Segmentation of Yogurt Products**

Metode	Variable	Hasil Analisis
Region	This segmentation categorizes consumers based on their geographic location, including the domestic market or abroad.	The target area of this study focuses on the local market in the Sidoarjo area of East Java.  Objective data indicates that stunting cases in the Sidoarjo Regency have increased by 1.3 percent. Furthermore, in 2021 and 2022, there were significant increases in stunting cases at 14.8 and 16.1 percent, respectively.
Population density	This market segmentation strategy involves categorizing consumers according to their level of community density to target the appropriate market segment in both urban and rural areas.	In 2022, the Sidoarjo Regency government updated population data on the Central Statistics Agency (BPS) website, providing information on density in the Sidoarjo area. BPS defines population density as the number of people per unit area.  The population of Sidoarjo in 2022 is 2,064,168 people, covering an area of 714.27 km <sup>2</sup> and comprising 18 sub-districts.  Given the comparable number of individuals



		experiencing stunting, this is an important market segment.
The Climate	Market segments are obtained based on different climate types, including humid climates, temperate climates, hot climates, frequent rainy climates, mountainous and highland markets, and coastal school markets. Social creatures each need to have distinct purchasing decisions based on their environment.	Since Glair is sold in the Indonesian region, it is situated in a tropical climate zone. A majority of the country experiences hot weather year-round. During these hot weather conditions, yogurt can be a refreshing and nutritious food option for combating dehydration and preventing heat exhaustion. Additionally, yogurt can serve as a base for cold beverages, such as smoothies, which are highly sought-after during the hot weather season.

## 2. Demographic segmentation

Demographic segmentation refers to the process of categorizing the population into more defined groups based on factors such as gender, age, and income (Usman, 2020). The market segmentation by Prophet Muhammad was based on family, nationality, and social status, demonstrating a clear example of demographic segmentation. He offered household goods to families while selling raisins, perfumes, dried dates, woven crafts, silver ingots, and poison to foreigners in Busra (Sari et al., 2021).

The primary audience comprises children aged 0.6 to 3 years. This period constitutes a critical developmental and growth stage, during which good nutrition remains imperative for supporting their physical and cognitive advancement. Complementary foods, or MP-ASI, are introduced to children from 6 months, as breast milk alone cannot sufficiently cater to their needs.

Understanding the nuances of MP breastfeeding remains crucial, given the common pitfalls of its practice (Rahayu et al., 2018). This theory aligns with Fahrini's (2013) research, demonstrating a significant link between the onset of MP-ASI and stunting incidence. Infants given MP-ASI before six months of age are at a 1.71 times greater risk of stunting than those beginning MP-ASI at or after six months of age (Fahrini, 2013).

This segment targets middle to lower-income parents. Children's yogurt is often viewed as a premium product due to its added essential nutrients for children's growth and development. The product is geared towards children of all genders, including those with developmental delays.

### **3. Psychographic segmentation**

Psychographics refers to a person's personality that may influence their lifestyle and purchasing behavior. These aspects include beliefs and opinions (Sumeke et al., 2022). The segmentation process is typically more complex, requiring marketers to have a thorough understanding of the exact preferences of their target audience. For instance, Prophet Muhammad categorized the market based on lifestyle, ethics, and personality. A person's lifestyle can significantly influence their interest in a product, motivating them to acquire it to express their individuality (Sari et al., 2021).

For this, Glair yogurt is based on AIO (activities, interests, and opinions). In the context of yogurt, it is aimed at parents who are interested in providing complementary foods (MPASI) for toddlers to prevent stunting and or improve nutrition in children. Parents in this segment may be very committed to supporting the physical and cognitive development of their children, seeing that with the condition of the child, parental support is a support for the success of the stunting reduction program and also the selling value of the product.

### **4. Behavioral Segmentation**

Behavioral segmentation is the division of a market into small, homogeneous groups based on consumers' spending habits (Elliyana, 2022). Muslims come from diverse tribes and groups, including Shia, Sunni, Arab Muslims, non-Arabs, Europeans, Asians, Americans, and Africans. Each group represents a unique market with its similarities and consumer behavior. Nevertheless, the fundamental commonality among Muslims (Ummah and brotherhood) can be the principal foundation for segmentation behavior, as stated in Surah, Ali Imran: 110, which suggests that Muslims are the best people (Ummah) ever raised for the welfare of humanity. The unity of the Muslim Ummah has been reinforced.

The concept of brotherhood is mentioned in Surah 49, Al Hujrat: 10, which reads, "The believers are none other than brothers." Rasulullah SAW also implemented this practice by dividing groups based on loyalty status, a person's purchase stage, and events. As a result, the similarities among members of the Muslim Brotherhood demonstrate similar habits.

This segmentation classifies consumers based on yogurt consumption frequency, influenced by the product's usefulness. Consuming yogurt once a day, as supported by existing data, reduces stunting rates by 47%. Additionally, offering various benefits for loyalty status can foster brand loyalty, leading customers to choose exclusively from our line of Glair yogurt products.

## **Target Market**

The target market's preferences determine interest, and marketers continue by segmenting the correct demographics. Targeting involves dividing segments into more precise groups based on the specific products being sold and Islamic marketers should focus on targeting halal consumers and maintaining a religious outlook (Setiawan, 2018). The Qur'an stresses the importance of afterlife belief in Surah 59, Al Hashor: 18, stating, "O you who believe! Fear Allah and keep your duty to him. And let each one see what he has sent for tomorrow." The

greater a consumer's orientation towards the afterlife, the more likely they will support the company's halal offerings.

Glair is a yogurt product originating from Indonesia, which targets Muslim consumers with children under five who are stunted. However, with a sizable market share not limited only to the Muslim community in Sidoarjo, non-Muslims will also be targeted in the future. To establish itself as a company with multiple segment specialization, Glair Yogurt sells specific products for diverse segments. Based on the price of \$0.35, it is evident that the targeted subset segment is the middle-income class

### Positioning

Positioning allows companies to effectively convey product images to consumers, leading to long-term retention (Usman, 2020). According to Sunyoto (2013), Positioning is a strategy to capture consumer attention by conveying a product image with specific meanings. Additionally, Sunyoto (2013) describes positioning as a marketer's endeavor to install pictures, perceptions, and imaginings in the minds of consumers about the products provided through the communication process in the selected segment.

The positioning approach of the Prophet Muhammad was pivotal to his success as a businessman, impressing his customers. Rasulullah sells goods that abide by Sharia principles, never falsifying products or harming customers, thus ensuring buyer satisfaction and no complaints. This is the foundation of Rasulullah's flourishing business. (Sari et al., 2021).

So the yogurt is positioned as a "Nutritional Choice for Children's Growth" with a tagline. (Oktaviani et al., 2022) According to WHO data from 2005-2017, Indonesia ranked in the top three Southeast Asian countries with the highest stunting rates. Therefore, improving nutrition is crucial to reducing stunting and improving the nutrition of Indonesian children. Positioning messages can include the promotion of supplemental nutrition that supports the physical and cognitive growth of children and addresses social issues related to their health.

This study elucidates the employment of Sharia marketing as a potent marketing plan for businesses. Business entities can entice clientele by utilizing Sharia marketing through Segmenting, Targeting, and Positioning with an Islamic outlook. Corporations can customize this approach in enacting principles that concentrate not only on profits but also on social obligation. It enables people in business to comprehend segments within Islamic interpretation while allowing for the design of a tailored marketing mix based on consumer needs. This methodology has been deemed effective for implementation. This research has the potential to serve as the foundation for Islamic marketers' business strategies while utilizing the Segmenting, Targeting, and Positioning framework. By using the principles of Segmenting, Targeting, and Positioning within a Sharia marketing framework, marketers can more easily create an effective marketing mix strategy.

## IV. CONCLUSION

Thus, Sharia marketing adapts global marketing and formulates it based on the values of the Quran and Hadith from Rasulullah. In the creation of Sharia STP, the use of certain verses from the Quran and the example of Rasulullah are taken into consideration. Market segmentation

can be broken down into geographic segmentation, which includes area, climate, and density, as well as psychographic, demographic, and behavioral factors.

For Glair Yogurt, the geographic segmentation includes the Sidoarjo region in East Java. The decision to focus on this region was driven by increased stunting cases in Sidoarjo Regency, which has risen to 1.3 percent. This follows a similar trend in 2021 that saw a 14.8 percent increase and a 16.1 percent increase in 2022. In the Geographical segmentation of yogurt glair are children aged 0.6-3 years who become gold-age children in the process of growth, especially children who fall into the category of stunting or maal nutrition. Psychographics indicate that parents who are aware of the growth and development of children so that later in the provision of child nutrition is met. Behavioral This segmentation divides the market in how consistently consumers consume yogurt every day. With enough regular consumption of 1x a day, it can reduce stunting and can bring usefulness and loyalty to consumers. Glair, an Indonesian yogurt product, is marketed toward the Muslim target market, with parents of toddlers who are stunted as the primary consumers. This yogurt's positioning is "The Optimal Nutrition Option for Children's Growth." By targeting children, this positioning highlights the yogurt's vital role in fostering children's nutritional well-being.

This research presents a viewpoint on Islamic marketing approaches. The study posits that implementing Sharia-compliant segmentation, targeting, and positioning strategies can enhance Islamic marketing in the business realm. This study examines the literature on Segmenting, Targeting, and Positioning techniques used in Islamic marketing. However, the efficacy of its application on sales or business success has yet to be tested. Additional quantitative research is necessary to evaluate the role of Islamic Segmenting, Targeting, and Positioning on business success.

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