

Analisa segmenting, targeting, positioning pada program talk show kick Andy

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20406816&lokasi=lokal>

Abstrak

Understanding human needs is not an easy job. These needs are not always easily detectable. People sometimes do not aware their needs or wants especially in entertainment field. As a professional corporation, the hard work must flow after the other with creativity to create something interesting and last lasting product wich can fulfil consumer needs and wants. Kick Andy as one unique talkshow at Metro Tv try to be a market leader for talkshow program, by using segmenting, targeting, and positioning (STP). From segmenting Kick Andy programme chose audiences from middle up class because of some factor in this show, such as high education level talk show and topic in every show. The programme promise give the best shot in entertaining and gaining the knowledge more deeper exact from the source. Now, Kick Andy be an icon and be the most popular talk show in Indonesia, It can see from the share and television rating. It means that the target market have been reach in chosen segment. The positioning words always remember in Kick Andy's are "Use your heart not the brain solely in seeing an event".