

ABSTRAK

Permintaan terhadap makanan ringan terus meningkat, mendorong inovasi berbasis bahan lokal seperti kelapa. Penelitian ini bertujuan untuk menganalisis minat masyarakat terhadap keripik kelapa *Tropical Crunch* berdasarkan pendekatan *Segmenting, Targeting, dan Positioning (STP)* dengan fokus pada karakteristik demografis. Penelitian menggunakan metode kuantitatif deskriptif dengan teknik purposive sampling terhadap 54 responden di Kota Surabaya yang pernah mengenal atau mengonsumsi produk tersebut. Data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan statistik deskriptif, tabulasi silang, serta uji korelasi Pearson. Hasil penelitian menunjukkan bahwa mayoritas responden—terutama perempuan usia 21–30 tahun dengan pengeluaran yang lebih tinggi—menyatakan minat tinggi terhadap produk, khususnya pada aspek rasa, kemasan, dan persepsi kesehatan. Preferensi terhadap rasa kelapa dan kebiasaan ngemil berfrekuensi tinggi terbukti memiliki hubungan signifikan terhadap niat beli dan loyalitas. Namun, persepsi terhadap ketersediaan produk masih tergolong rendah. Berdasarkan hasil tersebut, strategi STP yang terarah pada segmen perempuan muda dengan gaya hidup aktif dan sehat dinilai paling efektif terutama melalui media sosial. Penelitian ini menegaskan pentingnya pemetaan demografis dalam merumuskan strategi pemasaran berdasarkan pendekatan STP pada produk lokal berbasis kelapa.

Kata Kunci: demografi, keripik kelapa, minat konsumen, segmentasi, *Tropical Crunch*, *STP*.

ABSTRACT

The growing demands for snacks has encouraged innovation using local ingredients such as coconut. This study aimed to analyze consumer interest in the coconut-based snack product Tropical Crunch using the Segmenting, Targeting, and Positioning (STP) approach, with a focus on demographic characteristics. A descriptive quantitative method was applied, involving 54 purposively selected respondents in Surabaya who had knowledge of or prior experience with the product. Data were collected through online questionnaires and analyzed using descriptive statistics, cross-tabulations, and Pearson correlation tests. The results show that most respondents—particularly females aged 21–30 with higher monthly spending—expressed strong interest in the product, especially regarding taste, packaging, and perceived health benefits. A significant relationship was found between interest and both coconut preference and snack consumption frequency. However, product availability was perceived as limited. Based on these findings, an STP-based marketing strategy targeting young, health-conscious women is considered the most effective especially through social media. This study highlights the importance of demographic segmentation in formulating marketing strategies based on STP approach for local coconut-based snack products.

Keywords: *coconut chips, consumer interest, demographic, segmentation, STP, Tropical Crunch,*