

Market Segmentation for “Curahan Hujan” by Egah Wirawan

Product Information

Title: Curahan Hujan - Autobiography book by Egah Wirawan about his struggle with Schizophrenia and faith

Format: 135 pages, 14.8 x 21 cm

Price: 75,000 Indonesian Rupiah

Distribution: Online only, within Indonesia

Segmentation Analysis

Factors	Question	Response
Title	What is your product?	Curahan Hujan - Autobiography book by Egah Wirawan about his struggle with Schizophrenia and faith
1. Demographic	Who are the typical customers for this product in terms of age, gender, income, and occupation?	Ages 20-55, predominantly female (60%) but also male readers, middle income, university students, young professionals, healthcare workers, religious community members, and individuals/families affected by mental health challenges
2. Psychographic	What are the lifestyle choices, personal values, and interests that characterize the target customers?	Faith-oriented individuals, mental health advocates, empathy-driven readers, self-improvement seekers; value personal growth, spiritual connection, authenticity, and social awareness; interested in real-life stories of resilience and recovery

Factors	Question	Response
3. Behavioral	How do customers typically use the product, how loyal are they to brands in this category, and what specific benefits are they seeking?	Reflective readers seeking inspiration, spiritual guidance, or understanding of mental health challenges; moderate author loyalty with high recommendation rates; seek emotional connection, hope, faith reinforcement, mental health education, and perspective transformation
4. Geographic	Where are the target customers located, do they primarily live in urban or rural areas, and how does climate affect their need for the product?	Indonesian cities with higher education levels like Jakarta, Bandung, Surabaya, Yogyakarta, and Medan; primarily urban and suburban areas with higher literacy rates and better internet connectivity for online purchases; Christian communities across Indonesia
5. Online Presence	Which social media platforms, websites, or apps do the target customers frequently use?	Instagram, WhatsApp, Facebook, Twitter; Christian community platforms and forums; mental health advocacy pages; Tokopedia, Shopee, and other Indonesian e-commerce platforms; GoodReads Indonesia

Factors	Question	Response
6. Information Sources	Where do the target customers typically look for information or solutions related to this product category?	Church communities and Christian publications; mental health advocacy websites and social media accounts; book review blogs; Indonesian literary influencers; religious leaders' recommendations; mental health professional endorsements
7. Priority Segments	Which customer groups are likely to be the most valuable for this product in terms of size and profitability?	1. Indonesian Christian community members seeking faith-based inspiration2. Mental health advocates and professionals seeking first-person accounts3. Individuals and families affected by mental health challenges looking for hope4. University students in psychology, theology, and healthcare fields

Marketing Implications

This segmentation analysis identifies key target audiences for “Curahan Hujan” within the Indonesian market, focusing on the intersection of faith-based communities and those interested in mental health awareness. The marketing strategy should leverage online channels with particular attention to Christian communities, mental health advocacy networks, and educational institutions.