

ABSTRACT

Kindergarten is the level of early age education in the form of formal education. Sandhy Putra Telkom Kindergarten is one of the industries that engages in early childhood education (PAUD), which is under the auspices of Telkom Education Foundation. Sandhy Putra Telkom Kindergarten has three levels of education including Play Group with age range of two to four years, Group A with age range of four to five years, and Group B with age range of five to six years. With the development of the world of education today, making the Sandhy Putra Telkom kindergarten continue to improve from not reaching the target students in 2015 and there is also a shortage of facilities and services in Sandhy Putra Telkom kindergarten.

This study aims to determine the position of Sandhy Putra Telkom kindergarten against its competitors based on attributes obtained then used in Perceptual Mapping with Multidimensional Scaling method. In this study obtained 15 attributes obtained through interviews and previous research.

Based on the results of research with multidimensional scaling data processing and analysis that has been done then it can be concluded that the selected attributes amounted to 13 pieces used in perceptual mapping. The final result of this research is also known to the nearest competitor of Sandhy Putra Telkom is Al-Hikmah Kindergarten. Recommendations obtained are based on data processing that needs to be improved as material for repositioning.

Keywords: Positioning Analysis, Perceptual Mapping, Multidimensional Scaling (MDS)