

ABSTRACT

TK Telkom Buah Batu is one of the kindergarten that is developing in Bandung City. TK Telkom Buah Batu stood in 1977 which is located at BKR street No.11, Cijagra, Lengkong, Bandung City. The target of TK students of Telkom Buah Batu is not achieved during the last three years, besides the number of learners is less than the competitors. Therefore, confirmation is made to parents in the form of interviews. Interviews conducted aims to determine the assessment of parents about branding, quality, and facilities TK Telkom Buah Batu compared with other premium kindergarten. Based on the interviews, it was found that 57% of respondents did not know TK Telkom Buah Batu. Pursuant to matter got purpose of this research that is identifying attribute used in perceptual mapping for TK Telkom Buah Batu, describe position of TK Telkom Buah Batu based perceptual mapping based on parent perception, and give recommendation improvement that can be applied by TK Telkom Buah Batu in order to increase brand image owned. In addition, in this research, the excavation of attributes to 11 respondents was obtained so that 13 attributes were the school location, the cost of education, the report on child's assessment result, the school facilities, the accreditation, the values implamanted, the number of educators, the curriculum, teaching by theme and subtheme, school security, extracurricular, school reputation, and educational level of educators. In this research involved 80 respondents that parents who have children aged four years to six years, where the results of the recapitulation of the next questionnaire used as data input for processing data MSD using SPSS 23. After processing data, then generated perceptual mapping that describes the position of TK Telkom Fruit Stone compared to its competitors.

Keywords: *TK Telom Buah Batu, Perceptual Mapping, and Multidimensional Scaling.*