

ABSTRACT

Beauty are developing from time to time, cosmetics is a necessity for most women in Indonesia. With the growing development of the cosmetics industry requires cosmetic companies to continue to make a good impression to consumers to always be the choice of cosmetic users. Some cosmetics selected in this study include Wardah Cosmetic, Emina, Makeover, Purbasari, and Pixy Cosmetic. This study aims to find out how positive the five brands are in the eyes of consumer perspective users in Bandung. Positioning analysis is needed to find out market needs, advantages and disadvantages of each product. This study aims to determine the positivity of the five local cosmetic brands are Wardah Cosmetic, Emina, Makeover, Purbasari, and Pixy Cosmetic based on consumer perceptions by using nine attributes, namely: Suitability with skin type, Resilience, Light formula, Color choice, Price, Packaging, Composition, Trend and Advertisements. This research method uses descriptive quantitative methods. by using Multidimensional Scaling (MDS) which will produce a visual map of cosmetic competition based on selected attributes. Data collection through distributing questionnaires to 150 respondents to cosmetic users in the city of Bandung. The results of this study indicate that Wardah Cosmetic cosmetics are the best in the attributes of suitability with skin types, mild formulas on the face, price, and composition. Pixy does not have specific advantages but Pixy is quite stable in Resilience, Color Options, Packaging, Composition, Advertisements and Trend attributes. Emina is excellent in the Packaging, Trend and Advertisements attributes. Makeovers excellent at Resilience and Color Options attributes. And Purbasari is considered not yet superior in all attributes, but Purbasari is quite superior in terms of quality with skin type, composition and price after Wardah. Based on the results of the study, it is recommended that each cosmetics brand company be able to maintain good perceived attributes and further develop badly perceived attributes.

Keywords: Cosmetics, Positioning, Multidimensional Scaling, Consumer Perception.