

ABSTRACT

The city of Bandung is a city of creative industries capable of creating various kinds of local brands. One of them is the Geoff Max brand. Geoff Max is one of the leading local brands from the city of Bandung and is engaged in the fashion industry which was established in 2012. Over time, there are many competitors emerged sharing the same segment with Geoff Max this has caused the decrease of sales to from reach the target to changes in people's taste in choosing the appropriate local brand. Therefore, this study aims to overcome these problems. The purpose of this research is to find the optimal combination of attributes that are either method of conjoint analysis and preferences of consumers. This research involves determining the activity attributes draft, in which there are 4 attributes of the draft referring to product attributes IE price, product attributes, features and promotions, then combining these attributes with the orthogonal model, spread a detailed questionnaire to consumers residing in Max Geoff Bandung city, to perform data processing using the method of conjoint. The output from this research that is the emergence of the combination of attributes that is priced "Rp. 250,000", "comfort", "Custom features" promotional "discount and the end of the Year", with the cost implications of recommendations designed to Geoff Max amounting to Rp. 10,130,500.

Keywords : *Conjoint, Geoff Max, Attribute, Public Prefence.*