

ABSTRACT

Winterxsvmmer is a fashion brand engaged in clothing that carries the theme of streetwear which was founded in 2019 located in Bandung. Winterxsvmmer is currently experiencing several symptoms of problems, including sales from October 2019 to September 2020 experiencing fluctuations and not meeting the targets that have been set, the small value of the heart share obtained compared to other streetwear clothing brands, and the lack of communicating their advantages so that consumers do not know what advantages Winterxsvmmer has. Based on some of the symptoms of these problems, it can be concluded that consumer perceptions of Winterxsvmmer are still relatively weak. To overcome these problems, it is necessary to design a good positioning strategy. The purpose of this research is to design a positioning strategy for Winterxsvmmer and optimize the resources owned by Winterxsvmmer for the implementation of the positioning strategy design. The sample used in this study amounted to 210 users from the seven local clothing brands analyzed. The perceptual mapping output shows that there are 3 areas of competition, where winterxsvmmer is in the same area as Poshbrain, and the attributes it competes with are product color variations and convenience attributes. Then based on the results of the SWOT analysis, ten positioning strategies were obtained, which was then continued by designing an integrated system to be able to implement the positioning strategy design obtained.

Keywords : Winterxsvmmer, Positioning, Perceptual Mapping, Multidimensional Scaling, SWOT Analysis, Clothing