ABSTRACT

BobbiesJeans.Co is a local brand specializing in the sales and production of denim pants and denim jackets. They opened a store at Bright Side Street Market, Jl. Sultan Agung No.27, Bandung. Based on sales data from January 2020 to February 2021, the core product from BobbiesJeans.Co, namely denim pants, has not yet reached its sales target. This is supported by consumer perception that BobbiesJeans.Co denim pants are less well known and have less visible advantages compared to other denim brands. This study aims to explore consumer perceptions of denim pants in choosing a denim pants brand based on perceptual mapping using the multidimensional scaling (MDS) method. MDS is a method for placing interrelated objects in a perception map to determine competition conditions and to determine the location of each brand based on consumer perception. In this study, the attributes used are price, material quality, model variations, sizes, color variations, brand reputation, fabric variations, attractiveness and ease of purchase. The input data obtained are 110 samples from denim pants consumers, then the input data is used in data processing using MDS which produces perceptual mapping. Based on perceptual mapping, it was found that Bespoke Project is the closest competitor to BobbiesJeans.Co. Furthermore, positioning improvements were made on the priority attributes that are the weaknesses of BobbiesJeans.Co denim pants compared to other competitors, namely brand reputation, material quality, attractiveness, and variety of models. These are the four attributes that BobbiesJeans.Co wants to highlight to give its denim pants an advantage over other competitors.

*Keywords: **Denim Pants, Positioning, Multidimensional Scaling, Attributes , Perceptual Mapping.***