ABSTRACT

Glegeg-in is a brand in Bandung that focuses on selling modern drinks, such as milk tea, thai tea, coffee, and boba drinks. In the last nineteen months, Glegeg-in revenue has been unstable. Weak products compared to other brands are the main factor causing Glegeg-in's revenue instability. This is supported by consumer perceptions that Glegeg-in modern drink is less well known and has less visible superiority compared to other modern drink brands. This study aims to explore the attributes that are considered in choosing modern drink products, to map the position of Glegeg-in and its competitors based on perceptual mapping using the multidimensional scaling (MDS) method. MDS is a method used to position an object with other objects based on consumer perceptions which are visually depicted in perceptual mapping to determine the position of each brand and the conditions of competition that occur. The attributes used in this study are price, product taste, variety of flavors, variety of size, packaging, brand reputation, testimonial, promotion, outlet location, and service. In this study, the input data used for data processing amounted to 122 samples, which are modern drink consumers. Furthermore, the input data is used for data processing using MDS which produces a perceptual mapping. Based on the results of perceptual mapping, three areas of competition were obtained, Glegeg-in is in the same area with Happy Fat, which makes it the closest competitor of modern drink brands. The results of this study are an integrated positioning system improvement design for Glegeg-in on the attributes of modern drinks which are the value proposition of Glegeg-in. This is the basic consideration for Glegeg-in in achieving the goals that have been set.

Keywords: **Glegeg-in, Modern Drink, Positioning, Multidimensional Scaling, Attributes, Perceptual Mapping**