ABSTRACT

Nakhoda Nusantara is a brand from Bandung in the fashion sector that was founded in January 2019 by starting to produce various kinds of clothing such as T-shirts, jackets, and shirts. The T-shirt product is a superior product because it achieves the highest sales in 2021 compared to other types of clothing. However, based on sales data for Nakhoda Nusantara T-shirt products during 2019-2021 total actual sales tend to not reach the sales target. In a survey to find out consumer perceptions of T-shirt products, that T-shirts belonging to Nakhoda Nusantara are less well known by consumers and have less visible advantages compared to T-shirts from other brands. Based on the selection analysis of the problem that the target of the T-shirt product is not achieved, it is necessary to design a positioning improvement that aims to increase brand awareness with consumer solutions for the Nakhoda Nusantara T-shirt, and can learn about the closest sales of the Nakhoda Nusantara T-shirt product.

Multidimensional scaling (MDS) is widely used in marketing research for positioning. Companies use MDS to find out how their product brands are valued among other similar competing brands. Nakhoda Nusantara want to increase the potential for achieving sales targets so this final project aims to produce an appropriate product positioning improvement design that can be applied by Nakhoda Nusantara by perceptual mapping using the multidimensional scaling (MDS) method and SWOT analysis.

The attributes used are material quality, color, price, design quality, comfort, attractiveness, fashionable, and brand reputation. The competing brands determined in this final project are 3Second, Owners, Screamous, Wadezig, and Byrazi. The number of samples used in this final project is 90 respondents. Sampling using nonprobability sampling method with purposive sampling technique. MDS data processing using IBM SPSS software produces validity and reliability values. The results of MDS data processing obtained an R-Square value obtained at 0.99196 or more than 0.6 and the Stress value obtained was 0.09300 or close to zero. Based on the value of R-Square and stress the results of MDS data processing are valid and reliable. The results of the perceptual mapping are described based on the conditions of the competitive area by grouping them into two regions A and B. The position of the Nakhoda Nusantara brand T-shirt product is in region A along with Screamous, Wadezig, Owners, and Byrazi. Based on the results of the calculation of the Euclidean distance that in region A there is a competition that outperforms each other on the price and material quality attributes. The results of the design also identify the closest competitor of Nakhoda Nusantara based on the Euclidean distance that the main competitor of the Nakhoda Nusantara is Wadezig.

The problem owner determined that the value proposition of the Nakhoda Nusantara t-shirt is a product that is more attractive to consumers and follows trends. This shows that the value proposition that Nakhoda Nusantara wants to improve focuses on attractive and fashionable attributes. However, based on perceptual mapping, it shows that according to consumer perceptions, the Nakhoda Nusantara T-shirt

product is superior in price and material quality attributes. Attributes that are prioritized to be given a positioning improvement design are analyzed for weaknesses, strengths, opportunities, and threats as well as analyzed and identified the right strategy for positioning improvements. The results of the positioning improvement design are carried out to improve the Nakhoda Nusantara t-shirt brand so that it can get good value in the minds of consumers and can compete well with competitors in the market.

Keywords — ***Multidimensional Scaling, SWOT, Positioning, Perceptual maps, Fashion***