## ABSTRACT

Wok & Wok Express is an MSME engaged in the Food and Beverages. Currently Wok & Wok express is experiencing problems, namely low revenue, even based on sales data, Wok & Wok Express had experienced losses in February, July, August, September and December with an average loss of -4%. This is due to the low differentiation of Wok & Wok Express to Chinese Food Restaurants such as Fook Yew and Ta Wan. A symptom of a significant problem is that consumers prefer to buy food around Wok & Wok Express. Based on the results of a preliminary survey of Wok & Wok Express consumers and Chinese Food Restaurant consumers, the majority of them do not know the advantages of affordability and the variety of various package menus from Wok & Wok Express when compared to other Chinese Food Restaurants such as Fook Yew and Ta Wan. Based on the survey results, it can be concluded that the level of differentiation of Wok & Wok Express is still relatively weak, so further research is needed to build competitive differentiation by designing a Wok & Wok Express positioning strategy to identify the attributes of Chinese Food Restaurants, the position location of Wok & Wok Express based on its competitors and recommendations for designing strategies for improving positioning.

The method used in the positioning research of Wok & Wok Express is multidimensional scaling (MDS) which will produce a perceptual map. The result of the perceptual map is a visualization of the location of the position of the seven Chinese Food Restaurants and their attributes based on consumer perceptions. The design of the Wok & Wok Express repair strategy is produced based on the location of the position of Wok & Wok Express in perceptual mapping which will then be further analyzed using the SWOT method as the basis for designing a positioning improvement strategy.

Chinese Food Restaurants that are competitors of Wok & Wok Express in this study are Fook Yew, Ta Wan, Fajar 79 Restaurant, Akoen Restaurant, Matahari Chinese Food and Resto Mandala. The population in the study designed to improve the positioning of Wok & Wok Express was a community in DKI Jakarta and the sample used in this study was 222 respondents with the criteria of being domiciled in DKI Jakarta, connoisseurs of Chinese Food cuisine, and at least making Chinese Food restaurants as one of the choices for consumption. The questionnaire distribution technique was carried out by considering the knowledge of potential respondents to the Chinese Food Restaurant. There is a provision that prospective respondents know and have consumed at least 3 Chinese Food Restaurants.

The attributes used in this study are price, taste, menu variations, quality of service, food quality, restaurant environment, restaurant location, brand reputation, packaging, halal menu availability, interior design and level of originality. Based on the results of perceptual mapping, there are 3 competition areas, RM Akoen, RM Fajar 79 and Resto Mandala are in area A. Wok & Wok Express is in area B with Matahari Chinese Food which is hereinafter referred to as the actual competitor. While in region C there are Fook Yew and Ta Wan. The result of the strategy to improve the positioning of Wok & Wok Express by focusing on availability of halal menu which are still the advantages of its actual competitor, Matahari Chinese Food based on Euclidean distance. The design, which has been analyzed using the SWOT matrix, is expected to increase sales and revenue from Wok & Wok Express.

## Keywords — Positioning, Multidimensional Scaling, Perceptual Mapping, MATRIX SWOT, Food and Beverages, Chinese Food Restaurant.