

ABSTRACT

MFD Studio is one of the businesses engaged in women's fashion which was founded on March 8, 2021 in Bandung City, which sells women's clothing, namely dynamit shirts, Blouse The Blooming Series, and LBH Blouse. In product sales, there are indications of problems that occur in MFD Studio, shown in MFD Studio sales data for one year starting from March 2021 to March 2022, namely income that does not reach the target and low public awareness of the MFD Studio brand. In distributing a survey of MFD Studio products, the results of the product are less well known and less visible to consumers. In providing solutions to existing problems, a positioning improvement design was made to increase MFD Studio's brand awareness and achieve sales targets. The method used to design improvement in positioning strategy is Multidimensional scaling to find out how a product brand is valued more among competitors. The results of the design for improving the positioning strategy are carried out from the results of perceptual mapping and SWOT analysis. The attributes used are variations in product models, product prices, quality of product materials, variations in product types, variations in product sizes, product packaging, brand promotions, brand popularity, current trends, product reviews and product color variations. Interviews were conducted with a sample of 210 respondents using non-probability sampling method. In processing MDS data using IBM SPSS software, the R-Square value is 0.99867 with a value of more than 0.6 and a Stress value of 0.0378 with a value close to 0 indicating that the data obtained are valid and reliable. The results obtained from the perceptual mapping are grouped according to two regions A where there is the Fimelo brand as a potential competitor and in region B there is the Deans Collection brand being the actual competitor of MFD Studio. Based on the results of the calculation of the Euclidean distance difference in region A, there is competition between attributes of brand promotion, product prices, and product color variations, while in region B there is competition between attributes of current trends, product packaging, and variations in product types. Priority attributes were improved to identify weaknesses, strengths, opportunities and threats, and strategies to improve brand positioning were analyzed. The results of the positioning improvement design obtained are implemented to get revenue that reaches the target and MFD Studio is able to compete better with competitors in the market.

Keywords - Multidimensional scaling, Positioning, Perceptual mapping, SWOT, MFD Studio, Women's fashion brand