

ABSTRACT

Havanyawears is one of the Micro, Small and Medium Enterprises (MSMEs) that focuses on hijab fashion which was established in 2019. Havanyawears offers various products such as hijabs, tops, bottoms and overalls for Indonesian Muslim women. In recent times, sales of Havanyawears are experiencing several problems, namely income which has fluctuated due to non-fulfillment of sales targets that have been set for some time. Based on these problems, observations were made regarding the root cause of the problems experienced by Havanyawears into several aspects, one of the aspects that influenced the problems with Havanyawears was the low differentiation of Havanyawears and the lack of communication of the advantages possessed so that consumer perceptions of Havanyawears were still weak. Based on these problems, this final project aims to design a positioning strategy for the Havanyawears brand in order to strengthen competitiveness in the face of competition using the Multidimensional Scaling (MDS) method.

In this final project, the input data used for data processing is sample data with a total of 200 users of hijab fashion brands. The results of the perceptual mapping obtained three competitive areas, where based on the calculation of the distance to all regions obtained attributes that will be highlighted in order to be used as improvement attributes in designing the Havanyawears positioning strategy, namely based on competition with region A there are good service attributes and variations in product purchase channels, based on competition. with region B there are attributes of product color variations and variations in product materials, and in competition with region C there are attributes of product prices and product promotions. In obtaining the positioning improvement design, the identification of Strength, Weakness, Opportunity, and Threat (SWOT) on each attribute that became the basis for the Havanyawears positioning strategy design was carried out by looking at important aspects from internal and external to Havanyawears.

Keywords: *Positioning, Multidimensional Scaling, Perceptual Mapping, SWOT Analysis, Hijab Fashion, Havanyawears.*