

ABSTRACT

Karleen Hijab is a hijab fashion company that was founded in 2017. Currently, Karleen Hijab has several symptoms of problems. These symptoms are fluctuating income in January to December 2021, the difference in online income is lower than offline, the level of heart share and low differentiation of hijab fashion brand users towards Karleen Hijab, and marketing communication programs that are less than optimal. From these symptoms, there are four alternative solutions in the place, product, promotion, and brand sections. Of the four alternative solutions, Karleen Hijab will make improvements to the brand, namely by designing a positioning strategy to strengthen competitiveness in the face of competition. The purpose of this final project is to design an effective positioning strategy for the Karleen Hijab brand to strengthen competitiveness in the face of competition. The population in this final project is people in Indonesia who use the hijab fashion brand and the sample used for data processing in this final project is 200 people. Based on the results of perceptual mapping, there are 3 areas of competition, namely region A, region B and region C. The results of this Final Project are in the form of a strategic design for improving positioning on attributes that will be improved in region A, where Karleen Hijab is competing with Lozy, and region B is where Karleen Hijab is competing with Deenay. and region C of Karleen Hijab's competition with Halwa. This is the basis for consideration of Karleen Hijab to achieve the desired goal.

Keywords — Positioning, Multidimensional Scaling, Perceptual Mapping, SWOT, Brand Fashion Hijab, Karleen Hijab.