

ABSTRACT

Byklana is a fashion business venture originating from Pangandaran. Founded by Novi in 2019, this business sells various types of products such as culotte pants, blouse, blazer, skirt, and one set. The main and flagship product of the Byklana brand is culotte pants, which have the highest sales compared to other products. However, sales data of Byklana's culotte pants from January 2021 to May 2023 show that the sales target has not been achieved. This is due to several issues, including a lack of market knowledge about the existence and superiority of Byklana's culotte pants compared to competitors' products, suboptimal use of communication programs, and limited sales channels. From these three issues, three alternative solutions involving brand, promotion, and sales channels are identified. Therefore, Byklana will conduct research to design positioning improvements aimed at strengthening its product position in facing competition and enhancing brand awareness.

This research employs the Multidimensional Scaling (MDS) method and SWOT Analysis. Through MDS, perceptual mapping will be created to depict the position of each brand and its product attributes. Meanwhile, SWOT Analysis will be used to evaluate the company's internal and external factors in determining the company's strategy.

The sampling was obtained using non-probability sampling method with purposive sampling technique. The survey method was conducted on 130 respondents who were consumers of culottes pants from predetermined brands namely Asoka Fashion, Lozy, Femme Outfit, ByNeeth, Daissy, and Hijup. The determination of competing brands was based on observations through Shopee with the same product category and Shopee rating limitations. Consumers consider several attributes in choosing culottes pants, such as model variations, fabric quality, stitching quality, color, size, price, brand reputation, fashionability, and distribution channels. The survey data were analyzed using IBM SPSS Statistics 23 software to obtain Stress and R-square values as indicators of perceptual mapping accuracy. The research results showed an R-square value of 0.9175 (greater than 0.6) and a Stress value of 0.17262 (approaching zero), indicating that the obtained data met the MDS specification requirements. Perceptual mapping resulted in two

regions, namely Region A and Region B, based on the Euclidean distance between culottes pants brands. The product positioning of Byklana culottes pants was in Region B, along with competitors ByNeeth and Femme Outfit. Region B represents affordable products that offer products with sizes according to consumer needs.

The design of positioning improvement is carried out with a focus on attributes that serve as the value proposition or attributes to be highlighted as the brand image of Byklana, in order to be more recognized by the market and compete with other culottes pants brands. The design of positioning improvement also involves Byklana culottes pants based on the results of Euclidean distance comparison with the closest competitor, ByNeeth. The attributes that are the focus in designing the positioning improvement are leveraging the company's advantages, namely price and size.

There are five recommended strategies for positioning improvement that can be implemented by Byklana: Clearly communicate the advantages of product size and affordable pricing to consumers through content using digital marketing channels. Utilize various digital marketing channels to effectively convey the unique selling points of Byklana, emphasizing the product size and affordability. Optimize marketing activities by focusing on Instagram as a promotional medium. Pay close attention to creating engaging and compelling content on Instagram to attract and engage the target audience effectively. Enhance the tagline to align with the brand's unique advantages and strengthen the company's value proposition. Craft a tagline that highlights the strengths of Byklana, such as its competitive pricing and suitable product sizes. Join e-commerce platforms and marketplaces, as well as other social media channels, to expand the reach to a wider target audience. Implementing these strategies is expected to enhance brand awareness, effectively compete with competitors, and create a positive consumer perception of Byklana.

Keywords: Byklana, Multidimensional Scaling, Perceptual Mapping, Positioning, SWOT Analysis.