ABSTRACT

Stunner is one of the micro, small and medium enterprises (MSMEs) that focuses on women's fashion which has been established since 2021. Stunner took advantage of technological advances to open their online shop on the Shopee e-commerce. Some of the products offered by Stunner are tops, bottoms, outers, and others for women. The problem with Stunner is the number of product sales that it loses to similar competitors. Therefore, observations were made to find out the root of the problem. Based on these problems, to strengthen competitiveness against similar competitors, further research is needed in the form of a Final Project using Multidimensional Scaling (MDS).

In this Final Project, the input data used for data processing is sample data from 150 users of women's fashion brands. The results of the perceptual mapping show that there are three areas of competition. Based on the calculation of the distance to each area, it is found that the attributes that will be emphasized as improvement attributes in designing the Stunner position strategy. In competition with region A, the priority attributes are Responsive Chat Service and Product Prices. In competition with region B, the priority attributes are Good Service and Responsive Chat Service. Whereas in competition with region C, the priority attributes are Color Variation and Product Price. Then the selected attributes as improvement attributes will be analyzed for the improvement strategy design using SWOT Analysis. The design strategy for improvement in area A is to create a bot admin service (computer program) for customer service at Shopee. The design of an improvement strategy in area B is responsive to consumer complaints, so that the relationship to consume is maintained. The design of an improvement strategy in area C is to collaborate on new products with competitors to create more attractive variations of the product.

Keywords: UMKM Stunner, Positioning, Multidimensional Scaling, Perceptual Mapping, SWOT Analysis.