

ABSTRACT

The King Industries is an MSME engaged in fashion and focuses on shirt products. The King Industries was founded in 2016 and the company faced the challenge of unmet sales targets. The reason is limited sales methods (WhatsApp, Line, Instagram), poor quality human resources, and lack of market understanding of the advantages of its products over competitors. To improve the position of its products, research was conducted using the Multidimensional Scaling (MDS) Method to be able to describe and show the position of brands, competitors, and attributes in perceptual mapping based on consumer perception. The goal is to increase brand awareness and achieve shirt sales targets.

The method used in sampling used purposive sampling techniques on 115 consumers of Screamous, Cosmic, Evil, Dobujack, Blackjack, and The King Industries brand shirts. The identified attributes, namely color, material quality, motif, model, price, size, stitch quality, and brand reputation will be assessed through questionnaires according to consumer perception. Then the data is processed using IBM SPSS. The results validated the MDS model with an R-square value of 0.974 and a stress of 0.165. Perceptual mapping shows two groups of competition areas (A and B). The King Industries competes with Dobujack and Blackjack in region A, with advantages in price, material quality, and size. The King Industries has five recommendations in the design of positioning improvements that can be applied, namely, creating fresh marketing content by emphasizing affordable prices, the right size, and the quality of complete materials to the publication schedule, working with Key Opinion Leaders (KOLs) for endorsements, utilizing online advertisements such as Instagram, Facebook, and TikTok for promotion, joining e-commerce and marketplaces and being active on other social media to achieve Consumers more broadly, changed the tagline to "Uncompromising Quality, Unbeatable Price, Perfect Fit for You!" to emphasize product excellence.

Keywords: *The King Industries, Multidimensional Scaling, Perceptual Mapping, Positioning.*