

ABSTRACT

PT. Kreigan Sentral Teknologi is one of the companies in Jakarta that specializes in creating and developing applications. One of the products of PT. Kreigan Sentral Teknologi is Silvi. Silvi is an application that assists restaurant owners to manage order and payment procedures. PT. Kreigan Sentral Teknologi markets Silvi apps through social media, and one of the platforms that they use is Instagram. Compared to the company's website, prospective clients are exposed to Silvi App by using Instagram named silvi.indonesia informing about the app and other information useful for the customers. Engagement rates indicate that it is important to control the feeds on Instagram to get more engagement. Based on that, the problem formulations are where is Silvi's position against its competitors based on the perceptual mapping according to followers' perceptions of its product's Instagram? and what is the system improvement in strengthening positioning that can be applied by Silvi?. By using multidimensional scaling, there are ten attributes of Instagram engagement used in the perceptual mapping, such as, profile interest, profile explanation, feeds interaction, feeds interest, feeds timeline, story timeline, story interest, caption interest, and caption explanation. There are nine competitors in the perceptual mapping. Based on the three regions on the map, Silvi is in the region A along with Moka and ESB. The design positioning improvement recommendations for Silvi's Instagram is carried out on the attributes that the company wants to highlight so the audience of Instagram can recognize and get more engagement on Silvi's Instagram.

Keywords: *Silvi, Instagram, Positioning, Multidimensional Scaling, Attributes, Perceptual Mapping*