

GLOSSARY

Brand: Identity of the company to differentiate from the others.

Cashier Application: An application that can perform payment in an easier way.

Instagram: An application to post video or photo online and to make social with other people

Multidimensional Scaling: Presenting the perception of respondents through a visual display

Euclidean Distance: Distance between two coordinates from the results of mathematical calculation

Positioning: Designing the certain company on the right position in the market

Respondents: People who respond the question that is given

Perceptual Mapping: Map that describe the position of the brand