

ABSTRACT

Libre Everyday is a fashion brand from Bandung which was founded in 2021 by Andre Satria Tanjung by producing various kinds of products such as T-shirts, Hoodies and Jackets by selling products online through the marketplace and social media. The Libre Everyday T-shirt product shows quite good performance as a beginner. However, based on data on sales of Libre Everyday T-shirt products from January 2022 to June 2023, they tend not to reach the target. In a preliminary survey to determine consumer perceptions of the advantages of the Libre Everyday T-shirt product, it was discovered that most consumers were not aware of the advantages of the Libre Everyday T-shirt product. The problem identification process was carried out using a fishbone diagram through the results of interviews with the problem owner. There were three factors that caused the sales target for the Libre Everyday T-shirt product not to be achieved, namely the people, place, and promotion factors. Based on the selection of alternative solutions, it is necessary to design positioning improvements to strengthen Libre Everyday's positioning among its competitors and increase consumer brand awareness.

Multidimensional Scaling is used to assist in knowing and presenting consumer perceptions and preferences regarding product brands through visual displays. Libre Everyday wants to increase the performance of its products in maximizing profits for the company to achieve the desired sales targets so it requires appropriate positioning improvement designs with perceptual mapping using the multidimensional scaling method to be implemented by Libre Everyday.

The product attributes used in this study are material quality, sewing quality, design quality, price, color, and size. The established competitor brands are Poeticluzien, Graditlab, Smooth Basic, Blessed Studios, Iluthic, and Rasshaze. The number of samples specified in this final project is 70 respondents. Sampling using nonprobability sampling method with purposive sampling technique. Multidimensional scaling data processing is assisted by IBM SPSS 23 software to obtain validity and reliability values. The MDS results obtained a stress value of 0.15312 or close to zero and an R-square value of 0.97814 or greater than 0.6. In

the perceptual mapping, three regions were obtained, namely regions A, B, and C. There are three T-shirt brands in region A, namely Iluthic, Blassed Studios, and Graditlab which have almost the same characteristics that compete in the premium product area. There are two T-shirt brands in region B, namely Poeticluzien and Rasshaze, which have almost the same characteristics and compete in the area of product comfort. In region C there are two T-shirt brands, namely Smooth Basic and Libre Everyday. The two brands have almost the same characteristics that compete in the area of price sensitivity because they have prices ranging from IDR 100,000 to IDR 200,000 with varying design quality.

The positioning improvement design was carried out by prioritizing the attributes that are the advantages of the Libre Everyday brand in increasing consumer perception. The positioning improvement design was carried out by comparing the Euclidean distance calculation between the Libre Everyday T-shirt brand and its closest competitor, Smooth Basic, with their superior attributes, namely price and design quality. Recommendations for positioning improvement design strategies that can be implemented by Libre Everyday are obtained, namely carrying out communication strategies regarding price advantages and design quality in building a strong brand image, improving marketing communication programs on social media and marketplaces, and increasing product marketing channels. Based on the results of the positioning improvement design obtained, it is hoped that it will be able to increase brand awareness and consumer perception so that it can be rated well in the minds of consumers and potential consumers and can compete with other T-shirt brands.

Keywords – Multidimensional Scaling, Positioning, Perceptual Mapping, Fashion