ABSTRACT

Tasa.id is one of the fashion MSMEs from Bandung, West Java since 2020. Tasa.id has the root of the problem in brand factors. Based on these problems, it can be concluded that Tasa.id needs to design a positioning strategy to strengthen its competitiveness in the market. The methods used are multidimensional scaling and SWOT analysis. The product attributes used are brand reputation, product price, material quality, product design, product color variations, product model variations, size variations, and product convenience. Sampling using purposive sampling technique with a sample of 210 respondents. In the results of perceptual mapping there are 3 areas of competition. The positioning strategy Tasa.id based on the priority attributes of regional A improvement include increasing product production against product color choices that are in great demand by the market by utilizing the use of big data, conducting more aggressive market penetration in the plus size market segment using oversize products, utilizing the use of big data to increase the variety of product models that are in demand by the market, maintain good communication and relationships with suppliers owned in order to still obtain good quality materials and affordable prices, benchmarking competitors in order to increase the variety of models and product materials that are more diverse and quality so that they can compete with the market. While the positioning strategy Tasa.id based on the priority attributes of improvement in region B including utilizing assistance funds from the Ministry of Cooperatives to produce high quality products at affordable prices, collaborate with design students of Esmod School Jakarta to design fashion products to increase product comfort, Maintain competitive pricing power in order to compete with competitors so as to provide advantages, improving the quality of underwear products producing Tasa.id pants products to improve consumer decisions in purchasing products.

Keywords — [***Multidimensional scaling, Positioning, Perceptual Mapping,* SWOT *Anlysis, Brand Fashion,* Tasa.id**]