

## **ABSTRACT**

*Sako Geprek Chicken Restaurant is one of the Micro, Small, and Medium Enterprises (MSMEs) operating in the food and beverage industry. The main menu of this restaurant is fried chicken with various other choices. However, this restaurant's revenue in 2021-2022 did not reach the set target. To understand more about consumer perceptions of the Ayam Geprek Sako Restaurant, The method used in this research is the multidimensional scaling (MDS) method and SWOT analysis. The MDS method produces data that can display perceptual mapping which positions the Geprek Sako Chicken Restaurant and its competitors based on consumer perceptions. With the help of perceptual mapping, it will be clearer the position of each brand and the relationship between the attributes and the position of each competitor can be displayed visually. In this way, it is hoped that the positioning required by the Ayam Geprek Sako Restaurant can be defined more completely. The results of perceptual mapping will be the basis for analyzing SWOT.*

*The number of samples used in this research was 110 people. Samples were taken using a nonprobability sampling method with a purposive sampling technique. The data obtained were analyzed using IBM SPSS software to perform MDS analysis, and from the results of this analysis, the validity and reliability values were obtained. From the results of the MDS analysis, it was found that the R-Square value was 0.98876, exceeding 0.6, and the Stress value was 0.11505, close to zero.*

*In conclusion, this research is expected to help the Ayam Geprek Sako Restaurant increase its revenue and popularity through a better understanding of consumer perceptions and the right positioning design. By communicating the advantages of the Ayam Geprek Sako restaurant. This attribute is given priority in formulating positioning strategy improvements, with an in-depth analysis of weaknesses, strengths, opportunities, and threats. The design results for improving the positioning strategy are aimed at improving the brand image of the Ayam Geprek Sako restaurant so that it can obtain a positive evaluation in the eyes of consumers and compete effectively with competitors.*

**Keywords: Multidimensional Scaling, SWOT, Positioning, Perceptual maps, Restaurant**