

ABSTRACT

Indonesia is one of the countries with the largest Muslim population in the world. With a Muslim population of 240.62 million by 2023, Indonesia is not only the country with the largest Muslim majority, but also a significant potential market for the global Muslim fashion industry. Hijab sales in Indonesia are quite high in line with the increasing consumption of Muslim fashion in Indonesia. Odelia Hijab is one of the Indonesian Muslim fashion brands that has been established since August 8, 2022 and is located in the Puri Indah No B3/1 Jatiningor complex, Sumedang Regency, West Java. In the last eleven months Odelia Hijab has several symptoms of problems including sales that do not reach the target, the level of heart share, and low differentiation, the utilization of sales media such as e-commerce that has not been maximized compared to similar competitors. Multidimensional scaling (MDS) method and SWOT analysis will be used to get more in-depth information about consumer assessment of Odelia Hijab. From the data processing generated, Odelia Hijab is included in region C with Shaybee as an actual competitor. The results of this Final Project research are in the form of a design for improving Odelia Hijab's positioning strategy in competing with competitors based on the quality attributes of product materials and attractive product designs. These results are also followed by an alternative design in competitive Region A with the brands Elzatta Hijab, Deenay Scarves, and Hijabic.id, which are considered potential competitors with selected improvement attributes, namely brand reputation attributes, product type variations, product color variations, and product model variations. The design implementation that Odelia Hijab can do is to optimize the production house and good relations with suppliers, increase the status to Shopee Mall, participate in online Artificial intelligence (AI) design training, establish good cooperation with new suppliers, and collaborate or compare brand performance with competitors.

Keywords— Positioning, Multidimensional Scaling, Perceptual Mapping, SWOT Analysis, Odelia Hijab, Brand Hijab.