

ABSTRACT

The local fashion industry, particularly in the polo shirt category, has experienced rapid growth in Indonesia, alongside the increasing number of e-commerce users who frequently shop online. This phenomenon is driven by consumer habits, where many now search for product references through social media and e-commerce platforms. Bravo Projects, a local fashion brand based in Bandung, faces significant challenges in increasing brand awareness and achieving its sales targets, which often show considerable fluctuations. This study aims to identify the attributes influencing consumer decisions when choosing polo shirts and to analyze the position of the Bravo Projects brand in the local fashion market, specifically in the polo shirt segment. Additionally, this research provides recommendations for improving the positioning strategy that Bravo Projects can apply to strengthen its position in this highly competitive market.

The approach used in this study is Multidimensional Scaling (MDS), which allows for mapping consumer perceptions of various polo shirt brands in the market, including Bravo Projects and its competitors. MDS enables a deeper analysis of how consumers position different product attributes in their minds, as well as comparing the perceived positions of brands within the same market. Data for this research were obtained through the distribution of questionnaires to 140 respondents selected using purposive sampling techniques, who have knowledge of local polo shirt brands and experience purchasing these products. The questionnaire was designed to explore consumer perceptions related to various product attributes such as comfort, durability, color variation, up-to-date design, price-quality suitability, brand popularity, and promotional programs offered by each brand.

The results of the perceptual mapping analysis show that the positions of local polo shirt brands can be divided into three regions, representing the relationships between various brands and dominant product attributes. Region A is dominated by the brands House of Smith and Russ & Co, which are closely associated with the attributes of durability, brand popularity, promotional programs, and price-quality suitability. Region B includes brands like Bluebutton, MSMO.MEN, Cottongo, and Java Jones, which emphasize the attribute of up-to-date design. Meanwhile, Region

C illustrates the position of Bravo Projects, which excels in the attributes of color variation and comfort. Based on this mapping, it can be concluded that while Bravo Projects has strengths in comfort and color variation, it still lags in several other key attributes that influence consumer purchase decisions, such as product durability, brand popularity, promotional programs, and price-quality suitability when compared to major competitors.

To improve its market position, it is recommended that Bravo Projects enhance the durability of its products by selecting more durable materials that align with consumer expectations for premium products. Price adjustments should also be made to become more competitive in the market, considering the varying purchasing power of consumers. Furthermore, strengthening brand image through more strategic marketing campaigns on social media and collaborating with influencers relevant to the target market can help increase brand awareness. By fully leveraging social media and digital platforms, Bravo Projects can boost its brand visibility and build a stronger emotional connection with consumers. This research is expected to provide valuable guidance for the company in formulating the right and effective marketing strategies to strengthen Bravo Projects' position in the increasingly competitive local fashion market.

Keywords: *Digital Marketing, Multidimensional Scaling (MDS), Perceptual Mapping, Positioning Strategy.*