ABSTRACT

The Inkra Batant Stride is one of the boots brand in Bandung. At this time, Inkra Batant Stride has several problem symptoms. These problem symptoms include the awareness of the boots wearers on the Inkra Batant Stride brand, a low differentiation level compared to other brands, and fluctuating sales. Through the these problem symptomps, it can be concluded that the Inkra Batant Stride brand is weak. An effort to build a competitive differentiation is by implementing a positioning strategy.

The purpose of this study is to determine the positioning on the Inkra Batant Stride among its competitors in the Bandung area. The method used in this study is the attribute-based multidimensional scaling that produces a perceptual map. This method is a technique used to determine the competition conditions, aswell as knowing the position of shoe attributes. Attributes used in this study are shoe base resistance,insole comfort, product price, promotion, material, design variation, color variation, material comfort,popularity, safety features, shoe packaging, and product availability. The population of this study areboots wearers. The sample of this study are 210 people. The sampling technique is the purposivesampling (non probability sampling).

Through perceptual mapping produces five groups of shoe brands which are divided into five regions. Inkra Batant Stride occupies an area close to the attributes of safety and color variations. In this study the superior attributes are used as a reference for the preparation of the improvement of Inkra Batant Stride position, these attributes will support the goal to be achieved by Inkra Batant Stride. Inkra Batant Stride positions itself by highlighting the features of safety and color variation. Positioning strategies can be performed on the attributes that are seeded, namely the attributes of safety features and color variations.

Keywords: Positioning, Boots Brand, Perceptual Mapping dan Multidimensional Scaling