

## **ABSTRACT**

*Applecoast is one of the creative industry in the field of fashion established in the city of Bandung since the year 2013. Among its many brands, the Applecoast is one of the brands that sells local products. Applecoast products are used for young and mature people. T-shirts are the flagship product offered by Applecoast. The Applecoast T-shirt product is currently experiencing unstable sales every month. This is because the target is greater than the sales revenue and the product attribute does not match what the consumer wants. The research aims to identify the combination of attributes and attribute levels that consumers consider important, compare the attributes and attribute levels owned by Applecoast T-shirts to consumer preferences, and recommend appropriate product improvements in order to increase sales. The questionnaire was deployed online to consumers who used the Applecoast T-shirt products and collected 160 respondents. To find out the consumer preference, the method used in this research is the twins analysis. Based on the results of data processing, the attributes that become consumer preference is the model attribute with the oversized short sleeve attribute level and short sleeve oversized & pocket, the price attribute with the attribute level of < Rp 150.000 and Rp 150.000-Rp 300.000, material attributes with the attribute level cotton combed 30s, attribute color with mono color attribute level, and motif attribute with plain attribute level With this preference, it will be used as a recommendation for the Applecoast T-shirt.*

*Keywords: Applecoast T-shirts, preferences, Conjoint Analysis.*