

## **ABSTRACT**

*Langit Musik is one of the online music streaming applications in Indonesia and owned by Telkomsel. Currently Langit Musik has several problems, Some of the problems are the awareness of online music streaming application users to the Langit Musik application and the low differentiation of the Langit Musik application compared to other online music streaming applications. Refer to these problems, it can be concluded that the Langit Musik application has a weak brand awareness in the eyes of users. One effort to build competitive differentiation is to do a positioning strategy.*

*The purpose of this study was to determine the positioning of Langit Musik among other online music streaming application competitors, determine the SWOT analysis of the attributes of Langit Musik improvement based on perceptual mapping and formulate a positioning strategy design for the improvement of Langit Musik. Attributes used in this research are song completeness, design, price, song quality, audio quality, brand popularity, ease of payment methods, ease of use, promotion, uses, service packages, fun, and features. The population in this study is online music streaming users. The sample of this study was 240 people. Through perceptual mapping, 3 groups of competition areas were obtained. Langit Musik is in the same area as JOOX which is the main competitor of Langit Musik. The results of this study are positioning strategies on the attributes that form the basis of competition in the competition area of Langit Musik and JOOX to be the basis for recommendations for positioning improvements and are a consideration for achieving the objectives to be achieved by Langit Musik.*

**Keywords:** *Positioning, Multidimensional Scalling, Perceptual Mapping, SWOT, Application Streaming Music Online, Langit Musik.*