ABSTRACT

The amount of competition in Master of Information Engineering Program make the University Telkom offers this program. According to brand consultants, Amalia Maulana in 2010 College should have a good branding and seeks to exist in the face of competition universities increasingly stringent. So the Master of Information Technology University of Telkom needs to know the students and the community assessment with the aim to find excellence and improve the position for the target number of students can be met.

Through this research, will be mapped positioning of the eight College Master of Information Technology providers to five variables (Learning Outcomes, Responsiveness, Infrastructure, Personality Development and Academics). Positioning in this study using Multidimensional Scaling that will generate perceptual map. Through the resulting perceptual map can be known advantages and disadvantages of attributes possessed by the Master of Information Technology University of Telkom as well as to find out the closest competitor of the Master of Information Technology University of Telkom.

Recommendations proposed in this study bedasarkan attributes of weakness Master of Information Technology University of Telkom, as well as such attributes can support the goal of positioning of the Master of Information Technology University of Telkom.

Keywords: Positioning, Perceptual Map, Multidimensional Scaling, Master of Information Technology University of Telkom