

## **ABSTRACT**

*Education has an important role to provide high-quality human resources for contributing to the development of a country, education quality determines the quality and success in running the education system in a country. In Southeast Asian countries, Indonesia has the 5th ranking of countries that have good quality education. Telkom University as the object of research in this study is one of the Private Universities focused on university-based ICT. The purpose of this study is to identify the attributes to shape the perceptions of prospective foreign students from East Timor against Private University, identify the positioning mapping of Telkom University and Private University to formulate a positioning strategy used by Telkom University in prospective foreign students from East Timor. The result of this study indicates that there are seven relevant attributes used in this research: Importance, Distinctiveness, Superiorities, Communicability, Pre-emptive, Affordability, Profitability and the other three private universities are not the main competitors of Telkom University based on the perception of prospective foreign students from East Timor.*

*The method used in this research is a descriptive method by using a survey with a research scale is an ordinal scale. The sampling technique for the questionnaire was a non-probability sampling technique with purposive sampling because researchers chose respondents who were in accordance with the characteristics needed with the number of 100 respondents*

*The analysis technique in this study used map perceptions through Multivariate Analysis, namely Multidimensional Scaling. With the Perceptual Map method based on attributes, the dimensions that underlie resemblance are more easily traced. Based on the attributes involved in addition, the position of each brand can be mapped relative to the vector which states the position of each attribute.*

*The results obtained from the research are the attributes of Importance, Distinctiveness, Superiority, Communicability, Pre-emptive, Affordability, Profitability are the factors forming the positioning strategy. Telkom University has 6 (six) advantages from 7 (seven) attributes used in this study, so the strategy used by Telkom University is to maximize excellence on 6 (six) other attributes and improve attributes on the communicability aspect. Researchers leave further studies to be studied by others for future researchers*

**Keywords:** *Positioning, Higher Education, Multidimensional scaling, Perceptual mapping, Private sector universities.*