

ABSTRACT

VRILL INDUSTRIES is a T-Shirt distribution in the city of Bandung, which markets its products to almost all of Indonesia using consolidation and online methods to sell its products. In the last twelve months the sales target of VRILL INDUSTRIES has not been achieved, the existence of T-Shirt brands is less well known, and there is no visible advantage of VRILL INDUSTRIES products compared to other T-Shirt brands. This study aims to explore what attributes are considered when buying a T-Shirt distro, namely, price, fabric quality, design variations, color variations, brand popularity, attractiveness, fashionableness, and ease of purchase. The attributes mentioned will be used in perceptual mapping to get a visual picture of the VRILL INDUSTRIES T-Shirt positioning against its competitors using the multidimensional scaling method. This study uses a sample of 100 samples to be respondents who are users of T-Shirt distributions. Based on data processing that results in a perceptual map, VRILL INDUSTRIES T-Shirts are in the same area as the Sixpax, Badger, and Sniff T-Shirts, where this region shows that the three T-Shirt brands are the main competitors of VRILL INDUSTRIES. In addition to getting the VRILL INDUSTRIES T-Shirt positioning against its competitors, it was also obtained recommendations for improvement from this study to become a positioning strategy based on attributes that were considered weak from the VRILL INDUSTRIES T-Shirt.

Keywords: Positioning, VRILL INDUSTRIES T-Shirt, Multidimensional Scaling, and Perceptual Mapping.