ABSTRACT

Salvina Hijab is an enterprise that runs a moslem fashion industry that established in 2016. Salvina Hijab is currently facing some problem symptoms. These symptoms are fluctuative income per month, low level heart share of fashion hijab brand's customer to Salvina Hijab, and low level of differentiation of Salvina Hijab compared to other fashion hijab brand. According to these symptoms, those could be concluded that Salvina Hijab has a weak perception to fashion hijab brand's customer. One of the solution is to gain the competitive differentiation by designing positioning strategy and implementing it.

The purpose of this research is designing positioning strategy for Salvina Hijab and optimizing the resource that Salvina Hijab has to implementing their positiong strategy. The used attribute for this research are product's price, attractive product's design variety, brand's reputation, material quality that used for the product, buying convenience, stitch quality, attractive product design, product's color choice, up-to-date product, woman endorser the brand chose, brand's social media advertisement creativity, and promotion that brand's offer. The sample of this research is 231 responder. There are two groups of competition area were obtained by perceptual mapping. Salvina Hijab is at the same area to Hayna Hijab, the actual competitor of Salvina Hijab.

In this research, three competiting attribute was generated. They are attractive product's design variety, product's color choice, and promotion that brand's offer. The results of this research are positioning strategies on the attribute which become the core of the competition between Salvina Hijab and Hayna Hijab.

Keywords— **Multidimensional Scaling, Positioning, Perceptual Mapping, SWOT, Brand Fashion Hijab, Salvina Hijab**