ABSTRACT

The continuous development of the times has transformed fashion into a representation of one's socioeconomic status. Saint Barkley is an Indonesian local brand that is engaged in the fashion industry, especially casual shoes and skatewear, which was founded in 2012 in the city of Bandung. Saint Barkley is currently facing several problems, including low market share among competing brands, has a brand switching issue due to Saint Barkley customers moved to the other brands, and low consumer brand awareness of Saint Barkley. Based on these conditions, it can be concluded that Saint Barkley has problems related to positioning because of the weak brand image of Saint Barkley in the minds of consumers. To be able to win in a competition, it is necessary to design the right positioning strategy and create a competitive advantage. This study aims to identify attributes that are considered by consumers in buying local shoes, show Saint Barkley's positioning with its competitors based on perceptual mapping using multidimensional scaling, and design an integrated system and positioning for Saint Barkley's improvement. In this study, the variable/attributes used were product design, material quality, brand popularity, brand image, aesthetic value, color variation, product type variation, stitch quality, price and product durability. The sampling technique used was non-probability sampling which is a snowball sampling in Bandung City. The sample used in this study amounted to 120 respondents who were consumers of seven local shoe brands analyzed. Based on the results of the perceptual mapping, it was found that there are three groups of competition areas, one of these groups has Saint Barkley brand and competes directly with the Patrobas brand. The results of this study are a positioning strategy design based on the attributes which is brand popularity, design, material quality, product colour, and product variety.

***Keywords*:** Saint Barkley, *Positioning, Perceptual Mapping, Multidimensional Scaling, Attributes, Local Shoes.*