

ABSTRACT

Draco Vendor is one of the small and medium convection enterprises SMEs in Sidoarjo since 2019. Draco Vendor is currently experiencing various symptoms of problems, including achieving sales targets in just 4 months over the last 12 months, Draco Vendor's low brand awareness among consumers, and lack of product differentiation from other convection SMEs. Based on these conditions, it is clear that Draco Vendor has problems related to the bad image of the Draco Vendor brand in consumer perception. Winning the competition requires sustainable development which involves creating competitive differentiation through the development of positioning strategies.

Based on these conditions, it can be seen that Draco Vendor has problems related to the poor image of the Draco Vendor brand in the perception of consumers. Winning the competition requires sustainable development, which includes creating competitive differentiation through the development of a positioning strategy. This study aims to (1) identify the characteristics that consumers consider when purchasing products from convection SMEs, i.e. product price, product and material quality, location, brand reputation, production and delivery times, advertising information, variety of product types, production capacity, and quality service. (2) Show the positioning of Draco Vendor convection SMEs compared to their competitors based on perception mapping with multi-dimensional scaling (3) Develop an integration and positioning system to improve Draco Vendor. This study uses a non-probabilistic sampling method with snowball sampling method. The sample in this study consisted of 240 people. With the help of perceptual mapping, 3 areas of competence were identified. Draco Vendor is in the same area as PT. Amanah Garment. This study identifies three competitive attributes, namely promotional information, product and material quality, and product price. The results of this study provide attribute positioning strategies as a basis for positioning improvement recommendations and considerations to be achieved by the Draco Vendor.

Keywords – Draco Vendor, convection SMEs, Positioning, Perceptual Mapping, Multidimensional Scaling.