

ABSTRACT

Lately the fashion industry is growing very rapidly, one of which is the shoe industry. Apart from being a clothing tool, shoes are a necessity that must be owned by everyone. Therefore, competition in the shoe industry is very tight in presenting innovation and creativity. In Indonesia, the fashion business engaged in shoes is quite rampant, such as Compass, NAH Project, Brodo and Geoff Max. In general, there are factors that influence the success of the fashion business in the shoe sector, such as the quality of the materials used and the affordable prices. Therefore, from some of these local shoe brands, a perceptual mapping is needed to describe a superior brand positioning based on consumer perceptions. In addition to brand positioning for local shoes, branding strategy is also one of the factors that make the brand known to many people.

This study aims to determine the brand positioning and branding strategies carried out by local shoe brands through brand positioning indicators such as value, uniqueness, credibility, sustainability, and suitability.

This study uses quantitative methods by conducting surveys through questionnaires to 385 respondents who are consumers of local shoe brands Compass, NAH Project, Brodo and Geoff Max. The data analysis technique used in this research is descriptive analysis and multidimensional scaling (MDS) with the help of IBM SPSS.

The results of this study indicate that Compass and Brodo shoe brands are in Quadrant II, while NAH Project and Geoff Max are in Quadrant IV. This means that the competition between these four local shoe brands is quite high when viewed from a close distance. Furthermore, the Brodo shoe brand has a superior value compared to its competitors based on brand positioning. And the branding strategy produced in this study is based on the calculation of the Euclidean distance from each indicator.

Suggestions for each brand, can apply the branding strategy in this study which is based on the calculation of the Euclidean distance from the respondent's

perception to match consumer expectations. As well as for further research, at different times can conduct research on similar companies or with different objects.

Keywords: brand positioning, branding strategy, local shoe brand, multidimensional scaling, and perceptual mapping