

ABSTRACT

Voute Denim is a vintage-themed denim fashion brand that was founded in 2014. Currently, Voute Denim has several problems. The problem experienced is that income in December 2020 - November 2021 fluctuates and has not met the revenue target. There are issues that can factor into Voute Denim's earnings. Low heart share, low differentiation compared to competitors and not getting space in the minds of consumers, marketing communication is not optimal, product variations are small compared to competitors, online sales channels and offline stores are not optimal. There are alternative solutions to the brand, promotion, product and place factors that are being faced by Voute Denim. Low differentiation and not getting space in the minds of consumers are alternative solutions for positioning research that produce a positioning strategy for Voute Denim.

The Multidimensional scaling (MDS) method will produce a perceptual mapping according to the preferences of the denim fashion brand users. The results of the perceptual mapping are divided into three areas of competition. Hammerstout, Pot Meets Pop, Oldblue, Mischief Denim, are in region A and B as potential competitors with each attribute and Wingman Denim, Bobbies Jeans are in region C as actual competitors of Voute Denim with each attribute. The positioning strategy is obtained by analyzing the perceptual mapping and generating a SWOT matrix.

The results of the positioning strategy are evaluated before and after the strategy to be implemented and the strategy will be analyzed for sensitivity from internal and external parties. Next, the integrated system design is carried out using the man factor, method or tools. The design of the positioning strategy is carried out to attract consumers to increase income in meeting revenue targets and to be able to compete with other denim fashion brand competitors.

Keywords - Voute Denim, Brand fashion denim, Positioning, Multidimensional scaling, Perceptual mapping, Matrix SWOT.