

## **ABSTRACT**

*Kolokial Coffee (Localization of Surabaya Coffee) is a coffee shop originating from the city of Surabaya which has been established since the beginning of 2020 in January. Kolokial Coffee consistently sells today's coffee with the concept of a coffee localization center, that way Kolokial Coffee also sells a variety of coffee beans. Currently, Kolokial Coffee is experiencing various problems, including a significant decrease in revenue at certain times and not achieving the predetermined revenue target. Regarding the problem experienced, the basis identified in Kolokial Coffee that causes the symptoms of the problem, namely the lack of differentiator in Kolokial Coffee against its competitors. Based on the root of the problem in Kolokial Coffee, four alternative solutions are given, namely in the aspects of product, man, place, and brand. Of the four alternatives to staying in the competition with other competitors, this final project proposal Designing a positioning strategy from Kolokial Coffee to get the consumer interest.*

*The method used to design the positioning strategy for Kolokial Coffee is multidimensional scaling (MDS). This method is used to find out the position of the object between competitors in order to find out the difference to be used as the strength of a brand. Kolokial Coffee wants to increase its sales target so that this final project aims to produce a design to improve the right product positioning to be applied by Kolokial Coffee with perceptual mapping using the multidimensional scaling (MDS) method and SWOT analysis.*

*The attributes used in strategic design are product quality, service quality, price, atmosphere, supporting facilities, strategic location, menu variations, the cleanliness of the room, the taste of the drink, the serving technique, and the aesthetics. The competing brands set out in this final project are OST Coffee, Calibre Coffee Roasters, Jokopi, Threelogy Coffee, Volks Coffee, and Blackbarn Coffee. The number of samples used in this final project was 210 respondents. Sampling using non-probability sampling method with snowball sampling technique. Multidimensional scaling (MDS) data processing uses IBM SPSS software that generates validity values. The results of processing MDS data*

*obtained the R-Square value obtained by 0.99848 or more than 0.6 and the Stress value obtained was 0.03932 or close to zero. Based on the results of the R-Square and Stress values, the perceptual map using the MDS method in this study was verified. The perceptual mapping results illustrate based on the competitive conditions of each region. There are three regions A, B, and C. Based on the calculation of the distance between kolokial coffee and it competes directly with OST Coffee in region B. In region B there are two attributes that become the competition between the two coffee shops, namely on the attributes of product quality and room cleanliness. The resulting design result is an improvement in kolokial coffee's positioning in order to compete with its actual competitors.*

*Based on the results of perceptual mapping, the attributes to increase Kolokial Coffee are the attributes of product quality and room cleanliness. The two attributes that are prioritized to be given a design for positioning improvement are analyzed for weaknesses, strengths, opportunities, and threats and analyzed and identified the right strategy for positioning improvement. The results of the design of positioning improvements were carried out to improve the Kolokial Coffee brand in order to get good points for consumers and be able to compete with their actual competitors.*

***Keyword - Coffee Shop, Positioning, Multidimensional Scaling, Perceptual Mapping, SWOT.***