

ABSTRACT

AD_Barber offers haircut and hair care services for men. Currently AD_Barber is experiencing symptoms of the problems experienced, namely the number of consumers who come does not reach the target for one year which is influenced by various causes such as low awareness levels, low engagement rates, incomplete marketing communication tools, and several factors such as facilities, service, and human resources that are still lacking according to consumers. From the various problems that have been written, there are alternative solutions resulting from five aspects that affect the main problems in AD_Barber, namely, brand, service, promotion, facilities, and HR. From the five alternative solutions, a brand improvement solution for AD_Barber was taken by designing a positioning strategy using the multidimensional scaling method to improve and strengthen the competitiveness of AD_Barber to be able to compete with competitors. The selection of this method is used to find out how the position of the object is compared to competitors to see the difference. There are ten attributes based on previous research and the results of interviews with respondents such as quality, price, facilities, location, service, equipment, shaving, and promotion. From the ten attributes that have been obtained, three attributes are selected that are the disadvantages of AD_Barber and one advantage to defend it from threats to competitors through the results of IBM SPSS using the multidimensional scaling method. The attributes that are lacking in AD_Barber consist of service, quality, and comfort. While the attribute to defend against threats is the promotion attribute. After that, several strategies were formulated to improve the positioning of AD_Barber, namely, adding services such as hair coloring, face masks, free coffee and warm towels, improving quality by participating in training and certification, increasing comfort by changing the layout, and increasing promotions such as routine activities. advertising on social media, making discounts for consumers who book through Traveloka and Agoda, giving vouchers for every 10 shaves. The following strategies are carried out in order to compete with competitors. This final project is verified because the stress value is 0 or close to zero and the R-square value is more than 0.6 so that these two values can be said to be perfect. The result of the design that has been produced is the improvement of AD_barber's positioning so that it can compete with its competitors.

Keyword: AD_Barber, Barbershop, Positioning, Strategi, MDS