

ABSTRACT

Dapur Wiwi is one of the Sundanese restaurants in the city of Bandung that has been established since 2018, which is located on Jl. Mekar Wangi No. 93f. Dapur Wiwi offers Sundanese specialties with the concept of buffet selection. Similar to other Sundanese restaurants in modern times, Dapur Wiwi sells its products offline as well as online. Currently, it has several symptoms of problems such as fluctuating monthly income, low level of heart share and low level of brand differentiation compared to its competitors. From the various symptoms of the problems that have been written, there are alternative solutions that are generated, such as 4 aspects that affect the main problems in Dapur Wiwi, namely, brand, product, promotion, and service. From the four alternative solutions obtained, a brand improvement solution was taken at Dapur Wiwi by planning a Positioning strategy to develop and strengthen the brand's competitiveness so that it can compete with other Sundanese restaurant brands.

The method used to design a Positioning strategy for Dapur Wiwi is multidimensional scaling (MDS). The selection of this method is used to find out how the position of the object is compared to competitors to see the difference. Dapur Wiwi wants to increase sales targets so that this final project aims to produce the right product Positioning improvement design to be applied by Dapur Wiwi by looking at perceptual mapping using the multidimensional scaling (MDS) method and SWOT analysis.

The brands determined in this final project are Warung Nasi Ibu Imas, Warung Nasi Ampera, Dapoer Pandan Wangi, and Sambal Hejo. The attributes used in strategic planning are taste, reasonable price, product variety, appropriate portions, fast service, appropriate service, friendly service, attractive decoration, comfortable atmosphere, clean dining room, strategic location, easy transportation, and spacious parking. The number of respondents in this final project is 160 respondents. The method chosen for sampling is a non-probability sampling method with a snowball sampling technique. Data processing for multidimensional scaling (MDS) using IBM SPSS software. This final project was verified because the obtained R-Square value of or more than 0.6 and the obtained Stress value of 0. Or close to zero. There are three regions A, B, and C

resulting from perceptual mapping. Dapur Wiwi competes with Warung Nasi Ampera based on the results of the Euclidean distance calculation and competes in region B. In region B there are two attributes that become competition between the two Sundanese restaurants, namely the appropriate portion attributes and product variations. The resulting design is an improvement in the Positioning of Dapur Wiwi so that it can compete with its actual competitors.

Keywords– Positioning, Multidimensional Scaling, Perceptual Mapping, SWOT.