

ABSTRACT

Raxsa.co Apparel is an MSME brand in the fashion sector that has been established since September 2018. This brand offers various types of clothing, with T-shirt products being the flagship and recording the highest sales in 2022. However, sales data shows that the sales target for T-shirt products has not been achieved. Consumer surveys reveal that this brand is less well-known and has less visible superiority than other brands.

The positioning improvement design research aims to increase the brand awareness of Raxsa.co Apparel T-shirts through the Multidimensional Scaling (MDS) method by examining visual results in the form of perceptual mapping based on consumer preferences and conducting SWOT analysis by identifying T-Shirt Product Attributes through previous journals and books to strengthen attributes and conducting interviews through the Voice of Customer (VOC) approach with three stages: Popularity Test, Rational Analysis of Factors, and Simulation of External Influence.

In designing a positioning improvement strategy, attributes such as Material Quality, Durability, Price, Color, Perceived Value, Comfort, Fashionable, Quality of Design, Brand Reputation, and Size are considered. Raxsa.co Apparel's competitor brands are 3Second, Rown Divison, Sch. (Ouval Research), Bloods, and NIMCO. The number of samples taken is 100 respondents. Sampling was carried out using a non-probability sampling method with a purposive sampling technique. At the data processing stage, verification is carried out based on predetermined standards to produce a perceptual mapping.

The results of data processing show that the R-Square value obtained is 0,98671 while the Stress value is 0,12269. From the results of the perceptual mapping, strengths were found in Material Quality and Brand Reputation, as well as weaknesses in Durability and Size. Therefore, it is recommended to design a positioning strategy that takes into account Raxsa.co Apparel's internal and external factors, including strengths, weaknesses, opportunities, and threats. The purpose of designing this positioning strategy is to increase the brand awareness of Raxsa.co Apparel and strengthen competitiveness with actual competitors.

Keywords — Fashion, Multidimensional Scaling, SWOT, Positioning, Perceptual mapping.