

ABSTRACT

Sisuka is one of the Bogor SMEs that was founded in 2014 and is engaged in the food industry. Sales of products offered in the form of a variety of pastries. At present the Sisuka Cookies UMKM is experiencing several problem symptoms. Symptoms of this problem are the failure to achieve the sales target from 2022 to 2023. Based on the results of a preliminary survey of dry cake consumers, it is stated that Sisuka dry cakes are not well known by consumers, because the lack of recognition of the Sisuka brand has resulted in not achieving sales targets and several problems regarding the existence and superiority of the product. favored by the market. From these problems, five alternative solutions emerged involving brand reputation, product price, product color, ingredient content and attractive promotions. From these problems it is necessary to design a positioning strategy to strengthen competitiveness in facing competitors. So the aim of this final assignment is to analyze and design an effective positioning strategy for the Sisuka Cookies brand which aims to strengthen the Sisuka Cookies product compared to its competitors according to consumer perception. In this study using the Multidimensional Scaling (MDS) method and SWOT analysis. Where the use of Multidimensional Scaling (MDS) produces perceptual mapping which is useful for positioning the Sisuka Cookies brand with its competitors. Meanwhile, SWOT analysis aims to produce a positioning strategy resulting from the evaluation results of internal and external factors in the SWOT analysis. The competitors assigned in this final project are Sisuka Cookies, Ina Cookies, Moonella yummy box, Nututy Cookies, and Bisou patisserie. Sampling using non-probability sampling method with purposive sampling technique. Where the survey was conducted on 171 respondents who had bought and consumed pastries in the last 6 months. Data processing calculations using the MDS method use the help of IBM SPSS software, the data processing results that will be produced after using IBM SPSS are in the form of R-Square and S-Stress values. The research results show that the R-Square value is 0.98132 and the S-Stress value is 0.13839. Apart from that, this research will produce a euclidean distance value for the Sisuka Dry Cake brand with its competitors, which from this euclidean distance will be visualized in the form of perceptual mapping results which will be used in analyzing positioning

improvements to improve the Sisuka Cookies brand. Based on the results of the perceptual mapping, 2 regions were obtained which were named regions A and B. The position of the Sisuka Cookies brand itself was in region A with its competitor, namely Nituty Cokies. Region A is the region that focuses on price and product color.

Apart from that, there are eight design strategies, namely by utilizing social media features, forming a marketing team, participating in marketing training, opening an internship program to handle social media, collaborating with endorsers, establishing good cooperative relationships, and benchmarking marketing content. It is hoped that this improvement design can help sisuka in dealing with competitors.

Keywords — Multidimensional Scaling, Perceptual Mapping, Positioning, SWOT Analysis, Dry Cookies.