

ABSTRACT

ASDP is the largest water transportation company in Indonesia that provides crossing services made easy by the presence of the Ferizy application. Ferizy is an online ticket booking service that makes it easy for users to order service user departure tickets. But unfortunately, ASDP has several problems that are being faced. One of them is that the brand awareness of the Ferizy application is still weak in the eyes of users due to several reasons. To solve these problems, it is necessary to improve the positioning strategy. The purpose of this Final Project is to produce an appropriate positioning improvement plan to be implemented by PT ASDP Indonesia Ferry (Persero) and optimize the resources owned by PT ASDP Indonesia Ferry (Persero) to implement the Ferizy Application positioning strategy design. To find solutions to the problems faced, data processing is carried out based on data obtained related to user perceptions using the Multidimensional Scaling (MDS) method and SWOT analysis. Later the results of this Final Project research can provide a design strategy for improving the PT ASDP Indonesia Ferry (Persero) Ferizy Application positioning strategy to improve consumer perceptions in competing with competitors. The results of this study can also be used as a literature reference, information source and development material for further research.

Keywords: Ferizy, Positioning, Multidimensional Scaling, SWOT Analysis