ABSTRACT

Sakoffie is a Coffee Shop business that was established in 2017. Currently, Sakoffie is experiencing several problems, namely the low level of consumer knowledge of Sakoffie compared to other Coffee Shop brands, the low level of coffee connoisseurs' concern for the brand, and the level of sales every month that continues to change. Sakoffie has a brand segmentation with affordable prices and is in demand by the surrounding community, especially for Gen Z and Gen Y. From the various symptoms of the problems that have been written, the solution to improve Sakoffie is to design a positioning strategy. The purpose of this strategy is to increase and strengthen the competitiveness of the Sakoffie brand so that it can compete with other superior Coffee Shop brands.

Multidimensional scaling (MDS) is a technique used to create Sakoffie's positioning strategy. This method is used to determine the position of an object among competitors and determine the differences that can be brand strengths. The attributes used in this design are Packaging, Service, Price, Facilities, Menu Diversity, Brand, Atmosphere, and Location. Because Sakoffie wants to increase their sales target, this study aims to create a proper positioning improvement design that can be implemented by the company using the multidimensional scaling (MDS) and SWOT analysis methods. There are two variables used in this study, namely attribute variables and coffee shop brands. The dimensions used in this MDS method are dimension X and dimension Y. Dimension X describes the direct experience of consumers when using the product, while dimension Y is about identity and menu.

Based on the results of perceptual mapping, Sakoffie is located in competitive area B which has strong attributes, namely price and packaging attributes. On the other hand, from the calculation of the Euclidean distance of the farthest area from the competitive area, Sakoffie is located in area A which is dominated by Jurnal Risa with a competitor Euclidean distance of 5,700 and strong attributes, namely attributes of menu diversity, facilities, atmosphere, and service quality. Attributes in area A will be prioritized to be given a positioning improvement design which is

then analyzed in terms of strengths, weaknesses, opportunities, and threats and analyzed and identified the right strategy for positioning improvements. The positioning improvement design provided by the researcher, namely in the form of creating content about "cheap luxury coffee", developing coffee variants that appeal to Gen Z and Gen Y tastes, providing Bundling or Economy Package offers, using packaging as a strong branding medium, redesigning the Coffee Shop layout to optimize the distance between tables and adding power outlets in strategic areas, creating hidden gem coffee spot content in Bandung, and conducting training for baristas and waiters about coffee.The results of the positioning improvement design are intended to improve the Sakoffie brand so that it can obtain good advantages for consumers and be able to compete with its competitors.

Keyword — ***Coffee Shop, Positioning, Multidimensional Scaling, SWOT Analysis***