

ABSTRACT

Fuego Roasthouse is a restaurant with Grilled Chicken as their core product located in the city of Bandung Fuego Roasthouse has been established since 17 December 2021 and emerged as a growing brand under PT Gerbang Mas Bersama. Fuego Roasthouse in the past year has experienced several symptoms of problems, including decreased revenue, fluctuating revenue and not achieving monthly sales targets. After observing Fuego Roast, it was found that there are several factors that influence the problems that occur at Fuego Roasthouse, such as the low heart share value obtained from the number of followers on Instagram which when compared to its competitors is considered still low. In addition, the number of menu variations is still low when compared to competitors and optimal marketing communication has not been implemented, causing several symptoms of problems. After observing the factors that cause problems, it can be formulated that the problems that occur at Fuego Roasthouse are caused by three aspects which include product, promotion and brand. There are nine attributes of Fuego Roasthouse restaurant used in perceptual mapping consisting of taste attributes, menu variety, clean dining room, price suitability, staff skills, service standards, location, interior design and parking area. The position of each restaurant in perceptual mapping is based on the results of questionnaires obtained from consumer perceptions. Restaurant competition conditions are divided into three regions A, B and C according to the euclidean distance between restaurants. In region A, there are Fuego Roasthouse and Hara restaurants. In region B there are Bonfire Roast & Grill and Samiya restaurants. While in region C there are Nought & Crosses and The Kamasan restaurants. From the results of observations, the objectives of this study can be formulated to design a positioning improvement strategy that can help Fuego Roasthouse compete with its competitors. By taking an approach using perceptual mapping which aims to find out how the brand is positioned in consumers' perceptions.

Keyword: Fuego Roasthouse, Multidimensional Scaling, SWOT, Perceptual Mapping, Positioning.