

ABSTRACT

The fashion footwear industry in Indonesia is experiencing rapid growth; however, intense competition requires each brand to have a strong positioning and differentiation strategy. Adorable Project, a small and medium-sized enterprise (SME) focusing on women's footwear, faces several challenges, including low brand awareness, suboptimal marketing communication, and the absence of a clear tagline and brand differentiation compared to competitors such as TZS Zenzy and ELIRA. These issues result in a weak heart share and an unclear brand position in the market.

This study aims to design an effective positioning strategy for Adorable Project using the Multidimensional Scaling (MDS) method to construct a perceptual mapping based on nine key attributes, including price, design, comfort, quality, and brand reputation. A SWOT analysis is then employed to formulate improvement strategies based on the brand's strengths, weaknesses, opportunities, and threats.

The findings highlight the importance of clear differentiation and consistent communication of brand values. The recommended strategies focus on strengthening attributes aligned with consumer preferences and creating a unique brand identity through social media and strategic collaborations. These strategies are expected to enhance competitiveness, clarify Adorable Project's market positioning, and build stronger emotional connections with consumers.

Keywords: Positioning Strategy, Brand Differentiation, Multidimensional Scaling, Perceptual Mapping, SWOT Analysis, Adorable Project, Local Footwear.