

ABSTRACT

The use of Muslim fashion in Indonesia continues to grow. E-commerce has become one of the most frequently used platforms for the buying and selling of Muslim fashion products. Dailyqueen is one of the brands that utilizes e-commerce as a sales channel. However, the brand has experienced a decline in profits, resulting in the failure to meet its sales targets. This indicates issues related to brand awareness and consumer perception. The purpose of this study is to design a positioning improvement strategy for Dailyqueen based on perceptual mapping using the Multidimensional Scaling (MDS) method and SWOT Analysis. Data for this research were obtained through the distribution of questionnaires to 240 selected respondents who are users of Muslim fashion. Eight attributes were selected for perceptual mapping: material quality, product price, product model variety, brand reputation, size variety, trendiness of models, attractive promotions, and ease of purchase. The MDS analysis results indicate that Dailyqueen has strengths in the attributes of price and material quality but shows weaknesses in model variety, size variety, and ease of purchase compared to its competitors. The SWOT analysis produced SO, WO, ST, and WT strategies, with a focus on improving model variety, size variety, ease of purchase, and competitive pricing. The implication of this research is the formulation of a positioning strategy that can enhance consumer brand awareness and help achieve sales targets. The strategies developed in this study are expected to resolve the existing problems and provide solutions for Dailyqueen to achieve its sales goals and compete more effectively in the increasingly competitive Muslim fashion market.

Keywords: *Positioning, Muslim Fashion, Dailyqueen, Perceptual Mapping, Multidimensional Scaling, SWOT Analysis.*