ABSTRACT

The number of active Internet users in Indonesia continues to increase. Activities instant messaging get a large part of the activities when accessing the internet. Aspects of product positioning are things to consider in response to competitive business instant messaging aplication more competition. Therefore, it is necessary to do research based on user perception through perceptual mapping.

Through this research will be known how of positioning the fifth brand of instant messaging applications that is BBM, Facebook Messenger, Hangouts, LINE, and WA based on user perception with attribute subjective norm, curiosity about people, perceived usefulness, perceived enjoyment, perceived ease of use, conveying emotions, building relationships, perceived user base, perceived quality system, switching costs, and resistance to change.

Methods of data collection carried by distributing questionnaires through social media and instant messaging applications to who active use instant messaging applications and at least get to know the five brands of the instant messaging application. Of the questionnaires distributed, obtained 402 valid questionnaires. Data processing was performed using SPSS version 20.0.

Based on the results of data processing, it can be seen that the profile of the respondents as the sample is dominated by the user, both men and women with an age range of 18-35 years. As for the ranking brand instant messaging applications on the overall attributes of each brand has its own advantages and disadvantages.

With LINE ranked first and Hangouts ranked fifth. Then for each brand of instant messaging applications should continue to innovate and continue to improve on the weak attribute.

Keyword: Consumer Behavior, Instant Messaging Applications, Positioning, Multidimensional Scaling