

ABSTRACT

The cosmetics industry is currently experiencing very rapid developments so that this situation raises a very tight competition. With the rapid growth of the cosmetics industry in Indonesia, innovation cosmetic products made by manufacturers to gain consumer confidence in the product line with a lot of circulation of cosmetics in Indonesia. This is what makes the atmosphere of competition in the halal cosmetics industry becomes stronger. To respond to competition cosmetics business increasingly competitive, the aspect of product positioning is a matter that needs to get more serious attention.

This study aims to find out the local cosmetic brand positioning four famous Halal namely, Wardah Cosmetics, La Tulipe, Zoya Cosmetics, and Sari Ayu based on the perception of consumers in the city of Bandung. Consumer perception is measured by nine attributes including price, brand, trend, packaging, texture, suitability to skin type, composition, innovation, and quality of materials. Methods of data collection is done through online and offline questionnaires to users who are in Area cosmetic Bandung with a sample of 385 respondents. Data analysis technique used is using Multidimensional Scaling, positioning This analysis gives an overview of the attributes of cosmetic products are displayed in a perceptual map. This model can be accepted if the $RSQ \geq 0.6$.

The results of this study indicate that the local cosmetic product positioning map labeled halal is the result of research based on the attributes of the brand, trend, packaging, texture, conformity with the type of leather, composition, innovation, and quality of materials. Wardah Cosmetics become a local cosmetic brand labeled halal highest ranking, followed by Sari Ayu who was rated second, then La Tulipe as cosmetic products which are ranked third and the last is Zoya Cosmetics.

Keywords: Positioning, Perception, Multidimensional Scaling, Perceptual Map.