

## **ABSTRACT**

*This study aims to design a positioning strategy for De'Jati Coffee Garden to enhance its competitiveness and achieve revenue targets amid intense competition in the coffee shop industry in Bogor City and Regency. The research began with the identification of brand attributes through literature review and in-depth interviews, followed by the distribution of questionnaires to consumers to gather perception data. The collected data were analyzed using the Multidimensional Scaling (MDS) method to generate a perceptual map, and further examined using SWOT analysis to formulate appropriate strategies. The mapping results indicate that De'Jati Coffee Garden is positioned in Area A, competing with Kopi D'Pule and Rumah Kedua Coffee, particularly on price and supporting facilities attributes. In contrast, Area B is occupied by Kopi Nako, which excels in attributes such as promotion, location, operating hours, and brand image. These differences reveal a strategic gap that De'Jati Coffee Garden can leverage to strengthen its brand identity. Based on the SWOT analysis, several strategies were formulated, such as the addition of a Tagline and the reinforcement of brand identity, as efforts to strengthen brand positioning and increase emotional engagement with consumers. This research is expected to serve as a reference for strategic decision-making in brand positioning practices.*

**Keywords:** *Positioning, Perceptual Mapping, Multidimensional Scaling (MDS), SWOT, Coffee shop*