ABSTRACT

Hari Kusumah, 21407716 "*Product Positioning Analysis of T-shirts Clothing Badger Invaders Bandung", under the guidance of* Dra.Rahma Wahdiniawati., M.Si

In an effort to improve the product positioning and to overcome the competition, Clothing Badger Invaders continuously make changes in terms of both branded shirts atrubut products are always introduced through bebarapa way for consumers to know the product, the benefits of the product itself against its competitors, and the quality and price able to compete with other clothing. This shows that the indication of the product positioning in Clothing badger badger shirt Invaders Bandung, has not been able to compete optimally when compared with those seen pesaingnya.Hal of products offered in the market share has not been able to win hearts of consumers, so that people do not recognize the products Clothing badger Invaders Bandung.Tujuan authors conducted this research was to determine the responses on the implementation of product Positioning shirt in Clothing Badger Badger Invaders Bandung.Metode used in this research is the analysis of descriptive / qualitative, on the product Positioning. Because the survey method,. Survey is research by taking a sample from a population whose results can represent the whole population. As the basic data collection tool used questionnaires. The sample is a simple random sample size of 100 respondents, and the technique of data collection by field studies (observations, questionnaires, interviews) and the study of literature (documentation). From the analysis and discussion of the responses regarding the product Positionong shirt in Clothing Badger Badger Invaders Bandung, that can compete with other Clothing T-shirt from the brand.

Key words: Product Positioning