

ABSTRACT

Every year, a top brand survey organizations always announce brands become the top brand in each product category . In the category of juice powder drinks , there are 3 brand which always occupy the title of top brand in the last three years , namely in 2012 , 2013 , and 2014. These brands include Nutrisari , Marimas , and Jasjus . This study aims to determine the mapping of the three brands based on consumer perceptions .

This study analyzes the dimensions of distribution, promotional activities, product quality, and brand equity. The fourth dimension is composed of several attributes that will produce three brands mapping : Nutrisari, Marimas, and Jasjus. Test equipment Multidimensional Scaling (MDS) is used to generate a mapping of top brands of juice powder drink. The study was conducted on 100 respondents who qualified to provide for the completed questionnaires.

From the results of the MDS analysis showed that each attribute is used to produce a variety of mapping on each brand. Nutrisari proved to be the most powerful brand positioning as a position that is always much with other brands. While Marimas and Jasjus in some attributes appear adjacent indicating strong competition.

Keywords: top brand, mapping, distribution, promotional activities, product quality, brand equity, MDS.