

## **ABSTRACT**

*Pikyeum (Peuyeum Chips) is a small business engaged in the culinary field since 2016 and is located in Bandung Regency - West Java. Pikyeum wants to expand the marketing area and increase sales, but still has limitations in costs, HR and marketing knowledge about marketing. So, this research was conducted to design a marketing communication program that is suitable and applicable for Pikyeum. his study uses a benchmarking method with an Analytical Hierarchy Process (AHP) approach to benchmark partner products. Where is data collection through questionnaires and interviews. The conclusion obtained from the research is the design of a marketing communication program that can be implemented by Pikyeum. In designing marketing communications. This study used benchmarking method with an Analytical Hierarchy Process (AHP) approach to compare partner products or similar products that have been successful in the market through the marketing communication mix. This method was carried out to collect information from benchmark partner products through questionnaires and in-depth interviews. Among them, by doing free shipping, discounts and buy one get one, maximizing the use of Instagram, implementing endorsement, creating websites, using e-marketplaces, often participating in bazaars and exhibitions, and selling products through outlets.*

*Keywords: Pikyeum MSMEs, marketing communications, benchmarking, Analytical Hierarchy Process, partner benchmark*