

ABSTRACT

Wakacao is one of the SMEs engaged in Food, which has been established since 2016. Wakacao already has 18 outlets spread across several cities in Indonesia and among them there are 5 in the city of Bandung. The problem that is owned by Wakacao is the sale of unstable targets every year.

This study aims to assist Wakacao in increasing its sales and marketing through a proposed marketing communication program. The design of marketing communication programs in this study uses benchmarking methods with Analytical Hierarchy Process tools in the selection of appropriate benchmark partners.

AHP criteria compilation consists of a marketing communication mix. The alternative benchmark partner Wakacao is a competitor that has similar products, the same target market and also marketing communications. This research uses competitive benchmarking.

The recommendations of the marketing communication program in this study are copywriting, types of promotions offered, creation and participation in events, Instagram content, use of YouTube's website and social media.

Keywords: SMEs, Marketing Communication Program, Analytical Hierarchy Process, Benchmarking.