

ABSTRACT

Atelier Prana or commonly called Prana, is one of the fashion-based UKM in Jakarta. Prana sells woven clothing and accessories made from Indigo natural dyes and processed by shibori dyeing technique. Prana is aware to improve it's brand awareness to tackle unstable sales. High public popularity can be achieved by improving Prana's communication program. This can be accomplished by the correct communication strategy that will respond well in society, in the efforts to gain higher profits.

This study aims to find Prana's best practice of communication program recommendations using Benchmarking method with Analytical Hierarchy Process (AHP) approach. This research analyzes the attributes of the communication program mix in the market. A series of competitors of Prana were compared and selected to determine a benchmark partner using AHP method. After this process, Benchmarking was conducted between Prana and the benchmark partner.

Based on the findings, recommended market communication program that needed to be enhanced for Prana are the following; event & experience, sales promotion, direct & data based selling, internet marketing & social media, mobile marketing, and public relations & publicity.

Keywords : Atelier Prana, analytical hierarchy process, benchmarking, benchmark partner, marketing communication mix