

ABSTRACT

Tuff Shoes is one of the SMEs engaged in the production of slipper which was established in 2016 in Bandung. Tuff Shoes is one of the local brands in Bandung with economical prices and has good product quality and has implemented several marketing communications but Tuff Shoes's sales rate from November 2018 to November 2019 is still experiencing significant fluctuations.

This study aims to formulate recommendations for marketing communication programs using benchmarking methods with the Analytical Hierarchy Process (AHP) tool. The design must be able to have an impact on the rate of sales of Tuff Shoes. The use of benchmarking methods in Tuff Shoes is very appropriate to be used to get the best marketing communication design among Tuff Shoes competitors to be analyzed and applied according to company capacity.

In this research, marketing recommendations that Tuff Shoes needs to formulate include the implementation of copywriting, free shipping promotions, discounts, using E-marketplaces, participating in Expos, establishing sponsorship partnerships, utilizing Instagram and Instagram story advertisements and implementing website.

Keywords: Analytical Hierarchy Process, benchmarking, marketing communications, partner benchmark, SMEs.