

## **ABSTRAC**

*UKM Kreasi Nusantara is a UKM selling banana chips named Monster Banana with a chocolate flavor variant which was founded on June 1, 2017. This UKM is engaged in culinary development which is especially developing in the city of Bandung. The name of "Monster Banana" itself was innovated from cutting larger bananas so it seemed like "monster".*

*UKM Kreasi Nusantara experienced symptoms of problems due to often not achieving sales targets, where sales tend to fluctuate and the level of knowledge of the Monster Banana product brand is low compared to other competitors. The problem with Monster Banana products comes from the application of less than optimal marketing communication programs. Therefore there needs to be an improvement in the marketing communication program that has been carried out by UKM Kreasi Nusantara for Monster Banana products. This improvement was done in order to get high brand awareness in the people of Bandung.*

*This study aims to design marketing communications on Monster Banana products using Benchmarking methods with Analytical Hierarchy process (AHP) tools. Benchmarking methods are used to get the best marketing communication designs from Monster Banana competitors. Meanwhile, Analytical Hierarchy process (AHP) is used to determine the appropriate benchmark partner for Monster Banana based on competitors' marketing communication programs.*

*The marketing communication program recommendation from this research is to apply free shipping, price offs, gifts, blogs, addition of e-marketplaces, website features, Youtube, Instagram, adding broadcast message applications, and making outlets.*

*Keywords: Analytical Hierarchy Process, benchmarking, Monster Banana, Marketing Communication Program.*