

ABSTRACT

Voúte co is one of the SMEs engaged in fashion jeans, which has been established in Bandung since 2014. The main problem that is owned by Voúte co is the sale of unstable targets every year.

This study aims to assist Voúte co 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 Voúte co 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 collaborating with partner retailer, active in giving broadcast message, improving some social medias that Voúte uses, holding contests, participating in some events, improving website and holding donations.

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