

## **ABSTRACT**

*Qic 'Out Zaki Shoes is a small and medium-sized enterprises (SMEs) which produces shoes and footwear since 2009. Products manufactured by Qic' Out Zaki Shoes SMEs are sneakers, leather shoes, unisex shoes and taking orders for shoes according to the customer's wishes. However, until now there are still sales targets that have been overdue every month, related to marketing and selling their products. Qic Out Out Zaki Shoes SMEs has unused the e-marketplace as a sales medium and only uses retailers. Therefore, the e-marketplace was chosen because of the rapid growth of e-marketplaces as an online sales medium and has been used by many businesses. This study attempts to design of marketing communication programs with aspects of selling through e-marketplaces. The method used is a comparison method to compare marketing communication programs through e-marketplaces with benchmarking partners who have advantages and the Analytical Hierarchy Process (AHP) used to determine the priority of criteria, sub-criteria and find appropriate partner benchmarks for each criterion. Benchmark partners for each assessment are carried out to maximize the design of the e-marketplace because if only one benchmark partner is needed for all criteria, there is still a need for deficiencies in other criteria. The results of this study were five criteria, sixteen sub-criteria sorted by priority ranking, benchmark partners for each criterion, creating an e-marketplace account and applying criteria and sub-criteria.*

*Keywords: Marketing Communication Program, Benchmarking, E-marketplace, Analytical Hierarchy Process.*