

ABSTRACT

Fortuna Shoes is one of the local brands in Indonesia which is engaged in the fashion industry. The company has been established since 1969 and in 1988 successfully targeted export markets in developed countries such as the Netherlands, Germany, Italy and Japan. In 2018, Fortuna Shoes tried to start sales in Indonesia with the most marketing promotions in Jakarta and Bandung because of higher public purchasing power in the area. The shoes sold by this company can be used for men and women with the target market being men aged 22 to 45 years. In making sales, Fortuna Shoes needs to see. Ways to deal with competition by using effective marketing communication programs. The company has applied eight categories of marketing communication mix, but in applying the marketing communication category it is still not optimal, consistent and sustainable. This can be proven by the increasing sales volume fluctuation and not meeting the sales target in February to August 2019. This study discusses to increase the improvement of Fortuna Shoes marketing communication program using benchmarking methods and analytic hierarchy process tools. Based on the results of data processing, there are 21 attribute requirements for the Fortuna party marketing management program with consideration of the company's capabilities.

Keywords: Fashion Industry, Marketing Communication Program, Benchmarking Method, Analytical Hierarchy Process Tools.