

ABSTRACT

Tabarak On Pay is a startup engaged in the online payment business. Currently Tabarak On Pay has market coverage throughout Indonesia (nationally). Tabarak On Pay has implemented a marketing communication program but it is still not optimal so that public awareness of Tabarak On Pay is still very low, this phenomenon can be explained by the number of downloads of *mobile apps* owned by Tabarak On Pay which is the lowest compared to its competitors. In addition, there are still significant fluctuations in the number of members owned by Tabarak On Pay from October 2019 to October 2020.

This final project was made with the aim of designing an improvement in the marketing communication program of Tabarak On Pay using the *benchmarking* method and the Analytical Hierarchy Process (AHP). Through the *benchmarking* method, the author can find out the communication program implemented by Tabarak On Pay's competitors which will later be used as a reference for designing marketing communication programs for Tabarak On Pay and the Analytical Hierarchy Process (AHP), the author will know which competitors are selected as *benchmarking* partners. This final project is expected to provide the design of a Tabarak On Pay marketing communication program that will increase public awareness of Tabarak On Pay and increase sales of Tabarak On Pay products.

Recommendations for the marketing communication program proposed to Tabarak On Pay include conducting seminars with a target of 30-50 *audiences*, promoting *Voucher coupons* at least 1 time in two weeks, adding 3 collaboration partners within 1 year, making *gifts* at least 1 time in 3 months, upload 5 Instagram posts within one week, increase engagement rate 0.2% every month, Increase 50,000 reviewers within one year, Increase 1,000 page visitors every month, participate in exhibitions at least 1 time with national coverage in 1 year, use *endorsements*, increasing *customer service* operating hours, increasing customer *telemarketing* targets and increasing 5% of the number of *mobile apps* downloaders every month.