

ABSTRACT

Winterxsvmmmer is one of the Small and Medium-sized Enterprise (SMEs) engaged in fashion which was founded in May 2019. Presently, Winterxsvmmmer markets its products online and offline. Product sales at Winterxsvmmmer from June 2019 to August 2020 fluctuated. One of the factors that caused the sales target not achieved was the low public heart share of the Winterxsvmmmer brand. This phenomenon can be seen in the heart share comparison seen from the number of followers of Winterxsvmmmer's Instagram and its competitors, indicating that Winterxsvmmmer is in the last rank. In addition, Winterxsvmmmer has implemented a marketing communication mix and its tools have not been used optimally.

This final project aims to design an integrated system for improving marketing communications using benchmarking and Analytical Hierarchy Process (AHP) methods. By using the benchmarking method obtained in the best marketing communications from competitors Winterxsvmmmer which is then applied by Winterxsvmmmer in the hope of influencing brand awareness of Winterxsvmmmer and increasing sales targets.

The design of an integrated system for improving the marketing communication program proposed to Winterxsvmmmer is to increase the number of types of Point of Purchase Displays, the number of giveaway participants, increase the use of free shipping, participate in more than 3 bazaars and expand the scope of the bazaar on a national scale, increase the number of hashtags used, the number of posts, increase the value of engagement rate, SEO (Search Engine Optimization) value, adding the number of broadcast message spreaders, operating hours and admin customer service, increasing the account rating value, number of account followers, chat performance on E-Marketplace, and making sales by consignment with other brand outlets.

Keywords : Winterxsvmmmer, Benchmarking, Analytical Hierarchy Process, Marketing Communication.