

## ABSTRACT

*Tuan Tanoë is one of Small and Medium-sized Enterprise (SME) that runs in the fashion industry specially woman's bag located in the city of Tasikmalaya. In marketing products, Tuan Tanoë sells online and offline and has implemented several marketing communication mixes, However, the marketing communication applied is still not optimal so that the presence of Tuan Tanoë is still not realized by some people, this is based on the results of a preliminary survey which shows that Tuan Tanoë products are not well known. In addition, it can be proven that the income from the sale of Tuan Tanoë products in September 2019 to May 2021 experienced significant fluctuations. Based on these problems, it can be concluded that Tuan Tanoë needs to optimize the marketing communication that has been implemented.*

*The purpose of this final project is to design an integrated system to improve marketing communication by using the Benchmarking method with the Analytical Hierarchy Process sub-method. Benchmarking method is used to get the best results from the application of partner benchmark marketing communications, while the AHP sub-method is used to determine the selection of partner benchmark. It is hoped that it will increase public awareness of Tuan Tanoë and increase the frequency of sales.*

*The recommendations for designing an integrated system for improving marketing communications proposed to Tuan Tanoë are to increase the use of point of purchase displays, create membership programs, increase the use of free shipping, increasing expo activities on a national scale, increasing the number of hashtags and collaborating with several influencers, increasing the number of IGTV viewers, increasing the frequency of Instagram uploads, increasing the value of engagement rates, creating websites, even spreading the number of text messages, increasing customer service operating hours and adding admins , increase rating, number of followers, chat performance on e-marketplace accounts, and conduct consignment store sales.*

***Keywords: Tuan Tanoë, Small and Medium Enterprises, benchmarking, Analytical Hierarchy Process. marketing communications, partner benchmark.***