

ABSTRACT

Kopirek is one of the businesses engaged in the food and beverage sector, especially coffee. Currently, Kopirek has been running its business for two years, of which Kopirek was founded in 2018, to be precise in Bekasi City. Kopirek has a strategic location in Bekasi City. Kopirek has applied several marketing communications mixes, but they are not optimal, so public awareness of Kopirek is still low. This can be seen from the relatively lower number of followers compared to its competitors. In addition, the number of Kopirek sales from October 2019 to September 2020 still experienced significant sales volatility. This final project aims to improve marketing communications by using the benchmarking method with the Analytical Hierarchy Process (AHP) tool. Benchmarking method is applied with the aim of knowing the application of the best marketing communications from competitors which will later be used as a reference for Kopirek in making marketing communication programs. Selected competitors who are used as benchmark partners are obtained by processing data using the Analytical Hierarchy Process (AHP) tool. After processing the data, it was found that the design of a marketing communication program that could be implemented by Kopirek in the future, among others, increased the use of posters and banners, used the website, increased the frequency of posting and the amount of content on Instagram, used Youtube endorsements and email blasts, increased operating hours and number of people outlets, increasing the frequency of price bundling and the number of collaboration partners, increasing the frequency of sponsorships and the number of audiences at events organized by Kopirek.

Keywords: Small and Medium Enterprises, Integrated Marketing Communication, Marketing Communication Mix, Analytical Hierarchy Process, Benchmarking