

ABSTRACT

Eboni Watch is one of the MSMEs in Central Java which is engaged in the fashion industry. This company manufactures and sells wooden watches that can be used for men and women aged 18 to 50 years. In conducting sales, Eboni Watch has implemented seven of the eight marketing communication mixes, which are not yet optimal in their implementation. This has resulted in a lack of public awareness of Eboni Watch as evidenced by the low number of Eboni Watch's Instagram followers when compared to its competitors. In addition, this statement is also supported by the acquisition of data on sales of Eboni Watch from November 2019 to August 2020, which tended to decline and did not meet sales targets. This final project aims to design an integrated system for improving the marketing communication program of Eboni Watch using the benchmarking method with the analytical hierarchy process (AHP) tool. The benchmarking method is used to find out the best marketing communications that have been implemented by competitors so that they can be used as a reference for Eboni Watch in improving marketing communication programs. The selection of benchmark partners is based on the results of data processing using the analytical hierarchy process (AHP) tool. Based on the results of data processing, there are 16 attributes of needs as a reference for designing an integrated system for improving marketing communication programs by considering the ability of Eboni Watch.

Keywords: Marketing Communication Programs, Benchmarking Method, Analytical Hierarchy Process (AHP).