

ABSTRACT

Chilli Crackers UKM IBU Jumi is one of the business actors in the culinary field who sells chili crackers which are also a typical food of Dumai City, which is located on Jl. Professor M. Yamin, Pangkalan Sesai, West Dumai District, Dumai City, Riau. IBU Jumi Chilli Crackers UKM was founded in Dumai City in 2002 with the owners, Mr. Mispan and Mrs. Jumi. Chili Crackers IBU Jumi produces several variants of snack products, namely red chili crackers and green chili crackers. IBU Jumi's Cabe Crackers sell their products offline and online through Instagram social media. However, sales through Instagram social media have not reached the sales target and have not implemented effective marketing communications. This is the basis of the research that will be carried out with the aim of designing any marketing communication program that must be improved using the Benchmarking and Analytical Hierarchy Process (AHP) method.

The elements used in this research are elements of completeness, understandability, accessibility, timeliness, and content. Of the five elements, 15 sub-elements were obtained that will be used in this study. The AHP method is used for weighting Instagram elements and selecting benchmark partners for each element of concern.

The results of this study are recommendations for designing an integrated system for improving marketing communication through Instagram social media proposed for IBU Jumi Cabe Crackers, which are to display up to date content, create varied content, improve image quality, create simple usernames, display related hashtags, related announcements. clear promotions and events, displaying highlights, doing endorsements, informative feed captions, uploading Instagram stories regularly, uploading feeds regularly, and uploading at the right time (prime time).

Keywords: IBU Jumi Chili Crackers, Marketing Communication, Instagram, Element, Benchmarking, Analytical Hierarchy Process