

ABSTRACT

The rapid growth of mobile games triggers a level of competition among publishers and mobile game developers to reach the target market. This happened to Citampi Stories, which is one of the mobile games of the role player game (RPG) genre made by a local Indonesian publisher. Citampi Stories was created and developed by a game developer from Bandung, West Java, named Ikaan Studio. However, since its launch in 2019, Citampi Stories has not been able to become a superior product in the App Store and Play Store online stores. To increase brand awareness, Citampi Stories has implemented several marketing communications, but the implementation is still not optimal. This study aims to provide the best recommendations on Citampi Stories marketing communications to increase brand awareness and the number of Citampi Stories downloads by using the benchmarking method and the Analytical Hierarchy Process (AHP). By using the benchmarking method with the best competitors, the best design is obtained to optimize Citampi Stories' marketing communications. This design recommendation is expected to be able to help Citampi Stories to increase the number of downloads and brand awareness. Marketing communication recommendations designed and proposed to Citampi Stories are increasing the number of application downloads, adding press release partners, expanding the scope of the festival, using price off packs promotions in the game, building a Website for Citampi Stories with good speed quality, increasing application ratings, strengthening social mentions on social media, increasing followers on Facebook pages, building Twitter for Citampi Stories, using email blasts, and increasing Citampi Stories rankings to achieve top picks in online application stores.

Keywords : Citampi Stories, Benchmarking, Analytical Hierarchy Process, Marketing Communication, Mobile Game