

## **ABSTRACT**

*Kliktrip is an Online Travel Agent (OTA) that has trip & activities facilities and was established in 2018 in Bandung. Kliktrip sells its products through mobile apps and websites, but sales are still experiencing a downward trend starting from January 2018 to December 2019. Kliktrip sales are still experiencing a decline because public awareness of Kliktrip is still low, which is seen through the number of downloads on mobile apps and Instagram followers. Kliktrip sales are still experiencing a decline and public awareness of Kliktrip is still low because Kliktrip has not implemented 7 out of 8 marketing communication mixes effectively and was strengthened by conducting a preliminary survey using the AIDA Model. Therefore, the preparation of the Final Project was carried out to design an integrated system for an effective Kliktrip marketing communication program using the Analytical Hierarchy Process (AHP) benchmarking method.*

*The marketing communication program design proposed to Kliktrip includes increasing the value of SEO, page views, and unique visitors on the website, creating Tiktok accounts, webisode, and video podcasting, conducting cross promotion collaborations, making contests (giveaways), increasing the number of downloads and reviewers. on mobile apps, implementing mobile billboards and cause-related marketing, increasing customer service operational time, participating in exhibitions, and collaborating with influencers.*

***Keywords: Online Travel Agent, Integrated Marketing Communication, Marketing Communication Mix, Analytical Hierarchy Process, Benchmarking***