

ABSTRACT

The rapid growth of the fashion industry provides benefits for Indonesia. The industry contributes to the Indonesian economy, which is carried out by one of them Navara Footwear. Navara Footwear is one of the local brands that has been established since 2016 and produces footwear products that prioritize low prices and comfort. Navara shoe products are a combination of the elegant look of dress shoes and the flexibility and comfort of sneakers. Navara Footwear only uses online media in selling its products. In promoting its products, Navara Footwear uses Instagram social media to increase brand awareness and interact with consumers. Navara Footwear revenue data that experienced a difference in revenue targets with revenue achievements became an initiation of research to improve Navara Footwear's Instagram social media. In addition, Navara Footwear products proved to be acceptable to the target market by being characterized at a high product feedback value. However, the percentage of target market knowledge towards Navara Footwear is low. In conducting research, benchmarking methods are used to find out best practices in conducting online marketing activities through Instagram social media. Benchmarking is done using analytical hierarchy process (AHP) evaluation tool that aims to determine the priority level of criteria of each Instagram social media feature (feeds, stories, captions, profiles, and reels) and 17 sub-criteria as quality assessments that are integrated with Voice of Customer (VoC) against this feature. These sub-criteria will adopt best practices from selected benchmark partners. Best practice from benchmark partners is obtained from the results of research observations with parameters determined based on previous literature studies. The results of this study in the form of proposed improvements to Instagram social media as an online marketing communication medium are considered with the capabilities of Navara Footwear.

Keywords: Navara Footwear, Benchmarking, Analytical Hierarchy Process, Instagram, Digital Marketing, Footwear, Fashion