

ABSTRACT

Khabila is one of the SMEs engaged in the field of Muslim clothing that focuses on selling headscarves. Khabila started his business in 2019 and is domiciled in South Tangerang. Khabila experienced fluctuating sales and tended not to reach the sales target. One of the factors causing not achieving the sales target is the low level of public brand awareness of the Khabila brand. There are three factors that cause low public brand awareness of the Khabila brand. So that researchers will design an improvement in the marketing communication program on the Khabila brand by using the benchmarking method with Analytical Hierarchy Process (AHP) tools. Recommendations for improving the marketing communication program from this research obtained that the marketing communication mix that can be implemented sequentially by Khabila is Advertising, Personal Selling, Sales Promotion, Mobile Marketing, Online and Social Media Marketing, Events and Experiences, Public Relations and Publicity, Direct and Database Marketing. with the marketing communication program adding business ads, opening outlets, providing free shipping, providing price bundling, adding mobile applications, adding types of social media, participating in exhibitions both regionally and nationally, doing endorsements to influencers, increasing followers on e-commerce, improving performance chat on e-commerce, and maintain account ratings on e-commerce

Keywords: Benchmarking, AHP, Hijab, Promotion