

## ***ABSTRACT***

Sop Buntut Cut Meutia is a local restaurant that stands in the culinary field, you can purchase their products offline by coming to the restaurant that located in Menteng, Central Jakarta, or you can search it up online merchants such as Gofood and Grabfood. Unfortunately, since the COVID-19 pandemic in the early year of 2020, their sales combined per month went down drastically. Based on the survey about the restaurant's brand awareness that has been conducted with 30 respondents, it is found that nearly 63% of the respondents didn't know about this restaurant. It has been carried out and proven that through a survey related to the assessment of the quality of products owned by the restaurant through e-marketplaces, it is proven that the products sold by the restaurant are of good quality and can be accepted in the market. This can be seen from the assessment by consumers of the restaurant in some of these e-marketplaces.

These kinds of issues will be the main focus of this research by analyzing the best online marketing practice via Instagram that can be done using the benchmarking method followed by the evaluation tool, that is Analytical Hierarchy Process. This evaluation tool can help business owners to determine the best Instagram attributes that are used by their top benchmark partners.

The data that has been processed by AHP produces priority rankings related to the selected benchmark partners and selected benchmark partners. An identification of the gap between Sop Buntut Cut Meutia and the selected benchmark partners will be carried out so that it will produce a design result based on the existing gap. The results of the design resulted in a total of 14 proposed improvement designs in the form of future performance using integrated system aspects, namely, man, tools, method, and information. The results of the proposed improvements to Instagram marketing communications based on the order are on the Story criteria, namely endorsement testimonials, uploading varied stories, and using the story feature, on the Feeds criteria, namely varied content, post intensity, and scheduled posts, on the Reels criteria, namely reels content that varied, upload regularly, and high video quality, on the Profile criteria, which includes highlight variations and on the Caption criteria, namely informative captions and relevant hashtags.

**Keywords — Sop Buntut Cut Meutia, Marketing Communication, Online Marketing, Benchmarking, Analytic Hierarchy Process, AHP**