

## ABSTRACT

*Soliter Coffee Shop is an MSME that focuses on the culinary field. Soliter Coffee Shop has been established since 2020 but not many people know Soliter Coffee Shop. Although it has been established since 2020 and has implemented several marketing communications, the sales level of Soliter Coffee has not been able to meet the target to be achieved.*

*This study aims to design improvements to marketing communications using the benchmarking method using the Analytical Hierarchy Process (AHP) tools. The design carried out must be able to have an impact on the level of sales of the Soliter Coffee Shop. The use of the benchmarking method at the Soliter Coffee Shop is very appropriate to use to get the best marketing communication design among competitors to be analyzed and applied according to the capabilities of the Soliter Coffee Shop.*

*In this study, the proposed marketing recommendations that need to be applied by Kedai Kopi Soliter were formulated based on eight marketing communication criteria, namely by making coffee packaging using plastic cups for cold drinks, making promotions more diverse on weekdays (Monday - Friday) and weekend (Saturday - Sunday). , adding more diverse discount promotions and making promotions by bundling prices, selling products directly through e-marketplaces, adding content postings about ongoing promos, increasing the frequency of posting three times a week and increasing Instagram followers by using endorsements, holding live events music, holding Go-Food online food delivery, adding one outlet and participating in sponsorship activities such as bicycle championships or bicycle communities, bazzars and also being involved in corporate social responsibility (CSR) activities such as blood donation, nature rehabilitation or green business.*

***Keywords: Analytical Hierarchy Process, Benchmarking, Marketing Communication, UMKM.***