

## **ABSTRACT**

*Nyuci Dong is one of the UKM engaged in shoe washing services, established in April 17 2018, this UKM is held by 2 owners. Nyuci Dong product sales from February 2021 to March 2022 fluctuated and did not reach the expected sales target. When viewed from the comparison of the heart share of the number of Instagram followers with competitors, it shows that Nyuci Dong has the lowest number of heart shares compared to competitors. In addition, the use of Nyuci Dong's marketing communication mix has not been implemented optimally.*

*This final project aims to design improvements to Nyuci Dong marketing communication program using benchmarking and analytical hierarchy process (AHP) methods. The design methodology in this final project starts from the data collection stage, the solution design stage, the description of the verification mechanism, and the description of the validation mechanism of the design results.*

*The proposed improvement design for the marketing communication program to Nyuci Dong is to upload 4 content posts on Instagram a week, increase engagement rate to reach 4.26%, get a website conversion rate percentage of at least 2%, get a bounce rate percentage below 40%, earn SEO value of 75%, Nyuci Dong added 1 type of point of purchase display, added information on product packaging, increased the number of price bundling packages offered by 2-3 price bundlings, expanded the free shipping area coverage to 7 km, participated in the bazaar at least 3 times within 1 year, participating in exhibitions at least 1 time in 1 year with a wide national coverage, publishing with external media as much as 3-5 times within 1 year, distributing broadcast messages to 35 customers for each month, and increasing customer operating hours service to 8 hours.*

**Keywords : Nyuci Dong, Benchmarking, Analytical Hierarchy Process, Marketing Communication Mix.**