

ABSTRACT

By Lashes is a local brand in the field of beauty products which was established in 2021 in Bekasi with its main product being handmade eyelashes. Sales from By Lashes experienced an unstable sales decline in achieving its sales target due to the pandemic factor, the influence of competitors and marketing communications that were still lacking and needed improvement, when viewed from the number of followers on Instagram social media, By Lashes has very few followers. compared to its competitors. This indicates that there is a lack of public awareness of By Lashes so it is necessary to create awareness and knowledge about products that can be done through marketing communications. In By Lashes, a marketing communication mix has been implemented but it has not been implemented optimally. We can prove this in the results of a preliminary survey where there are several shortcomings in paying attention to consumer preferences so that sales volume tends to decrease and does not meet the target. This study aims to design improvements to the marketing communication program using the benchmarking method and the Analytical Hierarchy Process (AHP) tool. Processing data to determine the selected benchmark partner using the AHP tool. Benchmarking method is used to determine the gap between the marketing communication program on By Lashes and the selected benchmark partner. Based on the results of data processing obtained 13 attributes that are used as a reference in designing an integrated system to improve marketing communication program on the By Lashes brand.

Keywords : Marketing Communication Program, Benchmarking, Analytical Hierarchy Process (AHP), Handmade eyelashes.