

ABSTRACT

Bagindo Minang Culinary House is a Padang restaurant located in Bekasi City, precisely on Jl. Puri Gading Raya No.109, RT.004/RW.007, Jatimelati, Pondok Melati District. Bagindo Minang Culinary House sells a variety of Minang specialties such as Sate Padang, Egyptian Martabak, Padang Fried Noodles, Padang Fried Rice, Soto Padang, Talua Tea, Roasted Coffee, Juices, and others. The food price range offered by Bagindo Minang Culinary House starts from Rp. 5,000 – Rp. 80,000. As for the price of the drink in the range of Rp. 3,000 – Rp. 25,000.

With the increasingly fierce competition between restaurants, Bagindo Rumah Kuliner Minang must prepare a strategy so that the business can continue to run and sales can continue to increase. Designing the right marketing strategy is one solution that has the potential to increase revenue. Bagindo Minang Culinary House revenue data from December 2020 to September 2021 which tends to decrease and does not meet sales targets. Therefore, it is necessary to make improvements to the marketing communication program of Bagindo Rumah Kuliner Minang using the benchmarking method and analytical hierarchy process tool so that benchmark partner for Bagindo Rumah Kuliner Minang can be identified to adapt the best practices implemented by benchmark partner selected

In addition to marketing its products at outlets, Bagindo Rumah Kuliner Minang also sells its products through various digital media such as GoFood, website, and Instagram. However, the use of sales through digital media is still considered less than optimal by the owner of Bagindo Minang Culinary House. This is due to the ineffective way of promoting Bagindo Minang Culinary House so that it is not conveyed by customers. This final project aims to design a marketing communication program to increase the income of Bagindo Minang Culinary House.

After the calculation, Padang Merdeka obtained the priority ranking value among the three alternative benchmark partners . In terms of implementing the marketing communication mix, Padang Merdeka has implemented eight categories of marketing communication mix which will later be used as a reference for

improving the marketing communication program of Bagindo Rumah Kuliner Minang.

Keywords: Integrated Marketing Communication, Marketing Communication Mix, Analytical Hierarchy Process, Benchmarking