

ABSTRACT

Cocoes Sandals & Sneakers is one of the fashion industries brands that produce platform sandals originating from Bandung, West Java. There is a problem with Cocoes Sandals & Sneakers, namely sales from June 2021 to September 2021 cannot reach the target. Another problem that occurs is that Cocoes Sandals & Sneakers has implemented five of the eight marketing communication mixes, but the implementation is still not optimal and through comparisons with other competitors, Cocoes Sandals & Sneakers has a low number of followers. This is a factor in the failure to achieve sales targets and the lack of public brand awareness of Cocoes Sandals & Sneakers.

This final project produces an integrated system design related to the improvement of the marketing communication program on Cocoes Sandals & Sneakers using the benchmarking method with the Analytical Hierarchy Process (AHP) tool. Benchmarking method is used to find out gaps regarding marketing communication programs that have been implemented by benchmark partners and Cocoes. Meanwhile, in data processing, the AHP tool is used to get the priority of marketing communication that needs to be done by Cocoes and the selection of the best benchmark partner that will be used as a reference for Cocoes Sandals & Sneakers in improving its marketing communication program.

The final goal of this final project is to increase brand awareness and increase the frequency of sales on Cocoes Sandals & Sneakers by applying the 15 attributes of the proposed improvement recommendations.

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