

ABSTRACT

The rapid development of UMKM can trigger competition in achieving the target market. This happened to one of the business actors who competed in the culinary field, namely Pie Susu Hasih which was founded in 2011. Pie Susu Hasih revenue in 2020 did not meet the set target. In selling Pie Susu Hasih, it is necessary to look at the strategies carried out by its competitors, because judging from the number of followers Instagram still has fewer followers compared to other competitors. One of the contributing factors is the low brand awareness of a brand as evidenced by the results of a preliminary survey. Pie Susu Hasih has implemented several marketing communication mixes, but they are still not optimal in implementing them. This final project aims to design an integrated system for improving marketing communication programs using the benchmarking method with the Analytical Hierarchy Process (AHP) tool. Benchmarking method is used in this study to determine the gap between Pie Susu Hasih marketing communication program and selected benchmark partners. In this study, there were 14 attributes of needs that were used as a reference in designing recommendations for integrated system design for the improvement of the Pie Susu Hasih marketing communication program. The design of the defined marketing communication mix is expected to influence the level of public awareness of Pie Susu Hasih and increase the frequency of sales.

Keyword: *Analytical Hierarchy Process, Benchmarking, Marketing Communication Programs, Partner Benchmark*