

ABSTRACT

Thriftymoon is an online shop specializing in thrifting, particularly women's clothing, offering a diverse range of fashion styles inspired by Korean style, trendy, and elegant designs. It was founded on August 21, 2021, in Sukoharjo Regency, Central Java. Thriftymoon's vision is to provide high-quality and environmentally friendly product choices with the tagline "love earth with thrift". Currently, thrifting fashion trends are widely discussed and popular among the public, especially among teenagers and young adults. Thriftymoon faces challenges in achieving sales targets due to low brand awareness among the public. To attract potential customers, Thriftymoon endeavors to offer the best collection of clothing. As part of their efforts to expand the market, Thriftymoon utilizes Instagram as a marketing and promotional tool to reach more customers, while product sales are conducted live through the Tiktok platform. This final project aims to design and improve the marketing communication program at Thriftymoon using the benchmarking method with Analytical Hierarchy Process (AHP) tools. The hierarchical structure consists of five criteria related to Instagram, each with three sub-criteria that will be used as a reference for the design and improvement of the marketing communication program. Three alternative benchmark partners are also considered. The benchmarking method is then used to identify the gaps in the selected Instagram benchmark partners. The research results in the prioritized sequence of improvements for the marketing communication program on Instagram at Thriftymoon. Not all sub-criteria show gaps with benchmark partners, as some of them have already been implemented by Thriftymoon. Therefore, the resulting priority order of Instagram criteria in this research is as follows: feeds, with sub-criteria of posting intensity and content variation, reels, with sub-criteria of visual content and posting consistency, and stories, with sub-criteria of being updated, interactive, and attractive.

Keywords: *Marketing communication, Instagram social media, thrift shop, Analytical Hierarchy Process (AHP), Benchmarking.*