

ABSTRACT

Biclothing is one of the MSME operating in fashion and accessories industry, catering to women's needs. It was established in 2016 and is located in Manado, North Sulawesi. There are several primary reasons why Biclothing couldn't achieve its revenue targets from January 2022 to November 2022. Biclothing has implemented various marketing communication strategies, but their execution has not been optimal. When comparing Biclothing's brand awareness to competitors with the same market segmentation, it was found that Biclothing's brand awareness was lower than that of other competitors. This has been one of the factors contributing to the failure to meet revenue targets. Therefore, the owner of Biclothing chose to improve brand awareness through their marketing communication mix. The objective of this research is to design improvements to the marketing communication program using the Benchmarking method with Analytical Hierarchy Process (AHP). The Benchmarking method was used to identify the gap between the marketing communication program already implemented by Biclothing and benchmark partner programs. Meanwhile, AHP was used to determine the priority of marketing communication programs and select the best benchmark partners that Biclothing would use as a reference for improving their marketing communication program. This research resulted in 15 recommended attributes as a reference for Biclothing to enhance their marketing communication program. These attributes include incorporating components into packaging, using Instagram ads for advertising, adding two social media accounts, conducting giveaways, offering free shipping, defining the coverage area for free shipping, providing discounts and vouchers, offering customer care services, adding various interactive content types, increasing posting frequency and Instagram engagement rates, participating in exhibitions, seeking sponsorships, and collaborating with influencers.

Keywords: Analytical Hierarchy Process, Benchmarking, Brand Awareness, Marketing Communication Program, Partner Benchmark.