ABSTRACT

B2B marketing involves the sale of products or services between companies, utilizing corporate-level marketing strategies. One of the main components of B2B marketing is information, and this sector has evolved to adapt to the new era.

Digital Marketing Communication leverages the latest technology to disseminate integrated, concise, and measurable communication to build good relationships with customers. To remain competitive, managing social media, especially on platforms like Meta, TikTok, and Instagram, can be an option to measure business performance more broadly.

This study aims to analyze and provide recommendations regarding social media marketing strategies for the B2B skincare company XYZ, with the main goal of determining the social media platforms to use in their social media marketing activities using the Analytical Hierarchy Process (AHP) and Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) methods.

The AHP method is used to determine the most influential criteria in social media marketing activities, while the TOPSIS method is used to evaluate and provide alternative strategic recommendations based on these criteria. The study begins with identifying key relevant criteria such as cost, reach, engagement, and conversion through surveys and interviews with digital marketing experts.

The analysis shows that the combination of AHP and TOPSIS methods can provide effective and efficient strategic recommendations for managing social media marketing activities, thereby reducing the company's marketing costs. These recommendations are expected to serve as a guide for XYZ in optimizing their social media marketing campaigns in the future.

Keywords: B2B Marketing, Digital Marketing Communication, Social Media Marketing, AHP Method, TOPSIS Method