

ABSTRACT

The footwear industry in Indonesia, dominated by Micro, Small, and Medium Enterprises (MSMEs), shows significant potential with strong competitiveness and increasing market demand trends. Tamanara is one of Bandung's local footwear brand that was established in 2013 and offers a variety of high-quality products such as flat shoes, high heels, loafers, and loafers at affordable prices. Tamanara's sales strategy focuses on digital platforms, such as Facebook and WhatsApp, as well as various e-commerce marketplaces. Although Tamanara's products are highly rated by consumers for their quality and market acceptability, internal data shows that revenue has been fluctuating and not reaching targets for some time. In addition, preliminary survey results and analysis of social media metrics showed that Tamanara had low engagement rates and brand awareness. This became the foundation for the research in improving Tamanara's Instagram social media as the main marketing communication platform.

In overcoming these problems, the benchmarking method was used to analyze the gap between Tamanara's Instagram social media performance and the best practices of selected benchmark partners. Observations were made of the benchmark partner's Instagram activity against the specified sub-criteria and parameters. Meanwhile, the Analytical Hierarchy Process (AHP) assists in the decision-making process by considering criteria in determining the priority ranking of selected Instagram social media features namely Feeds, Caption, Story, Reels, and Profile. This analysis also includes 16 Instagram sub-criteria which is an integration between Voice of Customer (VoC) and findings from previous research. Therefore, the final result of the research is to improve the management of Tamanara's Instagram social media content as the main media for online marketing communication which is expected to increase brand awareness and more stable revenue for Tamanara.

Keywords — Instagram, Analytical Hierarchy Process, Benchmarking, Fashion, Social Media Marketing, Footwear.