

ABSTRACT

Cut & Cut Barbershop is a micro, small, and medium enterprise (MSME) operating in the service sector that has been established since 2021 and is located in the Grand Nusa Indah Housing Complex, Cileungsi, Bogor Regency. Cut & Cut Barbershop faces a challenge where the monthly expenses are higher than its average monthly income. This relatively low income is triggered by the small number of customers, due to the limited public knowledge about the Cut & Cut Barbershop brand. Therefore, this study aims to increase the number of customers by improving brand awareness among the community through the design of a marketing communication program using the benchmarking method. In addition to benchmarking, the study also uses the Analytical Hierarchy Process (AHP) method to determine the most effective marketing communication program and the best benchmark partner by setting priority scales. his final project research results in seven recommended marketing communication programs that Cut & Cut Barbershop can implement such as use online advertising with a minimum ad display period of one month, create graphic information displays placed in front of the physical store to attract the attention of nearby residents and increase customer visits, develop bundling packages that combine haircut services with products at a lower price compared to buying the products individually, create voluntary endorsement content with topics relevant to the business, featuring influencers or public figures with many followers and aligned with the target audience, Organize social events, such as seminars or community engagement activities, aimed at the target customers, develop and publish marketing content via social media, with the goal of expanding its reach, Offer discounts on major holidays, such as New Year, Eid al-Fitr, Christmas, and others.

Keywords : Barbershop, Benchmarking, UMKM, Strategi Komunikasi Pemasaran, Brand Awareness, Analytical Hierarchy Process (AHP).