

ABSTRACT

The fashion industry in Indonesia, dominated by SMEs (Small and Medium Enterprises), shows significant potential with a growing market demand trend. Ini Wear is one of the local fashion brands offering women's clothing with a feminism concept and custom sizes. The brand utilizes digital platforms, especially Instagram, as its primary medium to promote its products. Although Ini Wear's products are of good quality and have been well-received by the market, internal data shows significant revenue fluctuations and failure to meet targets during certain periods. Furthermore, preliminary observations and social media metrics analysis indicate that Ini Wear's Instagram engagement rate and brand awareness are still low, presenting challenges in improving marketing effectiveness. This thesis aims to design improvements in the management of Ini Wear's Instagram content using Benchmarking and Analytical Hierarchy Process (AHP) methods. Benchmarking is used to analyze the gap between the performance of Ini Wear's Instagram and the best practices from selected benchmark partners. Meanwhile, AHP is used to determine the priority criteria and sub-criteria for managing Instagram based on audience preferences. The criteria analyzed include Feeds, Caption, Story, Reels, and Profile, along with 16 sub-criteria integrated from Voice of Customer (VoC) and previous research. The findings of this research result in a series of proposed improvements expected to enhance the quality of Ini Wear's Instagram content, strengthen brand awareness, and ultimately achieve more stable revenue targets. These improvements include optimizing Instagram features, enhancing content aesthetics, and strengthening interaction with the audience through various interactive features.

Keywords - Instagram, Benchmarking, Analytical Hierarchy Process, Social Media Marketing, Engagement Rate, Brand Awareness, UMKM, Fashion Lokal.