

ABSTRACT

Bumbu Instan Noeya is one of the SMEs in West Sumatra that produces wet instant spices with a distinctive taste of the West Sumatra region which is famous for its spices. This SMEs was founded in 2007 in Bukittinggi, currently, Bumbu Instant Noeya has been sell in several cities on the islands of Sumatra and Java. In its marketing, Bumbu Instant Noeya has implemented several marketing communication mixes but it is still not optimal so that few people know about Bumbu Instant Noeya, this can be seen through the number of Bumbu Instant Noeya Instagram followers which is still very small compared to competitors. However, when the pandemic saw Covid-19 when other SMEs experienced a decline in sales, Bumbu Instan Noeya had increased. There was a possibility of Bumbu Instan Noeya increasing these sales then improved marketing communication on Bumbu Instan Noeya was carried out.

This design was carried out with the aim of increasing public brand awareness of Bumbu Instan Noeya products. This research first uses the benchmarking method to compare the performance of the marketing communication program that has been carried out by Bumbu Instan Noeya with similar products that have advantages in terms of the marketing communication program that has been carried out, to determine partner benchmarks, it is necessary to do a process using Analytical Hierarchy Process tools. (AHP). Communication of the design program is expected to have an impact on Bumbu Instan Noeya such as public awareness so that it will increase sales. Some recommendations for marketing communication programs designed in this final project are creating a special business account on Facebook, changing packaging, being more active in using Instagram social media, creating interesting content for consumers, sponsoring, providing promos to consumers, increasing the number of e-commerce users. Market place and open outlets.

Keywords— Marketing Communication, Benchmarking, Instant Seasoning, Analytical Hierarchy Process