

ABSTRACT

Cotton.Go is a SME engaged in the field of fashion. Cotton.Go has good product quality but not many people know the product of Cotton.Go. Although it has good product quality and has already implemented some marketing communications but Cotton.Go's sales rate from January 2016 to November 2017 is still experiencing significant fluctuations.

This study aims to perform marketing communication improvement design using benchmarking method with Analytical Hierarchy Process (AHP) tool. The design should be able to have an impact on the sales rate of Cotton.Go. The use of benchmarking method in Cotton.Go is very appropriate to get the best marketing communication design among Cotton.Go's competitor to be analyzed and applied according to capacity of company.

In this study formulated a recommendation of marketing recommendations that need to be applied by Cotton.Go of which is the application of free shipping promotion, buy one get one, discount, using e-marketplace, create a website, follow the expo, sponsorship cooperation, use Instagram and Instagram story advertising, apply endorsement, and sell the product through the outlet.

Keywords: Analytical Hierarchy Process, fashion, benchmarking, marketing communications, partner benchmark, SMEs.