

ABSTRACT

Humera Hijab is one of the home industry engaged in the production of hijab/veil that stands in 2015 in Bandung. Humeera Hijab hijab with brand is an economical price and good quality. Problem on Humeera sales Humeera i.e. Hijab Hijab which is far below the target of selling and least when compared to its competitors brand.

This research aims to formulate recommendations for Humeera marketing communications program to increase sales and Hijab forming the consciousness of its brand. The design of the marketing communication programs using the method of benchmarking and using Analytical Hierarchy Process to select his benchmark partner along with her marketing communication mix.

Research on the AHP of criteria was developed which was formed from the marketing communication mix. Associate alternative benchmark used in the AHP is a competitor of this study because of the Hijab Humeera using competitive benchmarking.

Marketing communications program recommendations from this research is by applying the appropriate copywriting, increase the number of alternative promotion used (free shipping), provide discounts on certain holidays, make a blog, evaluate and implement an e-marketplace that will be used, create a website, follow the expo with the scale area/regional and become a sponsor of the event, making plans to add and determine the frequency of posting, applying the endorsement, and create a store or in collaboration with the store selling the same products.

Key words: Analytical Hierarchy Process, Benchmarking, Hijab, Marketing Communications Program, SMES.