

## **ABSTRACT**

*UKM Inkra Batant Stride or usually called as Batant Stride is a small medium enterprise which is focus on men shoes production such as formal shoes with pantofel and oxford model, beyond that as casual shoes with boot models and ventura. Favorite product of Batant Stride is Boot shoes. In terms of revenue and selling revenue decline. It is because of ineffective marketing communication.*

*This research recommends a marketing communication program using a benchmarking method. This method has benefit to finding the best marketing communication program from benchmarking's partner to be suited and implemented on Batant Stride. Approaching of Analytical Hierarchy Process (AHP) is done to decide the best sample based on weighting on criteria of marketing communication and weighting on alternative partner based on their own marketing communication.*

*Based on current ability of Batant Stride, the output of this research is a recommendation on marketing communication program including on online marketing & social media, sales promotion, direct marketing & database, Mobile Marketing, event & experience, public relations and publicity and direct selling.*

***Keyword: Batant Stride, Benchmarking, Analytical Hierarchy Process, Partner Benchmark, Pembobotan, Marketing Communication Program***