

ABSTRACT

Kelom Geulis Talitha is one of Iskandar Toha products. Iskandar Toha is one of creative industries in Tasikmalaya. The sales of Kelom Geulis Talitha are the least compared to other products sold by Iskandar Toha and the sales are well below sales target hence there is a stacking in inventory.

The aim of this study is to formulate recommendation of marketing communication program for Kelom Geulis Talitha to increase its sales and to form its brand awareness. The formulation of the marketing communication program is using benchmarking method, it also uses Analytical Hierarchy Process to weight the marketing communication program from the competitor of Kelom Geulis Talitha, that are Kelom Geulis Sagitria, Kelom Geulis Sheny, and Kelom Geulis Salsa

In this study, the marketing communication program criterias for AHP were arranged from marketing communication mix from Kotler and Keller, that are advertising, sales promotion, events and experiences, public relations and publicity, direct and interactive marketing, mobile marketing, and personal selling.

The marketing communication program recommended by this study is by using price-off, point of purchase display, using social media, opening factory tours, doing sponsorship, using e-marketplace, following community relations, and attending fairs and trade shows.

Keywords: Analytical Hierarchy Process, benchmarking, kelom geulis, creative economy, marketing communication program.