ABSTRACT

PT Insan Agritama Teknologi is an e-commerce based food supplier company named Inagri which was established in 2015, the Inagri office is located on Jalan Kacapi No. 24, Bandung. Inagri uses the b2b business model, which is bussines to business, where its customers are restaurants, catering and hotels in the Bandung area, the food produced by inagri is processed fruits and meat vegetables. Until now, Inagri sales revenue has not been able to reach its predetermined targets every month because Inagri has not been able to reach the city of Bandung widely because most restaurant owners, caterers and hotels still believe in the market and local farmers.

Inagri has used a marketing communication program consisting of five marketing communication mix models but has not been able to reach new consumers, therefore the need for improvement in Inagri's marketing communication program in order to increase sales volume and expand consumer reach. This study uses a benchmarking method to compare the performance of marketing communications programs that have been carried out by Inagri with a benchmark partner partner communication program in the same field by having an advantage in terms of its marketing communication program. In determining the best benchmark partner for Inagri, it is conducted using the Analytical Hierarchy Process (AHP) method.

After getting the best benchmark partner for Inagri, it was identified in the marketing communication program that had been carried out, and the next step was to identify a gap aimed at finding differences between the marketing communication programs that Inagri had and the benchmark partners, and the final step was determining the improvement targets for the program new marketing communications for Inagri are proposed based on the capacity of the resources owned by Inagri. Based on the results of the research that has been carried out, a new marketing communication program is designed for Inagri.

Keywords** − **Marketing Communication Program, Benchmarking，Analytical Hierarchy Process

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