

Abstract

Bandung, is a city that is used as the capital of West Java Province, where the second largest city after Jakarta is the capital of the Indonesian state. Along with community growth in West Java that continues to increase, this also has an impact on increasing the number of two-wheeled vehicles as a means of transportation. In the use of two-wheeled vehicles are required to use a helmet. Along with the frequent use of helmets, helmet care and cleanliness must be maintained. Certainly an opportunity for Urbane Helmet Treatment is present as a service provider washing helmet services to be a solution to the problems of each consumer. Urbane Helmet Treatment as a business that only opened in early 2019, has problems in using marketing communication strategies. This results in a lack of customer knowledge and interest. As a step taken is to increase brand awareness (brand awareness) carried out research design marketing communication strategies with the elements used are the marketing communication mix. The marketing communication mix consists of several criteria and sub-criteria, and in this study the Analytical Network Process method is used to find priority recommendations of marketing communication strategies based on the criteria and sub-criteria available.

The results showed that the selected criteria were public relations with sponsorship sub-criteria and advertising criteria with social media advertising sub-criteria according to the customer. The criteria and sub-criteria are selected from the highest priority ranking based on the calculation results.

Key words: Brand awareness, marketing communication mix, analytical network process