

## **ABSTRACT**

*VRILL INDUSTRIES is one of the industries in the field of fashion that produces shirts, jackets, and hats. This business was established since 2015 in Bandung. VRILL INDUSTRIES sells products via online and offline. Offline sales are made by consignment and online sales are made through websites and Instagram. But until now the products that sale through Instagram have never reached the sales target It is known that Instagram managed by VRILL INDUSTRIES still has shortcomings so marketing communication through Instagram wasn't going well. This is the basis of the research to be carried out, researcher want to find out which part of the marketing communications must be improved by using the benchmarking and Analytical Hierarchy Process methods. The elements used in this study are the elements of completeness, understandability, content, accessibility, and consistency. From these five elements, 16 sub elements were obtained and will be used in this study. The AHP method is used to select benchmark partners to be examined. After determining the benchmark partners, identification of communication programs through social media Instagram will carried out. The results of this study are recommendation for marketing communication through Instagram social media that will be implemented by VRILL INDUSTRIES based on the capabilities of VRILL INDUSTRIES.*

*Keywords: Marketing Communication, Benchmarking, Instagram, Element, Analytical Hierarchy Process.*