

ABSTRACT

Reclays.id is one of the Small and Medium Enterprises (SMEs) which is engaged in fashion. Reclays.id produces t-shirts with unique illustration designs so that the brand has a characteristic compared to other brands. T-shirts produced by Reclays.id are also made of the best material so that it produces good quality and comfortable when used. However, Reclays.id has a problem in its sales, namely the sales of Reclays.id's t-shirt products fluctuate every month and cannot achieve the target. These problems can occur because the marketing communication program implemented by Reclays.id is not optimal.

This study aims to make improvements and provide recommendations for marketing communication programs for Reclays.id using benchmarking methods and Analytical Hierarchy Process (AHP) tools. Benchmarking is used to find best practices from competitors so they can be implemented by Reclays.id in accordance with internal capabilities and assisted by Analytical Hierarchy Process (AHP) tools to determine benchmark partner that are compatible with Reclays.id.

Marketing communication recommendations that can be applied by Reclays.id are with advertising through magazines, adding to giveaway programs and discount programs in the new year, holding seminars on entrepreneurship at least once a year, using Line as a chat application platform, attending a national-scale expo of at least one times a year, increasing the frequency of posts and the number of likes, and increasing the number of outlets outside the city of Bandung.

Keywords: Analytical Hierarchy Process, Benchmarking, Benchmark Partner, Fashion, Marketing Communication Program, SMEs