

ABSTRACT

Dianable is a local footwear brand founded in 2013 in Bandung. The products offered by Dianable are women's shoes and sandals in various models and designs. Dianable is targeting the market for women aged 18 to 26 years. Sales volume from April 2019 to March 2020 experienced fluctuations in which most did not reach sales targets. There are some indications that sales targets have not been achieved, but the most important thing is that marketing communication has not been optimally supported by preliminary surveys that show that brand awareness results in only 20 percent of Dianable brands. This study aims to design proposals for improvement of the Dianable marketing communication program which were completed using benchmarking methods and analytical hierarchy process tools. The results obtained 18 attributes of the need to be developed and then made recommendations in managing marketing communication programs for Dianable by considering the company's capabilities.

Keywords: Fashion Industry, Marketing Communication Program, Benchmarking Approach, Analytical Hierarchy Process Tools.