

ABSTRACT

Langit Musik is one of the most popular online music streaming services in Indonesia. Langit Musik is under the auspices of Telkom Group, the number one provider in Indonesia, but many people are still not aware of its existence. This can be seen from the number of Langit Musik's paid subscribers which relatively low compared to its competitors. To increase its brand awareness, Langit Musik has implemented some marketing communication mix techniques even though the implementation is not yet optimized.

This research aims to formulate the marketing communication recommendations to increase the brand awareness of Langit Musik using the benchmarking method and Analytical Hierarchy Process (AHP) tool. With the use of the benchmarking method, the writer can obtain the best marketing communication plan from Langit Musik competitors which was then analyzed and applied by Langit Musik in hopes of being able to increase the number of its paid subscribers.

The proposed marketing communication recommendation for Langit Musik to increase its brand awareness is to increase the rating and number of app downloads, add cross-promotion partners, expand the range of sponsorship, increase the number of website visitors, increase the duration of website visits, lower percentage bounce rate, use promotions via display ads and search ads, increase the number of platforms to download the app and carry out interactive exhibitions.

Keywords: benchmarking, analytical hierarchy process, marketing communication, benchmark partners, online music streaming