

ABSTRACT

Stco.theway is one of the clothing companies in the city of Bandung. Stco.theway sells several products namely T-shirts, hoodies, clutches and wallets. Stco.theway experiences symptoms of problems in the form of not achieving its sales targets, sales experiencing fluctuations and low levels of knowledge of the Stco.theway brand compared to other competitors. Stco.theway must increase brand awareness of the community. Problems with Stco.theway can originate from the application of a less than optimal marketing communication program. so there needs to be an improvement in improving the marketing communication program that has been carried out by Stco.theway. This improvement was done in order to get high brand awareness in the people of Bandung.

This study aims to design marketing communications on Stco.theway using Benchmarking methods with Analytical Hierarchy process (AHP) tools. Benchmarking method is used to get the best marketing communication design from Stco.theway competitors. Analytical Hierarchy process (AHP) is used to determine the right benchmark partner for Stco.theway based on the competitor's marketing communication mix.

In this study, it was formulated that Stco.theway marketing communication improvements that need to be improved are Mobile Marketing, Sales Promotion, Online and Database Marketing, Advertising, Events and experience, Direct and Database Marketing, Public Relations and Publicity, and Personal Sales.

Keyword: Analytical Hierarchy process, clothing, benchmarking, brand awareness, partner benchmark