

## **ABSTRACT**

*Magma Apparel is the one of the nuances of clothing company that located in Bandung. Magma Apparel sells various products such as t-shirt, hoodie, shirt, bag and etc. Currently, Magma Apparel has some problems during the last few years. One of the problem is not achieving the revenue target per month and the low level of public knowledge of Bandung on Magma Apparel brand compared to competitors. Magma Apparel conscious must increase public awareness of the people in Bandung. The problems experienced by Magma Apparel can be derived from the maximal marketing communications program that has been conducted by Magma Apparel. The need for improvement of marketing communications Magma Apparel in order to obtain a high brand awareness in Bandung.*

*This research aims to design a marketing communication program in Magma Apparel using the Benchmarking method with the Analytical Hierarchy Process (AHP). Benchmarking methods used to obtain the best marketing communication design from competitors Magma Apparel and for adjustments to be applied to Magma Apparel. AHP is used to determine the appropriate benchmark partner for Magma Apparel and based on the competitor's marketing communications mix. In this research formulated a marketing communications program that needs to be repaired in Magma Apparel are Advertising, Sales Promotion, Public Relation and Publicity, Direct Marketing and Database, Event and Experiences, Mobile Marketing and Personal Selling*

***Keywords: Analytical Hierarchy Process, clothing company, benchmarking, marketing communication, partner benchmark.***