

ABSTRACT

Qic Out Out Zaki Shoes SMEs is one of the businesses in the field of shoes and footwear provided at Jln. Baru Raya Terusan Cibaduyut RT 02 RW 11 No. 96 Bandung, UKM Qic 'Out Zaki Shoes SMEs was established in 2009 with the owner of Mr. Deni Kurniawan Ruchyat. Qic Out Out Zaki Shoes SMEs manufactures and accepts orders for shoes that suit customers. The types of shoes provided are sneakers, leather shoes and several other unisex shoes. The problem with Qic 'Out Zaki Shoes SMEs is that sales fluctuate every month, and consumer sales from Qic' Out Zaki Shoes SMEs are only from retail buyers. This study was designed to formulate the design of online marketing communication programs and Instagram social media platforms for Qic Out Zaki Shoes SMEs to increase sales and create brand awareness for wider consumers. This Instagram marketing and social media platform marketing communication design program uses the benchmarking and Analytical Hierarchy Process (AHP) method to select the partners chosen for each Instagram element.

In this study AHP is used for weighting the Instagram element and selecting a benchmark partner for each element. Benchmark partner is a competitor of Qic' Out Zaki Shoes SMEs because this research uses competitive benchmarking.

The design of the marketing communication program online and social media platform the Instagram in this study is to create an Instagram account by implementing future performance obtained from the Instagram element formula on the chosen partner's benchmark.

Keywords : Analytical Hierarchy Process, Benchmarking, Marketing Communication Programs Social Media, Instagram Element