ABSTRACT

Mariana Beauty is one of aesthetic clinic that is growing and located in Bandung. Mariana Beauty has a cheap price with great quality. Mariana Beauty problem symptomps are number of customer who are dynamic but tend to fall every month, Mariana Beauty is not included the best brands because it is not included in the Top Brand, Top Brand is an indicator of a brand that is said to be good, besides that Mariana Beauty has six brances in Bandung potential benchmark partners have branches that are less than six, but present Mariana Beauty is still not realized by many people based on preliminary survey results that show Mariana Beauty is not well known.. Based on this problem it can be concluded that Mariana Beauty has not maximized the marketing communications that have been applied.

The purpose of this study is to make improvements and recomendations of marketing communication programs on Mariana Beauty using the benchmarking method with Analytical Hierarchy Process (AHP) and Technique for Order Preferences by Smilarity to Ideal Solution (TOPSIS) The design that has been done must be able to have a good impact on Mariana Beauty. Benchmarking methods are used to get the best designs from benchmark partners. AHP is used to determine the importance of each marketing communication. TOPSIS is used to determine benchmark partners.

The recomendation of this study are add tent cards in outlets and put some logos or slogans on the back of packaging, start implementing free shipping and give some more types to related products and event types, add the average number of event participants, increase the number of e-marketplace, increase the number of engagement rate,increase number of followers, adding content types to Instagram post, increasing number of organic keyword and increasing the number of charity activities.

Keyword : *Benchmarking, Analytical Hierarchy Process, Technique for Order Preferences by Similarity to Ideal Solution, marketing communication, aesthetic clinic.*