

## ABSTRACT

*Mischief Denim is one of the local companies that do business in the fashion sector, the product offered by Mischief is jeans for men. Established since 2006 in Bandung. Currently, Mischief Denim has some symptoms of problems over the past year. The symptoms of the problem are not achieving the sales target of jeans products and based on the results of preliminary survey that has been carried out show the low level of public knowledge of Bandung on Mischief Denim brand compared to competitors. The problems experienced by Mischief Denim can be derived from the maximal marketing communications program that has been conducted by Mischief Denim.*

*The purpose of this research is to carry out repair and program recommendations on the marketing communications mix Mischief Denim using tools Benchmarking with Analytical Hierarchy Process (AHP). The design is done to be able to have an impact on sales levels Mischief Denim. AHP is used to rank the implementation of the marketing communications program recommendation and to determine the appropriate benchmark partner for Mischief Denim.*

*In this study formulated a marketing communications program that needs to be repaired Mischief Denim is online and social media marketing, sales promotion, mobile marketing, direct and database marketing, event and experience, public relation and publicity, advertising, and personal selling.*

***Keywords: Analytical Hierarchy Process, benchmarking, fashion, marketing communication, benchmark partner***