

## ABSTRACT

*Bearpath is a Small and Medium-sized Enterprise (SME) that runs in the fashion industry specifically mountain sandals. Presently, Bearpath sale is done through the offline store that is located in Bandung as well as their online website. Bearpath has been applying Integrated Marketing Communication, but it is not optimal yet. Therefore, public awareness toward Bearpath brand is classified to low. This phenomenon can be observed by counting on their Instagram account's followers. They have a lower number of followers compared with their competitors. On the other hand, Bearpath sale from September 2018 to August 2019 is still significantly fluctuated.*

*This research is aimed to design the refinement of Integrated Marketing Communication by applying benchmarking method with Analytical Hierarchy Process (AHP) Tool. The benchmarking method is used to discover which market communication practice, that has done by the competitors, is best suitable to be Bearpath reference in creating their market communication program.*

*The result of this research has found Integrated Marketing Communication program proposal that is recommended to be applied by Bearpath brand. The proposed programs are to maximize Bearpath website utilization, optimize SEO, increase social media post frequency and content variation, use e-mail blast, increase telemarketing operational hours, build more outlet, collaborate with distributor and other brand, become a sponsor, create event, utilize poster, billboard, and endorsement. This refinement design proposal is intended to be beneficially increase public awareness toward Bearpath brand as well as intensify the frequency of sale.*