

ABSTRAC

Getranke is a culinary business that is growing in Makassar City, South Sulawesi, founded in 2016. Getranke uses quality ingredients at an economical selling price, the products offered have various flavors such as Thai Tea, Green Tea, Red Velvet, Chocolate and Taro. Getranke itself comes from German which means "drink". The problem with Getranke is that sales tend to fluctuate every month, where it often doesn't reach sales targets and has the least sales compared to its competitors. The problem with Getranke comes from the marketing communication program that is not being run optimally. Therefore there needs to be an improvement in the application of the marketing communication program carried out by Getranke to market its products. This improvement was carried out aimed at increasing Brand Awareness in the people of Makassar City.

This study aims to formulate a marketing communication program recommendation at Getranke to increase sales and Brand Awareness by using the Benchmarking method with Analytical Hierarchy Process (AHP) tools. Benchmarking method is used to get the best marketing communication design from Getranke's competitors or competitors. Meanwhile, the Analytical Hierarchy Process (AHP) was used to determine the right benchmark partner for Getranke based on a competitor's marketing communication program.

The recommendations for the marketing communication program in this study are to use and apply appropriate copywriting, add a number of alternative promotions in the form of prizes, join the community in the culinary field, use e-marketplaces, websites, Instagram, do sponsorship, add broadcast message applications, collaborate with the culinary field of food and the addition of outlets.

Keywords : *Analytical Hierarchy Process, Benchmarking, Getranke, Marketing Communication Program*