

ABSTRACT

Winterxsvmmer is one of the Small and Medium-sized Enterprise (SMEs) engaged in fashion which was founded in May 2019. Presently, Winterxsvmmer markets its products online and offline. Product sales at Winterxsvmmer from June 2019 to August 2020 fluctuated. One of the factors that caused the sales target not achieved was the low public heart share of the Winterxsvmmer brand. This phenomenon can be seen in the heart share comparison seen from the number of followers of Winterxsvmmer's Instagram and its competitors, indicating that Winterxsvmmer is in the last rank. In addition, Winterxsvmmer has implemented a marketing communication mix and its tools have not been used optimally.

This final project aims to design an integrated system for improving marketing communications using benchmarking and Analytical Hierarchy Process (AHP) methods. By using the benchmarking method obtained in the best marketing communications from competitors Winterxsvmmer which is then applied by Winterxsvmmer in the hope of influencing brand awareness of Winterxsvmmer and increasing sales targets.

The design of an integrated system for improving the marketing communication program proposed to Winterxsvmmer is to increase the number of types of Point of Purchase Displays, the number of giveaway participants, increase the use of free shipping, participate in more than 3 bazaars and expand the scope of the bazaar on a national scale, increase the number of hashtags used, the number of posts, increase the value of engagement rate, SEO (Search Engine Optimization) value, adding the number of broadcast message spreaders, operating hours and admin customer service, increasing the account rating value, number of account followers, chat performance on E-Marketplace, and making sales by consignment with other brand outlets.

Keywords : Winterxsvmmer, Benchmarking, Analytical Hierarchy Process, Marketing Communication.