

## ***ABSTRACT***

PT. Wijaya Lestari Group is a company engaged in the service, sales, and supplier of official Toyota spare parts located in the city of Bandung. This company focuses its business on the upper middle class with the age of 20 years to 55 years who are domiciled in Bandung City, Cimahi Regency, and Sumedang Regency for men and women who already have a family or do not have a family. PT. Wijaya Lestari Group has used six of the eight marketing communication mixes, but they have not been implemented optimally. This resulted in the volume of sales experienced by PT. Wijaya Lestari Group from January 2019 to September 2020 experienced a decline and tended to not meet the set targets. PT. Wijaya Lestari Group sees several competitors that can be a threat to the company, it can be seen based on the number of Instagram followers owned by PT. Wijaya Lestari Group is very small compared to its competitors. This research has a purpose to help PT. Wijaya Lestari Group in designing an integrated system of marketing communication programs in order to increase sales volume and level of company awareness by using the benchmarking method and the Analytical Hierarchy Process (AHP) tool. Benchmarking method will be used to determine the gap between PT. Wijaya Lestari Group with selected benchmark partners while processing the data obtained will use the Analytical Hierarchy Process (AHP) tool to get selected benchmark partners. This study found 13 gaps and attributes of needs that can be used as a reference in designing an integrated system of marketing communication program recommendations for PT. Wijaya Lestari Group.

Keywords: Marketing Communication Program, Analytical Hierarchy Process (AHP), Benchmarking