

ABSTRACT

Mentai Go is one of the micro, small and medium enterprises (MSMEs) engaged in fast food by producing and selling Japanese food products, namely Mentai. Thus far, sales have been made online due to the shortfall of average offline sales that didn't reach the target. In making sales, Mentai Go needs to look at external factors, namely from competitors, viewed from the number of Instagram followers of Mentai Go which is still insignificant compared to its competitors. Within the sequence to increase Public awareness and knowledge of Mentai Go. The aforementioned is indicating the deficiency of public recognition. Concerning the object, This study aims to design improvements of the account using the benchmarking method and the Analytical Hierarchy Process (AHP) tool. Data management to determine selected benchmark partners with AHP tools. Subsequently, the benchmarking technique will identify gaps in the selected Instagram benchmark partners. Further to the mechanism, each element and sub-element will be developed and sorted according to their priority. Therefore the priority sequence of improvements will determine the development of Mentai Go. The result on the fundamental Instagram element of this research are story that has to be up to date and interactive, on feeds the sub element are the post frequency and various content, and on caption the sub element is the unique hashtag.

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