

## **ABSTRACT**

*Fathan Mandiri is one of the SMEs engaged in the snack food industry, namely banana chips with many flavors. Fathan Mandiri has been established since 2016, but has not been able to achieve the expected sales targets, Fathan Mandiri has implemented several marketing communication mixes that are still not optimal. This final project is carried out with the aim of providing recommendations for improvements to Fathan Mandiri's marketing communication mix using benchmarking methods and Analytical Hierarchy Process tools. Benchmarking is done to the best competitors who are selected using the AHP method, so that an improvement design is obtained to optimize Fathan Mandiri's marketing communication mix. It is hoped that this recommendation can improve the packaging quality of banana chips, more testimonials, more collaboration with resellers, more varied types of promotions, can create a website for Fathan Mandiri, banana chips can be marketed on e-marketplaces, more massive use of Instagram , and the use of social media to communicate with customers.*

*Keywords: Fathan Mandiri, Analytical Hierarchy Process, Benchmarking, SME's*