ABSTRACT

Fortuna is one of the MSMEs that is engaged in fashion by producing and selling Balinese Weaving Fabric (Tenun Ikat). Fortuna's biggest sales contribution is offline sales because online sales are still lacking. After all, the average number of online sales is only 15 units per month. In selling, Fortuna needs to look at its competitors, when viewed from the number of Instagram followers, Fortuna has very few followers compared to its competitors. This also indicates a lack of public awareness of Fortuna. Creating awareness and knowledge about products can be done through marketing communications. Fortuna has implemented six marketing communication mixes from the eight existing communication mixes but it has not been implemented optimally. This can be proven by the sales volume which tends to decline and does not meet the sales target from November 2019 to August 2020. This research aims to design marketing communication programs using benchmarking methods and the Analytical Hierarchy Process (AHP) tool to determine the selected benchmark partner. The benchmarking method was used to determine the gap between Fortuna's marketing communication program and selected benchmark partners. The gap analysis will then be developed into a need attribute. In this study, 15 attributes of needs were produced which were used as a reference in designing recommendations for improving the marketing communication program for Fortuna.

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