

ABSTRACT

Mailo.ltd is one of the businesses engaged in the fashion sector that sells its main products like T-shirts and sweaters in Palembang City. Mailo.ltd sells its products offline and online. However, the problem is there are still sales gaps every month and the target is less than stable. Based on the data from the Central Statistics Agency regarding the per capita expenditure of the South Sumatra society from 2015-2019, it shows that the number is always increasing with an average of 10% every year. It can be indicated that Mailo.ltd has not been able to fully engage potential consumers. However, Mailo.ltd has implemented 6 of the 8 mixed marketing communication but it is still not optimal. It is indicated by the lack of awareness from the public as seen from the number of followers of Mailo.ltd Instagram which is lower than compared to its competitors. This study was conducted by using the benchmarking method to identify mixed marketing communication gaps and the Analytical Hierarchy Process (AHP) as a sub method in finding best practices as a reference in benchmarking. The criteria used in the study on mixed marketing communication are advertising, sales promotion, direct and data-based marketing, online marketing and social media, mobile marketing, and personal selling. The results of this study are in the form of recommendations for improvement in the mixed marketing communication which were developed from future performance and nominal group technique among marketing communication experts in determining the priority of the recommendation obtained and adjusted to the Mailo.ltd capabilities.

Keywords: *Marketing Communication, Analytical Hierarchy Process, Benchmarking, Nominal Group Technique*