

**DESIGNING IMPROVEMENTS IN ONLINE MARKETING  
MEDIA ON INSTAGRAM JANJIAN COFFEE HOUSEPOINT  
USING BENCHMARKING METHODS AND ANALYTIC  
HIERARCHY PROCESS (AHP)**

**By:**

**YOHANA DEACHRIST**

**1201184477**



**UNDERGRADUATE INDUSTRIAL ENGINEERING  
SCHOOL OF INDUSTRIAL & SYSTEM ENGINEERING  
TELKOM UNIVERSITY**

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