

## ABSTRACT

Bling It On is a local brand from Bandung that was founded in 2019. Bling It On focuses on selling various kinds of shoulder bags with unique and attractive models. Currently, Bling It On sells through online and offline media. Online sales are carried out through websites and e-marketplaces, while offline media are through store outlets. However, it turns out that the income achieved is still unstable (fluctuating) and has not been able to reach the target set by Bling It On, especially in online sales. One of the causes is low brand awareness of Bling It On due to less of Instagram optimization as the main platform in the marketing communication program.

Therefore, this Final Year Project uses a benchmarking method through checklist observations to identify gaps and find best practices from competitors' performance in Instagram marketing communications. The Analytical Hierarchy Process (AHP) is also used as a decision-making model to find the priority ranking or order of importance on criteria (Feed, Story, Profile, Caption, Reels) and the 16 Instagram sub criteria that were obtained from integration between Voice of Customer and previous research. The purpose of this Final Year Project is to design an online marketing communication improvement program on Bling It On Instagram.

The design of an integrated system for marketing communication program on Bling It On Instagram is to create a content calendar to determine the content schedule, create a daily map content to plan content concepts, arrange SOPs as a guide in carrying out endorsement activities, conduct insight analysis and Instagram account engagement per week, conduct market research on the latest fashion trends, conduct consumer behavior research on Instagram audience, etc. Therefore, the results of the integrated system design are expected to increase brand awareness and increase Bling It On revenue steadily.

*Keywords — Instagram, Online Marketing Communication, Benchmarking, Analytical Hierarchy Process, Fashion Brands.*