

ABSTRACT

Motiviga is a local fashion brand that was founded in 2012 in the city of Bandung and is a pioneer in the industry that produces bags made of scraf in Indonesia. Sales of Motiviga products in December 2020 to September 2021 fluctuated and tended to decline and did not meet the sales targets that had been set. One of the factors that caused the sales target not to be achieved, namely Motiviga is included in the low engagement rate. A low engagement rate means that followers on the account are less involved in any content, resulting in low performance of uploaded content. As for other factors that can be a trigger in purchasing decisions, namely the high brand awareness of a product. Motiviga has implemented several marketing communication mixes in the use of its tools but it has not been carried out optimally. This can be a factor in not achieving sales targets and low brand awareness at Motiviga. This final project aims to design an integrated system for improving marketing communications using benchmarking and Analytical Hierarchy Process methods. Benchmarking method will be used to get the best marketing communication design from Motiviga competitors which can then be used as a reference in the proposed improvement of the marketing communication program implemented by Motiviga in the hope of influencing brand awareness and increasing sales targets and also the Analytical Hierarchy Process tool will be used to identify competitors. selected as Motiviga's benchmark partner. The design of an integrated system for improving the marketing communication program proposed to Motiviga is to add an information component to product packaging, implement a bundling sale, apply a discount on a payday big sale every month, add giveaway participation, hold marketing events, use influencer marketing services, add post uploads. in a week, adding performance to Instagram accounts, increasing the frequency of Instagram advertising in a month, managing the website optimally and sustainably, adding email marketing for product marketing as a medium for ordering and a means of consumer complaints (customer service), adding an e-marketplace as a platform for ordering products online, increasing the number of followers, increasing chat performance ratings and adding one outlet location (physical store) to sell their products offline based on the results of data processing that has been done.

Keywords: Marketing Communication Program, Benchmarking, Analytical Hierarchy Process