

## ABSTRACT

*Reclays Makassar is one of the small, micro and medium enterprises (MSMEs) branch of Reclays Bandung located in Makassar city with a business engaged in fashion, established in 2015 and founded by Aris Purnama. Reclays Makassar sells its products online and offline. However, sales of Reclays Makassar products from January to October 2021 fluctuated with an average decline of -41%. Reclays Makassar has implemented 6 out of 8 marketing communication mixes but it is not optimal, this is indicated by the limited use of the communication mix program used by Reclays Makassar. This final project is carried out by using benchmarking method to identify gaps in the marketing communication mix and Analytical Hierarchy Process (AHP) tools as a tool in finding best practices that become the object of reference in implementing the benchmarking method. The criteria used in the marketing communication mix from Reclays Makassar are advertising, sales promotion, event and experience, online and social media marketing, mobile marketing and personal selling. The results of this Final Project are recommendations for improving the marketing communication design of Reclays Makassar, including Reclays Makassar increasing the bounce rate at least 45%, conversion rate by 1.55%, SEO to 71%, Instagram engagement rate by 2% and uploads of 5-6 content , create a Facebook account with the expectation of an engagement rate of 0.35% and upload as many as 18 content, add sales information such as Whatsapp and address, add two types of POP displays, distribute products to other outlets using influencer services as promotional media, participate in exhibitions, increasing customer service operational time and increasing the number of broadcasting coverage.*

***Keywords: Reclays Makassar, Marketing Communication Mix, Benchmarking, Analytical Hierarchy Process (AHP)***