

## ***ABSTARCT***

*VSC ROASTERY is a coffee shop roastery from Tasikmalaya which was established in 2017. Sales are focused on coffee brewing needs. Marketing is carried out offline and online with sales during 2021 still not reaching the target. One of the reasons is the low public awareness of VSC ROASTERY products. The design of the marketing communication program improvement was selected as a solution to be studied further in the Final Project. VSC ROASTERY has implemented a marketing communication mix, but the use of the tools has not been carried out optimally.*

*The Final Project uses the benchmarking method to identify gaps and obtain information on the best marketing communication program from benchmark partners as a reference for improvement. The Analytical Hierarchy Process (AHP) is used to select benchmark partners, as well as a priority setting tool from 8 marketing communication criteria.*

*The design resulted in 13 recommendations for improvement of marketing communication programs that were integrated with aspects of man, machine and information for each criterion. The first order of priority implementation is the criteria for online and social media marketing. It is hoped that the proposed design can increase awareness, and sales of VSC ROASTERY products.*

***Keyword— VSC ROASTERY, Benchmarking, Analytical Hierarchy Process (AHP), Marketing Communication, Coffee***