

ABSTRACT

Rihijab is one of the Micro, Small and Medium Enterprises (MSMEs) located in Central Java and is engaged in the fashion sector. Rihijab focuses its business on producing and selling hijabs for women with an age range of 16 to 40 years. Rihijab has a problem regarding unstable sales, this is supported by the acquisition of sales data from November 2020 to December 2021 which fluctuates and tends to not meet the sales targets determined every month. Rihijab has implemented seven of the eight marketing communication mixes which have not been implemented optimally. This resulted in problems regarding the lack of public awareness of Rihijab which can be proven by the low number of Instagram followers when compared to its competitors. This final project research aims to design a marketing communication improvement using the benchmarking method and the analytical hierarchy process (AHP) tool. Benchmarking method will be used to determine the best marketing communication that has been implemented by competitors so that it can be used as a reference in improving Rihijab's marketing communication program. The analytical hierarchy process (AHP) tool will be used to find out which competitors are selected as Rihijab's benchmark partners. Based on the results of data processing obtained 13 platforms that are used as a reference in designing an integrated system for improving marketing communication programs at Rihijab.

Keywords: Marketing Communication Programs, Benchmarking Method, Tool Analytical Hierarchy Process (AHP).