

ABSTRACT

Madu Hondee is a brand that is engaged in the agricultural sector with the business of collecting honey based on the classification by the Ministry of Investment. Madu Hondee is domiciled in Bandung Regency, West Java by providing honey in plastic bottles. Various products provided by Madu Hondee include Forest Honey (Apis Dorsata), Sarang Honey (Apis Cerana), and Klanceng Honey (Trigona Spp.). Madu Hondee's target market is men and women who are married, with an age range of 24-40 years. Sales of Madu Hondee products in the January to December 2021 period fluctuated, and only in the April, July, and August 2021 periods did they exceed the product sales target. This final project uses benchmarking method to identify promotional mix programs and Analytical Hierarchy Process (AHP) as a tool to find solutions in the benchmarking process. The criteria used in making the promotion mix program are advertising, direct marketing, digital/internet marketing, sales promotion, publicity/public relations, and personal selling. The result in this study is a recommendation for improvement in the promotional mix program carried out by Madu Hondee, which is the development of the existing conditions for future performance based on the benchmarking process on promotional mix activities that have been carried out by selected benchmark partners and received approval from Madu Hondee stakeholders.

Keywords— [Promotion Mix, Honey, Analytical Hierarchy Process, Benchmarking]