

ABSTRACT

Beglam Skincare is one of the business actors developing and competing in the cosmetics field, originating from South Jakarta, DKI Jakarta, which has been established since 2012 and is still evolving. There are obstacles in running the business by failing to achieve the sales targets set in 2022.

When running this business, Beglam can consider looking at the strategy carried out by its competitors; it is known from the number of followers on Instagram accounts, which have a small number of followers compared to other competitors. The other factor is the low brand awareness obtained when getting the results based on the preliminary survey. Beglam has yet to be able to optimize the implementation of his marketing communications.

This final project produces an integrated system design for improving the marketing communications program at Beglam Skincare using the benchmarking method with the Analytical Hierarchy Process (AHP) tool. This method identifies the gap between Beglam Skincare's marketing communication program and selected benchmark partners. The benchmark partners in this research are Somethinc, Scarlett, and Whitelab. As well as the use of the AHP tool to process data so that the results will obtain marketing communication priorities that need to be carried out by Beglam and its benchmark partners, with data collection carried out by researchers by distributing online questionnaires via Questionpro and the respondent data used is women and men aged 18 -40 years old who lives in DKI Jakarta who has purchased products from partner benchmark Beglam.

The final goal of this final assignment is to determine selected benchmark partners that are in accordance with Beglam and to design appropriate marketing communication program proposals by implementing improvement plans for the 14 marketing communication criteria proposed by carrying out this research. This research resulted in Whitelab as the selected benchmark partner, and the direct marketing communications program and database were the highest priority improvements that Beglam could carry out.

Keywords: *Marketing Communication Program, Benchmarking, Analytical Hierarchy Process (AHP), Partner Benchmark.*