

ABSTRACT

Burn Burger is an MSME in Bandung that operates in the food and beverage sector. Burn Burger has a selling concept in the form of a Burger House which was established in 2019. However, the revenue target set by Burn Burger has not yet reached the target. Burn Burger uses the Instagram platform in communicating the existence of its products. However, the performance of Burn Burger's Instagram is still below its competitors. Therefore, an analysis was conducted to compare Burn Burger's Instagram performance with its competitors by measuring the Instagram index score. The engagement rate and index score obtained by Burn Burger are lower than competing brands. This shows that Burn Burger is still not maximizing in communicating its product marketing through Instagram.

Based on these problems, Burn Burger's Instagram social media marketing content improvement design is carried out based on audience interests using the Benchmarking and Analytical Hierarchy Process (AHP) methods. The two methods are combined to determine the priority level of each criterion and sub-criteria and the performance gap between Instagram Burn Burger and the best practices of selected benchmark partners. There are 5 criteria used, namely feeds, stories, profiles, captions, reels along with 15 sub criteria obtained through in-depth interviews and previous research. Then the AHP questionnaire was distributed to 30 respondents using purposive sampling to get the priority level.

Data processing starts from determining the priority level of criteria and sub criteria which results in a priority order, namely stories, reels, feeds, profiles, and captions. Then benchmark observations were made using parameters determined based on literature studies to get the best practices from selected benchmark partners. There are 12 sub criteria that have performance gaps and will adopt the best practices of selected benchmark partners to improve Burn Burger's Instagram social media marketing.

Keyword : Social Media Marketing, Instagram, Benchmarking, Analytical Hierarchy Process.