

## **ABSTRACT**

*Makan Daging is one of the MSMEs in the culinary sector that sells burgers and fries in Surakarta City, Central Java Province. The owner of Resto Burger Makan Daging said that he wanted to focus more on marketing activities, disseminating information, and increasing brand awareness of his products through social media, because according to the owner, social media is one of the most effective ways to promote his products. In this research, the benchmarking method is used as an approach to identify key practices in online marketing activities through Instagram social media. The benchmarking process is conducted using the Analytical Hierarchy Process (AHP) evaluation tool, which aims to determine the top priorities of each Instagram feature criteria, such as feeds, stories, captions, profiles, and reels that are evaluated through 16 sub-criteria. The sub-criteria are integrated with Voice of Customers (VoC) inputs regarding these features. The sub-criteria also adopted key practices from the selected benchmark partners. These practices were obtained from observations made by the researcher with parameters set based on the previous literature review. This research produces recommendations for improvements to Instagram social media as an online marketing communication tool, which can be considered in accordance with the capabilities of Resto Burger Makan Daging*

**Keywords:** *Analytical Hierarchy Process, Benchmarking, Digital Marketing.*