

ABSTRACT

In Indonesia, fashion is the most popular industry when shopping online and the sector is dominated by MSMEs that continue to increase. Cabaco is one of the MSMEs in Bandung that is engaged in fashion and produces its products using genuine leather and produces a variety of fashion products, home decor and accessories. However, Cabaco has a problem regarding low sales. This is supported by the acquisition of sales data from November 2023 to November 2024 which fluctuates and tends not to meet the target. One of Cabaco's sales strategies focuses on marketing on Instagram and marketplace utilization. However, the survey results show that Cabaco's Instagram has low brand awareness and engagement rates. This became the foundation of the Final Project in improving the marketing communication program on Cabaco's Instagram social media. In solving these problems, the Analytical Hierarchy Process (AHP) method is used to assist in the decision-making process and determine the priority ranking of selected Instagram social media features, namely Profile, Feeds, Caption, Story, Reels, and Instagram Ads. This analysis included 18 Instagram sub-criteria that were an integration of Voice of Customer (VoC) and findings from previous research. Meanwhile, the benchmarking method was used to analyze the gap between Cabaco's Instagram social media performance and the best practices of selected benchmark partners. Observations were made of the activities and marketing implemented by benchmark partners based on predetermined parameters. The result of this research is a recommendation for improving the marketing communication program on each selected feature in the hope of increasing Cabaco's engagement rate and sales to increase and be more stable.

Keywords: Social Media Marketing, Instagram, Brand awareness, Engagement Rate, Analytical Hierarchy Process, Benchmarking.