

ABSTRACT

This final project aims to design an improved online marketing strategy through the Instagram platform for Namu Coffee, a local coffee shop in Cirebon that has experienced a decline in digital marketing performance. The main issue identified is the low engagement rate and brand awareness, which are caused by suboptimal Instagram management. This study employs the Benchmarking method to identify best practices from competitors and uses the Analytical Hierarchy Process (AHP) to determine the priority of criteria and sub-criteria that most significantly influence Instagram performance. The AHP analysis shows that “Feeds” is the top-priority criterion, followed by Story, Reels, Profile, and Caption. The most influential sub-criteria include the aesthetic value of visual content, reposting customer testimonials, and collaboration with influencers. The proposed content strategy was then verified and validated by Namu Coffee to ensure its feasibility for implementation. These recommendations are expected to enhance the effectiveness of Namu Coffee’s digital marketing efforts and serve as a reference for other MSMEs in strategically and structurally managing their social media.

Keywords: Instagram, online marketing, benchmarking, Analytical Hierarchy Process (AHP), MSMEs.