

ABSTRACT

The food and beverage industry is one of the strategic sectors that has an important role in supporting national economic growth. Rumah Cibara is one of the Micro, Small and Medium Enterprises (MSME) in Jakarta that focuses on food and beverage, with a coffeeshop concept that carries a cozy atmosphere like at home, menu with a good quality, and affordable prices. Since its establishment in August 2022, Rumah Cibara has received positive feedback from consumers regarding the quality of products and services provided. However, based on internal data, Rumah Cibara's revenue growth has not yet reached the average revenue growth of the food and beverage industry in Indonesia in 2024. In an effort to support marketing strategies and increase sales, Rumah Cibara has utilized the Instagram platform as the main media in digital marketing communication activities. However, initial survey results and analysis of social media metrics show that the engagement rate and brand awareness are still relatively low. Based on these problems, this research focused on designing improvements to Rumah Cibara's Instagram content management. The benchmarking method is used to identify gaps between Rumah Cibara's Instagram performance and the best practices of selected comparison accounts, with reference to certain sub-criteria and parameters. In addition, the Analytical Hierarchy Process (AHP) method was applied to evaluate and prioritize Instagram features including Feed, Caption, Story, Reels, and Profile, by considering Voice of Customer (VOC) input and relevant literature review. The results of this research are recommendations for Instagram management content improvement strategies as an effort to increase brand awareness and drive more stable and competitive revenue growth for Rumah Cibara.

Keywords : Social Media Marketing, Instagram, Benchmarking, Analytical Hierarcy Process (AHP).