

ABSTRACT

PT Indo Eksis Multimedia is a company engaged in information technology services and consulting, utilizing Instagram as one of the main platforms in its social media marketing strategy. However, the company's Instagram account performance is still suboptimal in terms of user engagement and brand awareness compared to its competitors. This is evident from the low number of followers and interaction rates. Therefore, a content improvement strategy is needed to support more effective Instagram marketing and enhance the company's image.

This final project aims to design an improvement strategy for PT Indo Eksis Multimedia's Instagram by combining the Benchmarking method and the Analytical Hierarchy Process (AHP). The Benchmarking method is used to analyze performance gaps based on best practices from competitor accounts with better Instagram performance. Meanwhile, the AHP method is used to determine the priority level of each criterion and sub-criterion that influence Instagram content effectiveness. This study uses five main criteria—feeds, stories, profile, caption, and reels—with a total of 15 sub-criteria derived from the integration of Voice of Customer (VoC) and previous studies. The research produces Instagram content improvement recommendations for Tamanara to increase brand awareness and stabilize revenue..

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