

ABSTRACT

Salvina Hijab is one of the Small and Medium Enterprises (SMEs) engaged in Muslim Fashion which was founded in 2016. Salvina Hijab sells its products in the form of Pashmina, Dress robes, rectangular hijabs, instant headscarves and koko. Salvina Hijab's income does not meet the set target. One of the factors causing the non-achievement of the revenue target is the low level of public heart share of a brand compared to its competitors' brands. In addition, Salvina hijab has implemented seven marketing communication mixes and the use of the tools has not been optimal.

This final project aims to design an integrated system for improving marketing communications using the benchmarking method with the Analytical Hierarchy Process (AHP). The design of the right marketing communication mix is expected to influence the level of public awareness of Salvina Hijab and increase the frequency of sales

The results of the final project are in the form of an integrated system design for marketing communication program improvements that are recommended to be implemented by Salvina Hijab, namely adding Point of purchase Dishplay, increasing the number of Free shipping, doing Price Bundling, increasing the frequency of bazaars and expanding the scope of the bazaar, increasing the number of spreaders broadcast message conducting Charitable interaction, increasing the number of posts, increasing Engagement Rate, decreasing bounce rate, increasing SEO value, Increase account rating value, number of account followers, chat performance on E-Marketplace, and add Outlets

Keywords: Analytical Hierarchy Process, Benchmarking, Fashion muslim, Marketing communication, SMES.