

ABSTRACT

Havanyawears is one of the online shops focused on Muslim women's fashion and was established in 2019. Havanyawears' target market is veiled women aged 17 to 30. Havanyawears focuses on marketing and selling products online using Instagram and e-marketplace shopee, but sales still haven't met targets from January 2021 to September 2021. Havanyawears sales are still not reaching the target due to increasing competition reviewed through engagement rate, marketing communication mix and comparison of product variations with competitors. Havanyawears sales that still do not meet the target due to product, promotion, place, and brand factors. This Final Task will focus on the issue of promotion, namely marketing communication because Havanyawears only applies 4 out of 8 marketing communication mixes it is *sales promotion, online and social media, advertising dan publicrelation and publicity* and has not implemented them optimally.

This Final Project aims to design an integrated system for improving marketing communications using benchmarking methods and analytical hierarchy processes. Through the benchmarking method, the author can find out the communication program applied by Havanyawears competitors which will later be used as a reference for improving havanyawears marketing communication programs. The Analytical Hierarchy Process (AHP) method aims to find out which competitors are selected as benchmarking partners.

The design of the marketing communication program proposed to Havanyawears, among others, creating giveaways, expanding the scope of free-shipping, increasing the value of engagement rate and posting frequency on Instagram, creating a website with good SEO value, having a good conversion rate value, having a low percentage of bounce rate, increase the frequency of posts and viewers on Tiktok, increase work operational time, increase ratings on E-marketplaces, register Shopee status to become ShopeeMall, increase the number of post contracts on endorsers, create anniversary events by involving

influencers, optimize Whatsapp Business, add social media and e-marketplace information to packaging, follow bazaar stands.

This final project will provide improvements to the design of marketing communication programs to Havanyawears which will be useful in increasing the frequency of product sales and public awareness of Havanyawears.

Keywords: Fashion muslim , Marketing Communication, Marketing Communication Mix, Analytical Hierarchy Process, Benchmarking