

ABSTRACT

Zflora Gardening, a business actor that has grown and competed in the landscape and ornamental plant industry in Puncak, West Java, has been operating for three generations and continues to grow. However, the company faced obstacles in declining sales due to a lack of exposure on social media and a lack of recognition among the general public. To overcome these challenges, Zflora Gardening may consider evaluating the strategies implemented by its competitors. This can be observed from the number of followers of Zflora Gardening's Instagram account which is relatively small when compared to other competitors. In addition, the low level of brand awareness resulting from preliminary surveys is also a factor causing the decline in sales. The company has not been able to optimize its marketing communication. This research aims to produce an integrated system design that can improve Zflora Gardening's marketing communication program. The method used is benchmarking, focusing on analyzing the gap between Zflora Gardening's marketing communication program and the selected Benchmark Partners, namely Flora Bukan Fauna, Siap Nanam, and Flora Ayu Nusantara. To analyze the data, the study used the Analytic Hierarchy Process (AHP) method. Data was collected through the distribution of online questionnaires through the Questionpro platform to respondents, namely stakeholders from Zflora gardening who have experience and knowledge about the ornamental plant industry and are actively involved with brands. This is to ensure accurate and relevant assessments. The final goal of this study is to determine the selected benchmark partners who are in accordance with Zflora Gardening and to be able to design the right marketing communication program proposal by implementing an improvement plan on the 14 marketing communication criteria proposed by conducting this research. And this research resulted in Flora Ayu Nusantara as a selected benchmark partner, and the online marketing communication program and social media are the highest improvement priorities that can be done by Zflora Gardening.

Keywords: *Analytical Hierarchy Process (AHP), Benchmarking, Partner Benchmark, Marketing Communication Program.*