

## ***ABSTRACT***

Nishi Izakaya is a Japanese restaurant located in Tebet Barat, South Jakarta. Nishi Izakaya's target customers are men and women who are interested in Japanese cuisine, middle to upper middle-class economy, and like a cozy and instagramable atmosphere, suitable for dining with family, friends, or business partners. However, even though Nishi Izakaya's products are highly rated by consumers for product quality, accepted by the market and have very supportive existing conditions, Nishi Izakaya's revenue tends to stagnate and still does not reach its monthly target. After an examination, it was found that the preliminary survey and social media metrics analysis of TikTok Nishi Izakaya had low engagement rate and brand awareness. This problem became the foundation of the Final Project in improving TikTok social media as a marketing communication medium.

In overcoming these problems, analysis and design are carried out using benchmarking methods to analyze the gap between the social media performance of TikTok Nishi Izakaya and the best practices of selected benchmark partners. Observations were made of benchmark partners' TikTok activities against sub-criteria with set parameters. Meanwhile, Analytical Hierarchy Process (AHP) helps in the decision-making process by considering criteria in determining the priority ranking of selected TikTok social media features namely For Your Page, Caption, Audio Effects, and Video Filters. This analysis also includes 13 sub-criteria obtained through in-depth interviews and previous research. Then the AHP questionnaire was distributed to 30 respondents using purposive sampling to get the priority level. The final results obtained in the form of a series of suggestions for improving the management of TikTok Nishi Izakaya's social media content including making a list of content variations, making SOPs for content visualization, making a list of influencers, making a Scope of Work (SOW), caption writing structure, and making a list of viral music that matches the content is expected to increase the engagement rate, brand awareness, and revenue of Nishi Izakaya.

**Keywords – TikTok, *Analytical Hierarchy Process, Benchmarking, Social Media Marketing, Food and Beverage***