

ABSTRACT

SMEs Aulia Sari are SMEs engaged in food and beverage that produce dodol. Sales data dodol in West Java is quite high but SMEs Aulia Sari have limited knowledge of marketing communication.

This research uses benchmarking approach to SMEs which have the same product that has been successful in the market through marketing communication. At this research stage of benchmark is done only until the recommendation. The method used to collect data in this research are the observation, in depth interview, utilizing scientific publication, the internet has information that reliable and literature books.

Based on the results of benchmarking conducted, marketing communications that can be implemented by SMEs Aulia Sari is advertising through packaging that has been designed specifically then interactive marketing through internet marketing with social media such as facebook, instagram, twitter and direct marketing through resellers. The first priority of implementation planning of marketing communication is social media, the second is packaging and the third is reseller.

Results of this research is improvements of marketing communications, namely advertising through packaging to attract consumer interest and influence purchasing decisions. Marketing interactive using social media ie facebook, twitter, instagram, and direct marketing using resellers to expand the marketing area eventually buy the products offered.

Keywords: SME Aulia Sari, Communications Marketing, Benchmarking, Packaging, Social Media, Reseller.