

ABSTRACT

SMEs mother Tintin is the only SME in the area Pangalengan which makes preparations of banana, to sell products Abon Jantung Pisang required in advance of the introduction of the product and the product excellence, Ibu Tintin as SME owner Mrs. Tintin has been promoting its products by following exhibitions conducted by areas Cikalong districts Cimaung or exhibitions conducted by the government of West Java.

This study uses a benchmarking approach against another SME that already exist on the market. Based on the results of benchmarking is done, Mrs. Tintin SMEs have the opportunity to enter the market segment of the upper middle class. Marketing communication tools that can be used by SMEs mother Tintin consists of two forms, namely developing packaging designs and utilizing social media. Designed packaging consists of elements and graphic design, size and shape, the information on the packaging, and material type.

The conclusion from this study is the mother Tintin SMEs can make improvements of product quality and packaging and optimally utilize social media in accordance with the content that has been designed to inform the product to a new market segment, making potential customers aware of the existence of potential product offerings, increase brand awareness of consumers, influence consumer purchase decisions, and ultimately purchase products offered on an ongoing basis.

Keywords: SMEs, benchmarking, marketing communications, packaging, social media