

ABSTRACT

Sakinah SME is business engaged in the processing of medicinal plants such as ginger, turmeric and secang into a beverage powder with a product called WAHID Secang. Sakinah SME wants to expand its marketing area and increase sales, but still has limited costs, human resources and knowledge in marketing communications. This study was conducted to design appropriate marketing communication program and can be applied by Sakinah SME.

The method used in this research is benchmarking which is done on competitors and other SMEs that have the best practices in marketing communication. The components that will be benchmarked are new market opportunities, marketing communication program, media and content marketing communication. This study was also conduct the performance measurement to determine the existing performance of Sakinah SME, so the processes need to be improved can be identified.

Based on the results of benchmarking, SME Sakinah has the opportunity to expand its marketing area to another area in the Bandung city and regency. To be able to market its products in these area, WAHID Secang needs new distribution channel such as Rabbani Veil Stores and restaurants in Bandung city and regency. Marketing communication program that can be implemented by SMEs Sakinah is packaging, internet marketing using social media Facebook, and sales promotion by distributing product samples at some events. Facebook content consists of 40% promotional content, 40% of the content of information, 10% testimonial content, 5% of the content of discussion, and 5% content of motivation.

The conclusion of this study is Sakinah SMEs need to do packaging improvements, using social media Facebook and conduct sales promotions to compete with competitors, increase brand awareness, establish relationships with customers and increase sales of its products.

Keywords: SME, marketing communication programs, benchmarking, performance measure