

ABSTRACT

Kerupuk Kentang Ibu Risty is one of the SMEs that engaged in food processing which produces processed potatoes. Kerupuk Kentang SME plans to increase sales and increase market reach. However, Kerupuk Kentang SME has obstacles of the practice of marketing communication that is done. Marketing communication can be done through a mix of marketing communications i.e Advertising, Sales Promotion, Personal Selling, Public Relations & Publicity, Direct Marketing, Interactive Marketing, Event & Experience, and the Word of Mouth Marketing. In an effort to improve marketing communications can use benchmarking to compare the methods of marketing communication that has been successful in its field.

In a benchmark for improvement of marketing communications programs, it necessary to identify the existing communication program of kerupuk kentang SME's and competitors who is be the comparison. After the identification of the existing marketing communications program then performed benchmarking process to see the difference between the two. Then do the gap analysis to see the gap between Kerupuk Kentang SME and competitors. After got the gap, then the determined the indicators and improvement targets. This target is specified as a reference to make an improvement.

Based on the results of benchmarking, Kerupuk Kentang SME can adapt some marketing communications programs, i.e the improvement of packaging, the use of facebook as social media , and reseller programs. The proposed marketing communications program has been adapted to the competence of Kerupuk Kentang SME, so that it can be implemented by Kerupuk Kentang SME.

Keywords: *Communication Marketing, Benchmarking, Gap, Target Improvement.*