

ABSTRACT

Small and Medium Enterprise Noesry is an economic actor who have limited funds, knowledge, and human resources for marketing communication. Therefore, conducted a study to formulate the appropriate marketing communication plan by SME Noesry in order to deliver information to the public about Noesry SME products, attract customers, and make SMEs Noesry's products known by the people of Bandung.

This research aims to formulate a marketing communications plan that can be implemented for cassava leaf fillet products in accordance with the ability of SMEs Noesry. In this research using the approach of benchmarking towards the competitors with similar products already on the market. The method used to collect data are interview and observation, as well as utilizing data collected by various scientific publications, the internet has reliable information and literature books.

Selection of benchmarking methods based on the search process on an ongoing basis for new ideas and methods, practices and processes, as well as one attempt to adapt the best features, and then apply them to obtain the best results. The research was conducted with the identification of the competitors marketing communications, identification of SMEs Noesry's SWOT, benchmarking competitors marketing communications, targeting and the intended market segment, and formulation of SMEs Noesry's marketing communication design.

Based on the results of gap analysis, segment analysis and the intended target market, and SWOT analysis can be used to formulate recommendation for marketing communication design that can be applied to SMEs Noesry's proposed packaging improvements and usage of social media Instagram

Keywords: SMEs of Noesry, marketing communication, packaging, benchmarking, Instagram