

## **ABSTRACT**

*Small and Medium Enterprises's Pelangi Rasa is one of the SMEs that produce processed bananas. Ibu Khayati as SME owners Pelangi Rasa plans to increase sales and expand the marketing area. However, SMEs Pelangi Rasa has difficulties in implementing marketing communications. Marketing communications tools such as Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing, Interactive Marketing, Event & Experience and Word of Mouth Marketing. In achieving the goal of SMEs Pelangi Rasa to design strategy map by considering four perspectives in the balanced scorecard as a framework for formulating strategies and marketing communication mix can be applied by SMEs Pelangi Rasa can use the method of benchmarking by comparing to SMEs that have been successful in marketing communication.*

*In designing the strategy map needs to consider four perspectives such as financial perspective, customer perspective, internal business process perspective and learning & growth perspective. Four perspective becomes a reference in determining the marketing strategy of the aspects of financial resources, target customers, marketing communication process, and the process of application. In determining the marketing communications program to identify marketing communication between SMEs Pelangi Rasa and competitor comparison and determined the indicators used for comparison, after it conducted a benchmarking process to see the difference between them, and to know the gap between the two objects is carried out benchmark analysis gap, after the gap obtained then carried out improvement targets. This target is specified as a reference in conducting improvements.*

*Based on the results of the design strategy map and benchmarking SMEs Pelangi Rasa got a suggestion marketing communication strategy in accordance with the ability of the resources. Marketing communication strategy can be implemented, among others, the expansion of the areas of marketing and distribution channels and marketing communications programs such as improved packaging, the use of social media facebook and reseller programs. The proposed strategy has been adapted to the resources of SMEs that can be applied by SMEs Pelangi Rasa.*

**Keywords: Marketing Communication, Strategy Map, Balanced Scorecard, Benchmarking, Gap, Target Improvement, SMEs.**