

ABSTRACT

Kumaramen Restaurant is one of Japanese resto that has a speciality in levelling ramen in Bandung. Competition of resto industry in Bandung are so challenging, it causes Kumaramen's revenue and their brand awarness decrease. The owner of it wants to reheals their brand awarness and increase the revenue. Because of that a reasearch has to be planned to design marketing communication program effectively to inform their product, promotion strategy to increase customer or peoples in Bandung interest of Kumaramen Restaurant .

This Research using benchmarking methods by comparing existing communication program of Kumaramen with more sucessfull restaurant. Restaurant choosed as a paramater of bechmarking is a homogen Japanese resto and the other one is the different kind of restaurant but still being a competitor in Bandung. In devining Marketing communication program first of all is an identification of it's existing from kumaramen and the choosen competitor to be compared. After that, do the benchmarking methods to see the differences between two of them. And after the result shows a gap between it, then make it as an indicator points to start the improvements. Until the result of benchmarking can create an exact marketting communication program for Kumaramen Restaurant.

Based on the benchmarking result kumaramen restaurant's marketting communication program recommendation is a useful program and suitable by their resources. It is to apply improvements on their packaging, membership program, social media optimalization, and create a partnership with community of Japanese and also using a word of mouth. A proposed recommendation already had an adjustment so it will be applicable for Kumaramen Restaurant

Key words : Marketting Communication, Benchmarking, Gap