

## ABSTRACT

*D Jugend Magazine is a youth magazine in Bandung that first approached in the year 2009. D Jugend Magazine market share is senior high school in the city of Bandung and surroundings. D Jugend Magazine has a tagline “the young inspiration”, the core business of this magazine rely on creativeness, vital information for adolescence, a fact which is popular and non-conventional idea. Where it will stimulate the minds of readers. To maintain the performance of employees at the magazine needed a good business process. The main obstacle is D Jugend Magazine does not have standardized business process to carry out the work, so the work not completed at the appointed time.*

*In designing the Standart Operational Procedure (SOP) for D Jugend Magazine conducted a research using benchmarking method with SUAVE and SCOOL magazine as benchmarking partner, as well as using APQC framework (PCF) version 5.0.0. Then after a data obtained, a gap analysis is conducted to identify process contained in the APQC. From the benchmarking process found 10 SOP that should be made, they are: (a) SOP Market Survey (b) SOP Internal Analysis Performance (c) SOP Production Development (d) SOP Search Articles (e) SOP Searching Outside Article (f) SOP Shows Prosposal (g) SOP Advertising Creation (h) SOP Show Probes (i) SOP Printing and Distribution of Magazines (j) SOP Registration for New Ambassadors.*

*Keywords : D Jugend Magazine, Benchmarking, APQC, Standard Operational Procedure*