

ABSTRACT

Ti Sukamenak Small and Medium Enterprise (SME) is one of the economic entities that have limited cost, knowledge, and human resources to carry out marketing communications. Therefore, the research is carried out to formulate the design of marketing communications that are effective, efficient and can be implemented by Ti Sukamenak (TS) SME in Pangalengan, Bandung Regency.

The study uses a benchmarking approach to the other SMEs and similar products which is already on the market. The method to collect data is in-depth interviews and observations. In addition, the study is also uses data from books literature, scientific publications, the magazine published by the government and the internet which have reliable information.

Based on the result of benchmarking, TS SME has the opportunity to enter the market segment of the upper middle class. However, TS SME should do product development and improvement of the production process quality so that the product can be accepted by the upper middle class segment. Marketing communication tools that can be used by TS SME consists of two forms, namely developing packaging designs and optimizing social media. Packaging design consists of graphic and design, size and shape, packaging information, and material type elements. Design of social media content consists of 50% information, 20% selling or promotion, 20% motivation and 10% discussion.

The conclusions of this study are TS SME should improve the quality of the products, develop the packaging and utilize social media in accordance with the content that has been designed to inform the product to the new market segment, making potential customers aware of the products offered, increase consumer brand awareness, influence the consumer purchasing decisions, and ultimately purchase products offered on an ongoing basis.

Keywords: small and medium enterprise, benchmarking, marketing communications, packaging, social media