

ABSTRACT

Strawberry is one of the most important fruit commodity in the world, especially for the subtropical country. The world's demand for strawberry has been increased from time to time. The development of strawberry cultivation recently has used as the source of foreign exchange in the subtropical country. The pattern and the development of strawberry cultivation is already been combined with the sector of tourism, in order to create the agro-tourism garden. Barokah Tani Agro Farm is a Small Medium Enterprise (SME) and the largest strawberry producer in Pasirjambu, Ciwidey, district of Bandung that has been operated since 2002. This SME has 200 farmers and sells the product to the region of West Java and Jakarta. There are 2 kind of strawberry in this SME, such as the fresh strawberry and frozen strawberry. The frozen strawberry is a fresh strawberry that already went in the frosting process from 3 to 5 days.

The production of frozen strawberry has increased, but the sales gives the opposite result. The reason is because of the uneffective marketing communication from the company that still relying on the distributor for the marketing portion. The aim of the frozen strawberry is the plant or the industries that can process the frozen strawberry until it's consumable. This research focus on the point to which can give the company the recommendation for the better marketing communication to increase the market also the sales.

This research aims to design the business marketing communication process using Model-based and Integrated Process Improvement (MIPI) from Sola Adesola and Tim Baines. MIPI is a Structured and procedural guide to increase the business process .There are seven steps on MIPI method but .This research only implement until the fourth step. The MIPI method that has been used in this research is identification business need, identification of the existing business process, model and analyze the process, and redesign the proposal. The goal for the implementation of MIPI is to reach the more effective and efficient business process to compete in a dynamic and competitive market in order to eliminate the distributor role.

Keyword : Business Process Design, Marketing Communication, Model-based and Integrated Process Improvement (MIPI).