

ABSTRACT

Telkom University is one of the Private Universities in Bandung Regency which has a large land and overgrown by trees and plants. The large number of trees and plants cause the garbage of leaves and weeds littered in the environment around Telkom University. Organizer of organic fertilizer of Telkom University strives to utilize organic waste to be processed into organic solid fertilizer. Organic fertilizers have many benefits for plants, one of which is to increase soil fertility. Organizer of organic fertilizer of Telkom University wants to market the organic solid fertilizer product, but still have limited knowledge in marketing communication.

This research is conducted to design marketing communication mix in accordance with the competence and can be implemented by organizer of organic fertilizer of Telkom University. The method used in this research is benchmarking method. The benchmarking types used are competitive and functional benchmarking. Companies / business partners that can be used as benchmarking objects are CV. Agro Duta and PT. CVSK. Benchmarking is done on the market aspect, marketing communications mix which includes media and marketing communication content. The components are analyzed to find gaps in order to determine best practice. Best practice is used to set the selected target to be implemented.

Conclusions obtained based on benchmarking results, which get recommendations marketing communication mix covering marketing areas, target market, media and marketing communications content, as well as steps that must be done by organizer of organic fertilizer of Telkom University to implement marketing communication mix designed.

Keywords: Benchmarking, Organizer of Organic Fertilizer of Telkom University, Marketing Communication Mix, Organic Solid Fertilizer