

ABSTRACT

Keripik Ilil is a SME engaged in the field of food located in the city of Bandung since 2013, Keripik Pisang Ilil made from basic ingredients of Pisang Nangka and Pisang Kapas. SMEs Keripik Ilil want to expand their marketing area and increase sales, but still have limitations in cost, human resources, and knowledge in marketing communications. Thus, this research is conducted to design the appropriate marketing communication program and can be applied by SME Keripik Ilil.

This research begins by using benchmarking method with Analytical Hierarchy Process (AHP) approach to SMEs that have the same product that has been successful in the market through marketing communication mix. This method is done to collect data in this research is a questionnaire, in-depth interviews, utilizing literature books.

Based on the results of the improvement of marketing communications of SMEs Keripik Ilil, the marketing communication recommendations that need to be improved are events & experiences, sales promotion, direct marketing & data-based, online marketing & social media, mobile marketing, and public relations & publicity.

Keywords: SMEs Keripik Ilil, Marketing Communication Mix, Benchmarking, Analytical Hierarchy Process