

ABSTRACT

Cuanki Laksana is one of the SMEs engaged in developing culinary in Cimahi City. Cuanki Laksana is a culinary with affordable prices and good quality. The problem with Cuanki Laksana is the fluctuative sale number in January-december 2018 , and cuanki laaksana needs to improve their total sales.

This study aims to formulate a marketing communication program recommendation for Cuanki Laksana to increase sales and establish brand awareness. The design of the marketing communication program employed benchmarking methods and the Analytical Hierarchy Process Tools to select its benchmark partners along with their marketing communication mix.

The Analytical Hierarchy Process Tools to select its benchmark partners along with their marketing communication mix. In this research, AHP criteria were formed based on the marketing communication mix.

The recommendations of the marketing communication program are (1)appropriate copywriting, (2)increase the number of promotional alternatives used (free shipping & free product), (3)provide discounts on holidays and certain events, (4)evaluate and implement e-marketplace to be used, (5)create a website which is useful to facilitate the transaction process and facilitate the marketing of products and website features can be understood, (6)Become a sponsor of an expo with a regional / regional or national scale, Make plans to determine and increase the frequency of posts, Implement and utilize endorsement facilities and Create a new store or cooperating with stores that sell the same product

Keywords: Analytical Hierarchy Process, Benchmarking, Marketing Communication Program, SME'S