

ABSTRACT

The growth of MSMEs in Indonesia has shown significant progress, particularly in the culinary sector. One emerging culinary business in Karawang is Seblak Incess. However, based on revenue and marketing activity analysis, Seblak Incess has shown lower revenue growth compared to its competitors, indicating a weakness in its marketing communication program. This research aims to design an improved marketing communication program for Seblak Incess using the benchmarking method. Benchmarking is used to compare best practices from key competitors, through stages such as identifying benchmark partners, analyzing the competitive profile matrix (CPM), setting key performance indicators (KPIs), identifying gaps, and designing solutions. The findings show that Seblak Incess's main weakness lies in digital promotion, particularly Instagram, with low engagement rates and monotonous content. By referring to competitors' best practices, the communication program improvements are focused on enhancing content quality, social media interactivity, and optimizing digital features. The proposed recommendations are expected to increase brand awareness and support sustainable revenue growth for Seblak Incess.

Keywords: MSMEs, marketing communication, benchmarking, CPM, KPI, Seblak Incess.