

ABSTRACT

Shagy Lestari SMEs is one of the SMEs located in the Alamendah village, sub Ciwidey subdistrict, Bandung district. Shagy Lestari SMEs producing agricultural products in the form of processed products strawberries, with one of the most desirable products that strawberry jam. Strawberry jam processed products have a potential market in comparison with other products such as dodol strawberry and strawberry sauce. However, Shagy Lestari SMEs has limitations in terms of knowledge of marketing its products. Therefore, the need for research to formulate a draft good marketing communications that can later be implemented by Shagy Lestari SMEs in order to expand its marketing areas to increase sales.

This research uses a benchmarking approach against other SMEs that have similar products and have been successful in the market. Benchmarking method performed by collecting information from other SME products through in-depth interviews and observations and other data that have reliable information as books and literature.

Based on the results of benchmarking has been done SME, Shagy Lestari SMEs must improve and enhance marketing communications they already have. Marketing communications that can be used is by changing packaging design, exhibitions, as well as utilizing social media for outreach marketing.

Keywords: Shagy Lestari SME, Marketing communications, Benchmarking, Packaging, Social Media, Exhibition.