

ABSTRACT

Small and Medium Enterprise Rizqia is an economic actor which had limited funds, knowledge, and human resources for marketing communication. Therefore, this study conducted to provide social media for appropriate marketing communication plan for SME Rizqia in order to deliver information to the target market about Rizqia SME products to attract customers, and well-known in Bandung City.

This research aims to formulate social media that can be implemented for strawberry sauce chips products in accordance of SMEs Rizqia ability. This research using the approach of benchmarking towards the competitors with similar products already in the market. The method used to collect data from interview and observation, as well as utilizing secondary data that collected by research, the internet that has reliable information and literature books.

Selection of benchmarking methods based on the search process on an ongoing basis for new ideas and methods, practices and processes, as well as one attempt to adapt the best features, and then apply them to obtain the best results. The research conducted with the identification of competitors marketing communication that using social media, identification of SMEs Rizqia's SWOT, benchmarking competitors marketing communication that using social media, targeting and the intended market segment, along with social media proposals that remain to SMEs Rizqia.

Based on the results of benchmarking analysis, segment and the intended target market analysis, and SWOT analysis that can be used to formulate recommendation for social media that can be applied to SMEs Rizqia's is usage of social media facebook.

Keywords: *SMEs of Rizqia, social media, benchmarking, facebook*

