

## ABSTRACT

Enterprise of Cumelly is small business that producing the snack that based on potatoes, which established on April 2004 by Mr. Anwar Sanusi. Mr. Anwar established the business of Cumelly was because he got inspired from his environment to use natural resources which influence demographic factor where most of all people on Pangalengan District is working as Potatoes farmer. The sale of potato chips was produce enough profit and it can be help another people to get the job from this business. But the scope of selling of Cumelly business in Pangalengan is still in the small scope, only for people in Pangalengan, small distributor, food stall in Bandung and the result from food exhibition. Based on that, Cumelly business in Pangalengan want to expand the market with sell their product in social media.

The purpose of this research is to create social media for good marketing that will be applied in Cumelly business based on the result of analysis of Benchmarking and related with the resource and object of market. This research will using Benchmarking method. The analysis of lifestyle was use to get the information of trend of social media in society towards promotion factor of Cumelly business.

Based on the data which got, it can be recommended the structure social media that can be applied on Cumelly business which is with selling the product in Facebook and Instagram which related with society lifestyle in this era who got the information in social media that can be accessed anytime.

And based the data that already got by the author, it can be conclude if recommendation of communication strategy that can be applied in Pangalengan Cumelly business is the marketing with social media.

*Keywords: SME Cumelly, Marketing Communications, Benchmarking Analysis.*