

ABSTRACT

Small and medium enterprises Women of Farmers Group(SMEs KWT)Binangkit engaged in the field of processed agricultural products, with one of its products is strawberry crackers. Strawberry cracker product generate sales turnover compared to most other processed products produced by SMEs KWT Binangkit. However, the scope of sales area SMEKWTBinangkit is still fairly small, the sales only to distributors and sales from the pameran. Therefore, SMEs KWT Binangkit desire to expand the market share by marketing their products directly to end consumers candidates in the city.

This study aims to formulate an effective marketing communication strategies for small and medium enterprise in an effort to market their products. This study was performed using the benchmarking approach similar companies and small and medium enterprises (SMEs) to obtain other information needed to support the design of marketing communication programs SME KWT Binangkit. Lifestyle analysis is used to determine the interest of potential consumers of snacks along with a way to get their daily information.

Based on the results of the benchmarking approach was showed significant differences between marketing communications undertaken by SMEs KWT Binangkit with another companies. And according to the results of the analysis indicate that the prospective consumer lifestyle in the city is a huge potential market and the Internet is a source of information that is always accessible every day.

Based on the data obtained, it can be formulated that marketing communication strategies that can be applied to SMEs KWT Binangkit is a change of packaging and internet marketing.

Keywords: SME KWT Binangkit, Marketing Communications, Benchmarking Analysis.