

ABSTRACT

Small Medium Enterprises Levaya is a SME that produces products of women bags with the brand name of Levaya. This SME was founded by Siska in 2017. Currently the location of Levaya bag sale is located in the area of Depok City. However, for the manufacturing plant this product is centered in the city of Bandung. This Levaya bag product is a bazaar event in one mall in Depok City as its direct selling center. Until now Levaya does not have a physical store anyway. In addition to communication conducted by Levaya SMEs have gone through several mix.

This study uses benchmarking method to compare the performance of programs that have been done by Levaya who run Levaya products with a benchmark partner product or similar products that have advantages in the kinerka side program performed. But to determine the benchmark partners are done the formation of partner benchmarks by using the method of Analytical Hierarchy Process (AHP). The determination of the benchmark partner by the AHP method is useful for finding the appropriate partner benchmarks. After determining the partner benchmark is done with the program that has been done, then done the measurement parameters in the measurements that have been done, then made a gap to find, and last set the target for the new programs.

Based on the results of this study obtained the new program design for Levaya SMEs on female bag products. Design the event program, which is based on the capabilities possessed by Levaya SMEs.

Keywords: Communication, benchmarking, partner benchmark, gap,

Analytical hierarchy process.