

ABSTRACT

Iking Kriuks is a Small and Medium Enterprises (SME) that is engaged in the culinary field in the Cihanjuang area, West Bandung Regency. Iking Kriuks sells food products snacks such as basreng chips and spring rolls chips. Iking Kriuks has marketed its products through social media, and sell its products in several outlets in Cimahi and Bandung. Although Iking Kriuks has made sales in Bandung area, there are still many people who do not know about Iking Kriuks products.

This study aimed to formulate a marketing communication program recommended for Iking Kriuks to increase sales and establish brand awareness Iking Kriuks. The design of the marketing communication program used the Benchmarking method and Analytical Hierarchy Process (AHP) to choose its benchmark partner along with its marketing communication mix.

Recommendations on the design of the marketing communication program that can be proposed to Iking Kriuks include: improving the quality of Instagram content; creating Instagram Story content; increasing the frequency of posts on Instagram; making Iking Kriuks website; implements in a discount promotion system; free shipping; endorsement; frequent promotion frequency; expand a network of resellers or distributors; and implement e-commerce as a sales medium

Keywords: Iking Kriuks, marketing communication, benchmarking, Analytical Hierarchy Process, benchmark partners