

ABSTRACT

Nutrity Small and Medium Enterprises (SMEs) is an enterprise that produces processed soybeans into soybean powder drink. Nutrity SMEs has a target to increase sales and expand markets, one of the solutions that can be done is to design a marketing communications program. As for the existing marketing communications are done is Facebook, the exhibition as well as take advantage of word of mouth in marketing the product. In an effort to design a marketing communications program used by the benchmarking method stages identify the Benchmark Subject, The Benchmark Partners Identify, Collect Data, Determine The Gap and Take Action. In addition to the phase used benchmarking tools are performance indicators that are used to determine the performance of existing Nutrity SMEs, so that can know where the process needs to be improved as a reference for the communication program recommendations given.

Based on the results of benchmarking the marketing communications program that can be applied by SMEs Nutrity is internet marketing using social media Facebook, sales promotion by providing sample products during the exhibition, reseller program to expand the area of marketing and advertising in newspapers.

Keywords: *SME, marketing communication programs, benchmarking, gap*