

ABSTRACT

Small and Medium Enterprises Rizki Jaya Abadi is an SME that manufactures a product Shredded Chicken with brand Asep Pos. SME was founded by the mother Tika in 2011. At this location product sales Asep Post Shredded Chicken sold only areas such sales Pangalengan. Namely location consist of stalls, school MTs 1, eating houses and Citire Long Sari restaurant. Post Shredded chicken products Asep has attended the exhibition during the one held by Bank Indonesia in 2014. In addition, the marketing communication is done through family, work friends, relatives and neighbors closest SME production houses Rizki Jaya Abadi.

In this study, using benchmarking to compare the performance aspects of the market and the performance of marketing communications programs that run between products Asep Post Shredded Chicken and partner benchmark product or similar products that have a forte in terms of performance and market aspects of marketing communications programs that have been run. Moreover, after the specified product benchmark partner to identify the communication program undertaken, determined indicator as a parameter in the measurement of the practice that has been carried out, identification of gaps to find the difference, and determine the target improvements to program new marketing communication for products Shredded Chicken Asep Pos.

Based on these results by using benchmarking as a reference in designing new marketing communication program for SMEs Rizky Jaya Abadi products Asep Post Shredded Chicken. The marketing communications program design is based on the ability of the resources owned by UKM Rizky Abadi Jaya. The design of communication program that can be applied, namely repair areas of marketing, product distribution through the reseller channel, improvement of product packaging, the use of social media facebook fanpage, product promotion through social gathering event.

Keywords: marketing communications, benchmarking, benchmark partner, gap, resellers, fanpage facebook.