

ABSTRACT

Indonesia's population is estimated to increase every year based on temporary projections from 2010-2035. Increased population, one of which resulted in increasing the amount of waste. As many as 75% of waste generated is organic waste. The waste needs to be addressed to reduce the bad causes of waste disposal that has not been contained. YPT (Telkom Education Foundation) which has a land of 499,670 m² with an empty land area of 234,845 m² produces a lot of organic garbage which consists of plant waste and canteen food waste. These materials are utilized as raw materials in the manufacture of biogas using biodigester owned by Telkom University. In the final process, in addition to biogas, biodigester also produces liquid waste that can be utilized as organic liquid fertilizer. The resulting organic fertilizer can be marketed as a new product by conducting research that aims to determine the marketing strategy that can be implemented by the organizer of organic liquid fertilizer Telkom University.

This study uses a benchmarking approach that is by comparing the performance and products that have been previously marketed by business partners. Partners who become the object is PT. CVSK and CV. Agro Duta. The data source used is primary and secondary data from both business partners and internet searching. Existing data are analyzed by determining the gap between the two business partners so that the best practice can be obtained by Organic Liquid Fertilizer Manager of Telkom University. Platform Theory used is marketing communication mix, and benchmarking.

The conclusion obtained is the obtaining of marketing communication mix design based on market aspect, distribution channel, marketing communication mix, marketing communication media, and marketing content. In addition, steps should be taken to implement the marketing communication mix in order of priority that can be implemented and adapted to the capability of managers in marketing organic fertilizer products biodigester results at Telkom University.

Keywords: benchmarking, organizer of organic liquid fertilizer Telkom University, marketing communication mix, organic liquid fertilizer