

ACKNOWLEDGEMENT

Alhamdulillahirobbil'alamiin, all praise and thanks to Allah Lord of the worlds for the grace and guidance that is given to the author in completing the final project with the title “**Formulation of Marketing Communications Design in Milk Caramels Product of Ti Sukamenak Small and Medium Enterprise Using Benchmarking Approach**” and studying at Telkom University. The author is also would like to thanks to:

1. The author’s parent and family namely Papa Iwan, Mama Weldasmi, Nini, Etah, Dinda, Rahmat, Bang gafur and Khadifa. Thanks for the support, spirit, motivation and love as long as the author’s life. The author just wants to say “All of you are the best family in the world and I love you so much” to them.
2. Uda ata as a second father, brother and close friend. Thank you for all of things. The author always believe that Allah will give the best for us. The author always remember a statement from you “one of the group that will get the shade from God is two people who love each other for Allah. they get together and leave-taking because of Allah.
3. Cuya as a best sister in Bandung. Thank you for all of the experience, sharing, motivation, help the author. also, thank you for ayah, ibu and adri.
4. Mrs. Yati Rohayati as a single supervisor. Thank you for all the patient, guidance, motivation, knowlede, recommendation, give the author about how to think critically to solve problems and all of the time to discuss with the author. Thank you for being the author’s inspiration.
5. Mr. Rino Andias Anugraha ST., MM as head of study program at Faculty of Industrial Engineering, thank you for the support, motivation and help as long as the author study at Telkom University.
6. Mrs. Farda Hasun, Mr. Judi, Mr Taufik, and Mr. Ferdian as assessor of the research presentation. Thank you for the recommendation and knowledge.
7. All parties of Industrial Engineering Faculty, the lecturer, the administrative staff, CS staff, friends. Thank you for the meaningful

knowledge, very rewarding experience and help the author to finish the study at Telkom University.

8. All of the author's Big Family. Thank you for the support and motivation.
9. Friends in marketing profession, Dede, Juli, Depe, Randi, Lingga, Deka, Nita, Utari, Arin, Aziz, Gusti, Eka, Didi, and Gilang. I am very lucky to know all of you.
10. Juwisa as the best partner to discuss, motivate each other, sharing everything, and help the author to be a better woman. Thank you and I love you.
11. Ifa and Radityo, thank you for being my bestfriend, sharing experience, knowledge, joke and all of things. Thank you guys.
12. Dede and Juli have given the author motivation and spiritual knowledge. Thank you for the discussion, motivation, and knowledge. Allah have arrange a meeting of us to make me better than before. I love you guys.
13. SIPO Laboratory Family batch 2010 namely UUT, AWE, DSW, NEF, DWG, CUT, TYO, CMD, and TLC. Please forgive the author as long as we work together. Thanks for the excellent team work. Actually the author is really love all of you, but the author can't express it. Thanks for junior in batch 2011, namely Indah, Dinur, Niko, Reza, Mikel, Dyah, Dimas, Ilham, Inke, Vito, Roro, Gita, Irma, Vero, and Habib. Senior in batch 2008 and 2009 especially research division, also SG SIPO in batch 2011, 2012, and 2013.
14. All of FRI Laboratory Assistant, namely Laboratory of SISPROMASI, TEKMI, SIMBI, GARTEK, APK, PFT, and PROSMAN.
15. TI-34-INT and TI-34-01 Family
16. DNM Family, USBM Family, Indeed Family, Shakti Family, Pesona Budaya, HMTI Family, TIEE Family and All of my friends.
17. All parties who have communicated with the author and directly or indirectly provide motivation, feedback and suggestions to the author during the study at Telkom University.