

ABSTRACT

The roastery coffee industry in Indonesia has grown rapidly in recent years, driven by the increasing trend of coffee consumption as a part of modern lifestyle. This development compels businesses to compete not only in terms of product quality but also in the effectiveness of their marketing communication strategies. Twin Mankies Coffee House, as one of the SMEs in this sector, has been facing challenges such as declining sales and suboptimal implementation of its marketing communication mix. This study aims to design an improved marketing communication program using the benchmarking method. Herd Coffee Roaster was selected as the benchmark partner due to its superior communication performance. The research involved primary and secondary data collection, analysis using the Competitive Profile Matrix (CPM), gap identification, and formulation of future performance plans. The design results indicate that the effectiveness of Twin Mankies' marketing communication can be improved through strengthened digital promotion, intensified event activities, optimized direct marketing, and the establishment of measurable performance indicators. These recommendations are expected to serve as a strategic approach to enhance sales growth and competitiveness of Twin Mankies in the roastery coffee industry.

Keyword: Roastery Coffee, Marketing Communication, Benchmarking, Twin Mankies Coffee House