**ABSTRACT** 

In the business world there is competition between similar companies to compete for

consumers, especially in the fashion business. Elzatta has several competitors that offer similar

products each product has advantages. The purpose of this study was to find out the

promotional mix carried out by Elzatta and to find out the strategies that would be carried out

by the company in the future using the SWOT analysis method, this type of research was

descriptive with a quantitative approach. By using data collection techniques for interviews,

observations, and documentation.

The results of the SWOT Analysis obtained from the SWOT matrix generate SO A1 strategy

((S1 X O1) Make a holiday promotion with the brand ambassador (Ben Kasyafani), Strategy

A2 = (S2 X O1) Create a Hijab Outfit of the Day competition (HOOTD) via Instagram,

Strategy A3 = (S3 X O1) Making a promotion for major Islamic days WO strategy produces

Strategy  $B1 = (W1 + W2 \times O1)$  Provides a promotion in the form of a voucher for purchases

on the website by registration using e-mail on the Elzatta website, Strategy B2 = (W3 X O3)

Making a promotion by endorsing ST strategy produces C1 + Strategy (S1 X T1) Collaborating

with Hajj and Umrah travel services, Strategy C2 = (S2 X T2) Making advertisements to be

shown in cinemas, Strategy C3 = (S2 X T2) Distributing shopping vouchers through quizzes

on sponsored soap operas WT strategies produce Strategy D1 = (W1 X T3) Creating lineblast

content on official Line accounts, Strategy D2 = (W2 X T2) Promotions using

advertisementspop up on youtube, Strategy D3 = (W3 X T3) Cooperate with Instagram to

create advertisements.

Keywords: Elzatta, promotion mix, SWOT analysis.