

Abstract

The development of the fashion industry in Indonesia encourages competitiveness within the nation's fashion industry professionals. Many prestigious muslim fashion shows have signified the potential of its rapidly developing, especially in Bandung, in establishing Indonesia as the center of the world's muslim fashion. Also, the potential of the bridesmaid phenomenon that developed in Indonesia based on an increase in marriage, especially in West Java. Rizka Haristi, as a muslim fashion brand from Bandung was established in September 2015, should have a branding strategy design to compete with other brands using the potential of the phenomenon that occurs.

Within the uniqueness, Rizka Haristi successfully appeared at many prestigious fashion show and had the highest sales in 2018. In the same year, Rizka Haristi also experienced fluctuating sales due to the lack of emotional impact on the target audience in delivering product messages and only uses Instagram as the main media. Therefore, Rizka Haristi needed to strategize creative also to strategize media in increasing brand awareness of Rizka Haristi Muslim dresses for the target audience in Bandung, especially for bridesmaid candidates.

Using the qualitative research based on data collection methods such as observations, questionnaires, interviews also analysis methods in the form of SWOT, AOI and AISAS, it is expected to be useful in exploring and thinking creatively to solve a problem using Visual Communication Design, especially Advertising.

Keywords: *branding, muslim dresses, fashion, bridesmaid.*