ABSTRACT

The fashion business in Indonesia is growing very rapidly. The development of fashion trends in Indonesia has touched various products ranging from men's, women's, children's fashion products, to Muslim fashion products which has led to an increasing number of manufacturers/traders offering various types and models of Muslim clothing. Cover Me is a business engaged in Muslim fashion with online sales channels. Cover Me already has a good product, but it is not accompanied by optimal promotional media and also visuals in every promotional activity that is less effective and informative with a rigid style. The product identity in each digital promotion is still lacking, causing a lack of interaction or engagement on social media, making buyers still not interested in the Cover Me brand. Based on these phenomena and problems, promotional activities are needed to introduce this product to the public so that it can be known by the public and increase sales of this product. The purpose of this research is to make the display of promotional media more informative and attractive to increase consumer confidence and product sales, as well as increase public awareness regarding products from the Cover Me brand to increase sales engagement. The method in this study uses qualitative methods, with several data collection methods, namely observation, interviews, and literature study. In addition, the analysis is using S.W.O.T Analysis (Strength, Weakness, Opportunity, Threats), A.O.I Analysis (activity, opinion, and interest).

Keywords: *Promotion, Sales, Muslim Clothing*