

ABSTRACT

Indonesia has a fast growing fashion industry. To become one of the profitable industries in Indonesia, especially Indonesian Muslim clothing. Compared to other Muslim clothing-producing countries, Indonesia is more characterized and varied. That way, Indonesia is currently the largest modest fashion market in Asia and at Bekraf.

Womenwear is a fashion brand specifically for women, which sells online and has a shop in Serang City. Also has its own convection which produces its own Womenwear products. Womenwear is well known in the regions of Indonesia. By having varied fashion models, good quality, and has a fairly cheap price. Womenwear is a mainstay for Indonesian women.

The background of this research problem is that the promotions that have been carried out by Womenwear have not led to the advantages and uniqueness of the Womenwear brand. With Womenwear marketing that is still not optimal because during this pandemic it is difficult to make offline events.

This study uses qualitative research methods, data collection methods (literature study, observation, interviews) and analytical methods (AOI (Activity, Opinion, and Interest)) and Consumer Journey. The theory used is visual communication design, consumer behavior, shops, promotions, advertisements, and media.

The result of the research is to design a promotional strategy for Womenwear by prioritizing the advantages of Womenwear such as, low prices with the best quality, selling all women's clothing needs with a wide choice of variants and up to date models, being able to become a vendor with large orders at affordable prices. more affordable, and have purchase promos every month as the main ingredient of this promotion.

Keywords: women's clothing, daily outfit, cheap clothes, promotional media, promotional strategies.