

ABSTRACT

Setunggal is one of the MSMEs (Micro, Small, and Medium Enterprises) Muslim clothing located in the city of Bandung and has been established since 2015, this local brand sells a variety of syar'i Muslim clothing products aimed at Muslim women in Indonesia who want syar'i clothing with a simple model but looks elegant when used. The COVID-19 pandemic has caused Setunggal to experience a decrease in the number of product sales, besides that it is known that there are still many target audiences who don't know the Setunggal brand. Therefore, the purpose of this research is to design promotions that can increase brand awareness of Setunggal and find out what kind of media is ideal for promoting products so as to increase the number of sales. The method used in this research is qualitative by using data collection techniques; literature study, observation, interviews, and questionnaires. The data was then analyzed using the SWOT (Strength, Weakness, Opportunity, Threat), AOI (Activity, Opinion, Interest) method, 4P (Product, Price, Place, Promotion), STP (Segmenting, Targeting, Positioning), and AISAS (Attention, Interest, Search, Action, Share). The main point of this research is to make brand activation. The form of brand activation used is experimental activation, which unites digital and physical experiences for consumers by designing augmented reality virtual fitting room. Where this process aims to make the Setunggal brand better known to many people and can increase brand awareness. With this brand activation, the expected short-term impact is to increase product sales. Meanwhile, increasing brand awareness is the expected impact in the long term.

Keywords: MSMEs, Muslim fashion, promotion, brand awareness, SWOT, AOI, 4P, STP, AISAS, brand activation, experimental activation, augmented reality virtual fitting room.