

ABSTRACT

Devor Moslem Wear is an MSME in the city of Bandung that produces Muslim clothing and prayer equipment specifically for men. This MSME started its business in 2017. The products sold by the Devor Moslem Wear brand are travel sarongs, koko kurta, prayer vests, travel prayer mats, and da'wah clothes. Sales made by Devor Moslem Wear are currently dominated through online media, one of which is E-Commerce such as Shopee and Tokopedia. However, the level of sales of Devor Moslem Wear products from January 2022 to July 2023 has fluctuated. This is caused by the media promotion that has not been optimal in the use of digital marketing tools. Media promotions that have been carried out have used digital marketing tools, but only a few are used, namely Social media, Websites, and E-Commerce. This is also caused by limitations in handling digital marketing strategies, both in terms of the number of employees and the capabilities of Devor Moslem Wear employees.

This research was conducted using the SOSTAC method. Through the SOSTAC method, a digital marketing strategy for the Devor Moslem Wear brand can be developed through six stages, namely Situation analysis, Objectives, Strategy, Tactics, Action, and Control. The design of this digital marketing strategy focuses as a promotional medium for the Devor Moslem Wear brand product and is expected to be able to increase sales through digital platforms and improve marketing performance through social media platforms as an effort to increase awareness of the Devor Moslem Wear brand.

So that the Final Project produces a design for the use of Social media Optimization (SMO), Content Marketing, Partnership, Video Marketing, Linktree, User Generated Content (UGC) tools, and E-Commerce Optimization. The design is then visualized using the Strategy Map.

Keyword: Fashion Muslim, Digital Marketing, Social media, E-Commerce