

ABSTRACT

Indonesia creates many world Muslim fashion trends, according to Parawita (2014) Indonesian Muslim fashion designers hold an annual event that requires every designer to innovate. Elzatta is an Indonesian Muslim fashion brand that was founded in 2012, Elzatta provides Muslim clothing products with various models that can be adjusted to the style of potential consumers. when asked directly to the target audience they thought that Elzatta's products seemed very formal because their product was a patterned headscarf, even though Elzatta had many color choices and types of plain headscarves, previously Elzatta had carried out promotional activities and made advertisements that could be found in various media , but in interviews with some of the target audience Most of them have never seen Elzatta's advertisements. Apart from that, it can be seen from the advertisements shown by Elzatta that they do not have the impression that they are not used for daily activities. With these data, this design aims to create a new promotional strategy that can introduce elzatta products as daily wear products that can be used in various styles for various activities. To find out more about this, research was carried out using qualitative methods to understand a phenomenon in depth, data collection was carried out by observation, interviews, library research and also questionnaires. The data obtained was analyzed using the AISAS, SWOT, and AOI (Activity, Opinion, Interest) methods. After obtaining the data, an appropriate strategy was developed to promote elzatta as a daily wear product in Bandung using social media and outdoor media. This design can be used as a strategy to further introduce elzatta products as products that can be used for various activities.

keywords: daily wear, elzatta, fashion, promotion.