

## **ABSTRACT**

Indonesia is one of the largest countries with the largest Muslim population in the world. This makes Muslim clothing a current trend. The trend of Muslim fashion has become enthusiastic among teenagers and adults in Indonesia, so it's no wonder that Muslim clothing is not only worn during celebrations or Islamic holidays but can also be worn for daily activities. One of the Muslim clothing from Indonesia is Samase. In this study, we will discuss the design of promotions for the Muslim fashion brand Samase to increase product sales. This study has 2 problem formulations, including; 1) How to design an effective promotion messages to reach consumers directly with more efficient media? 2) How is the design of creative promotional visual media used to increase Samase promotion more efficient? In this design, the method used is a qualitative method with data collection through observation, interviews, questionnaires, literature study. While the analytical method used is a comparison of the SWOT matrices, AISAS, and AOI. The results of the design are in the form of promotional strategies to create a good experience for customers in various aspects of marketing. Through the main media in the form of event/brand experience and supporting media such as outdoor media, print media, and digital media in order to become a supporting attraction in an effort to attract the attention of the target audience.

**Keyword:** Digital Media, Direct Marketing, Man Muslim fashion, Muslim, Promotion, Samase, Seasonal Event, Social Media.