

ABSTRACT

Industry competition is currently growing with many businessmen in Indonesia. One of the industries that many do is fashion hijab, particularly in Bandung. To keep gaining competitive advantage then any businessmen should use strategy to compete in order to keep competition in the industry, winning one of them with promoting their products through social media, instagram. Some of the strategies that can be used is a differentiation, low-cost and focus. The business that will be researched on this research is two businesses hijab in Bandung is Famous Scarf Official and Yunma Outfit.

On this research will be known a competitive strategy that used by Famous Scarf Official and Yunma Outfit, and also to finding out the difference of strategy that used by the research objects.

This research is a descriptive qualitative research with analysis models technique of Miles and Huberman. Method of data collection was done through interviews using the triangulation of source technique. Informants in this research are business owners, those who have joined from the beginning of the formation of businesses and customers who've been following from the beginning of the formation of the business of Famous Official Scarf and Yunma Outfit.

Based on the results of the data processing, it can be known that the strategy used by Famous Scarf Official is a differentiation with the size of the market is large, while the strategy used by Yunma Outfit is differentiation with the size of the market is medium.

Based on research results is known that the competitive strategy used by Famous Scarf Official differentiation and strategy that used by Yunma Outfit is also differentiation. Thus, there is not any difference strategy that used by the objects.

Keywords: Entrepreneurship, Competitive Strategy, Fashion Hijab Industry