

ABSTRACT

The momentum of the development of the fashion trend of Muslims in Indonesia is increasingly heard. Starting from the "hijab revolution" that began around the last five years, where hijab that was once blanketed with the impression of religious boarding school children, ancient, traditional, even conservative has been transformed through the development of time into something youthful, modern, stylish, and fashionable. The phenomenon of this fashion trend has been glimpsed by some business activists in the field, one of which is Hijabstory brand, which act based on the market that shows a considerable demand for the Muslim fashion industry, especially along with the growing generation of Muslim Millennials, young people, technology, a.k.a tech-savvy, and also believe in the modernity of the times, one of which is to follow the fashion trend, but still sticking to their faith as Muslims.

This study aims to analyze marketing communication strategies that have been done by Hijabstory, as well as analyzing marketing communication strategies implemented by Hijabstory in achieving market share of Muslim Millennial which is experiencing a promising development. The method used in this research is descriptive qualitative with grounded theory approach, and the data collection technique used is interview. The data source came from two main informants, and three supporting informants. The results of this study show that Hijabstory considers marketing communication strategies using Dwi Sapta's IMC Model that include discovery circle, intent circle, and strategy circle, in the activities of marketing communication activities undertaken, as well as implementing strategies in an effort to reach the Muslim generation market which is divided into Be The Part of Pop Culture Create the Line Extension Go to Middle With Branded Product, and Retail Branding.

Keywords : marketing communication strategies, muslim fashion, hijabstory, the imc model dwi sapta, millennial muslim.