

ABSTRACT

In the business world there is competition between similar companies to compete for consumers, especially in the fashion business. Elzatta has several competitors that offer similar products each product has advantages. The purpose of this study was to find out the promotional mix carried out by Elzatta and to find out the strategies that would be carried out by the company in the future using the SWOT analysis method, this type of research was descriptive with a quantitative approach. By using data collection techniques for interviews, observations, and documentation.

The results of the SWOT Analysis obtained from the SWOT matrix generate SO A1 strategy ((S1 X O1) Make a holiday promotion with the brand ambassador (Ben Kasyafani), Strategy A2 = (S2 X O1) Create a Hijab Outfit of the Day competition (HOOTD) via Instagram , Strategy A3 = (S3 X O1) Making a promotion for major Islamic days WO strategy produces Strategy B1 = (W1 + W2 X O1) Provides a promotion in the form of a voucher for purchases on the website by registration using e-mail on the Elzatta website, Strategy B2 = (W3 X O3) Making a promotion by endorsing ST strategy produces C1 + Strategy (S1 X T1) Collaborating with Hajj and Umrah travel services, Strategy C2 = (S2 X T2) Making advertisements to be shown in cinemas, Strategy C3 = (S2 X T2) Distributing shopping vouchers through quizzes on sponsored soap operas WT strategies produce Strategy D1 = (W1 X T3) Creating lineblast content on official Line accounts, Strategy D2 = (W2 X T2) Promotions using advertisements pop up on youtube, Strategy D3 = (W3 X T3) Cooperate with Instagram to create advertisements.

Keywords: Elzatta, promotion mix, SWOT analysis.

