

ABSTRACT

The development of the fashion industry in Indonesia is followed by the development of the fashion trend of Muslims in Indonesia. The period of 2011 to 2015 that the trend of fashion products including Muslim fashion shows a positive value of 8.15%, there is an increase in January 2016 of 3.87%. From the results of the safari in the 16th SMEs Hijab fashion in Indonesia (Heaven_lights, Hijabprincess, Louisaluna.id, Hijablatte, Hijabchic, Miracholecct, Evanabian_hijab, Heaven_lightsbyzb, Cookiehijab, Vanillahijab, Iymelsayshijab.id, Hijab_bymayangpathiloka, Raisacloth, Lozyhijab, Hijabxo, and Hijablookbys) almost all implement the elements of integrated marketing communication through social media that is instagram.

MSMEs that do not implement integrated marketing communication elements are Louisaluna.id (Interactive marketing), Evanabian_hijab, Raisacloth and Hijabxo (Interactive Marketing and Word of Mouth), Cookiehijab (sales promotion and Word of mouth) and Hijablookbys (Interactive marketing).

This study aims to determine the effect of sales promotion, public relations, interactive marketing and word of mouth of the brand image. This study uses quantitative methods with the population of consumers who have purchased products from one of the 16 UMKM fashion hijab in Indonesia and the sample in this study was 204 respondents. Data processing is done by using IBM SPSS 24 software with descriptive analysis and multiple linear regression test.

The result of this research is that consumer appraisal to sales promotion, interactive marketing, word of mouth and brand image are in good category whereas public relations variable is in good enough category. Sales promotion, interactive marketing, word of mouth have a significant effect on brand image whereas public relation has no significant effect on brand image. In addition, sales promotion, public relations, interactive marketing and word of mouth have a significant effect simultaneously on brand image. In this study there are 38.5% influenced by other variables that are not measured in this study.

Based on the results of the study, the 16th UMKM fashion hijab is expected to provide more innovative products, more affordable prices, provide responses in accordance with consumer expectations, provide services desired consumers so that SMEs can keep consumers not to switch to buy products to competitors.

Keywords: SMEs; Integrated Marketing Communication; Brand Image.