# ABSTRACT

Indonesian hijab fashion is increasingly widening the opportunities for fashion designers because now the world has begun to glance at it. Maima Indonesia is one of the local hijab fashion brands originating from the city of Bandung that uses social media Instagram. This research aims to know the Electronic Word of Mouth analysis that Maima Indonesia did in increasing brand awareness of hijab fashion in Bandung through social media Instagram. This study uses qualitative methods with qualitative descriptive research with techniques for collecting in-depth interview data or in-depth interviews using source triangulation. In this study, there were seven informants, namely two main informants, one expert informant, and four supporting informants. The results of the study illustrate that the electronic word of mouth strategy carried out by Maima Indonesia in accordance with three dimensions according to Goyette et al. Has reached the content stage and in increasing the brand awareness of hijab fashion on Instagram, Maima Indonesia is currently in the brand recognition stage.

Keywords: Electronic Word of Mouth analysis, Local Brand, Instagram, Brand Awareness, Maima Indonesia