

ABSTRACT

Public relations activities in Indonesia are now very rapidly growing because it has an important role for a company or organization between the internal public and the external public, one of which is by planning its communication strategy. Similarly, hijabchic PR division has done in socializing Muslim fashion among millennial hijabers. HijabChic is one of the muslimah fashion boutiques dream of millennial hijabers today that provides a variety of Muslimah ready to wear clothing with designs that are in accordance with Islamic law but still chic and comfortable to wear. In achieving the socialization of Muslim clothing to the audience, a public relations strategy from HijabChic is needed to influence the audience. Therefore, this study aims to find out how the communication strategy carried out by the PR division of HijabChic to socialize Muslim clothing among millennial hijabers. With some communication theories and communication strategies. This research uses qualitative approach by using interview and observation methods, documentation. The results of this study showed that HijabChic PR division has carried out communication strategies well and has several specific strategies that have been carried out such as purchase strategy, pressure and power strategy, persuasive strategy, patronage strategy and creative strategy.

Keywords: *Public relations, communication strategies, millennials, HijabChic, Muslimah fashion, socializing.*