

ABSTRACT

The phenomenon of Hijrah is familiar in big cities and involves many young people, the Youth Hijrah Shift is one of the Islamic movements that formed the phenomenon of hijrah in the city of Bandung. To support its da'wah operational activities, Shift Pemuda Hijrah formed a business unit called Shift Merchandise. Shift Merch is engaged in the apparel sales industry. Shift Merch, which was initiated in 2015 in Bandung and launched into the clothing industry in March 2016. This study aims to determine the marketing communication strategy of Shift Merch in building a brand image. This study uses an interpretive paradigm with a descriptive qualitative approach. The data in this study were obtained through observation, documentation, literature study and the results of interviews with the Shift Merch branding officer as a key informant, a marketing expert as an expert informant and Shift Merch admin as a supporting informant. The results of this study reveal that there are message strategies and media strategies used by Shift Merch in their marketing communications are always integrated with Shift Media. Through its marketing communication media, namely Instagram, Shift Merch builds a brand image with three elements, namely: Brand Strength from its branding, Brand excellence in terms of design and function, Brand uniqueness from the movement / program run by Shift Media.

Keywords: *Strategy Marketing Comunnication, Brand Image, Shift Merch*