

**LEMBAR PENGESAHAN PERACANCANGAN STRATEGI PROMOSI
BRAND HAMIDAH DI BADNUNG**

ABSTRAK

The hijab is a garment commonly used to cover parts of the body, particularly women's aurat, and is associated with Muslim women's clothing. With the development of fashion trends, hijab has evolved and become a form of creative expression for some women. Indonesia, in particular, has seen a rapid growth in the development of hijab fashion over the past decade, with many women creating new and innovative styles. Kota Bandung is one city in Indonesia that has seen a significant development of the hijab fashion industry, with many popular brands, including Hamidah. Hamidah is a Muslim fashion brand founded in Kota Bandung in 2007, targeting middle- and upper-class Muslim women between the ages of 17-35. Despite expanding their marketing strategy through social media platforms such as TikTok and Instagram, Hamidah still faces challenges in promoting their brand effectively, particularly in terms of visual assets and social media engagement. To expand their market and strengthen brand engagement, Hamidah is planning to penetrate the market by creating a more attractive website for consumers.

Keywords: *Promotion Strategy, Social Media, Hijab, Hamidah.*