

ABSTRACT

The fashion sector is one of the industries contributing to the creative economy throughout Indonesia. Among the regions experiencing rapid growth in the fashion industry is Bandung Regency. This sector offers a wide range of products popular within the community, including Muslim fashion. One of the most sought-after Muslim fashion products is the hijab. Currently, various hijab models continue to emerge in line with evolving trends and times, leading to an increase in both hijab users and product demand. Despite the rapid growth of hijab Micro, Small, and Medium-sized Enterprises (MSMEs) in Bandung Regency, intense competition poses a significant challenge for players in this sector. Another issue faced by hijab MSMEs is a lack of expertise in product development, technology, design, branding, packaging, and marketing. Additionally, the packaging used is often unattractive and fails to differentiate itself from competitors, hindering the preparedness of hijab MSMEs in Bandung Regency to expand their market reach. This research aims to understand the current conditions and provide strategic recommendations for hijab fashion MSMEs in Bandung Regency to enhance their business development. The study adopts a design strategy method, with research stages based on the design strategy framework, utilizing literature studies, observations, interviews, and questionnaires to facilitate a comprehensive analysis. The findings of this study offer recommendations for design strategies, particularly focusing on packaging design guidelines that can be utilized to foster business growth.

Keywords: *MSME, Fashion Muslim, Hijab, Bandung Regency, Design Strategy, Packaging Design.*