

## ABSTRACT

*Indonesia has great opportunities related to the emergence of world Muslim fashion trends that are able to achieve global competitiveness. Halal product transactions through the fashion e-commerce marketplace become superior products. With the rapid growth of the fashion industry, this has led to increasingly fierce competition from various competitors. Therefore, many industries need to innovate to gain an edge in this competition.*

*This research was conducted to design a promotional strategy using the design thinking method so that it can increase sales of Pesona Hijab and excel in competition with competitors. Design thinking is an approach that applies the concept of human centered design, where the main focus is on the user in all stages of the process. The design thinking method is applied as an approach in this research which consists of five steps, namely empathize, define, ideate, prototype, and test. The method used is a qualitative method by collecting primary data through interviews with users consisting of internal parties from the Pesona Hijab marketing team and external parties, namely loyal customers and potential customers of Pesona Hijab who will then enter the empathize stage. After that, identify the problem at the define stage. The problem is then solved by looking for ideas at the ideate stage. The resulting ideas are then developed into prototypes. In the final stage, the prototype that has been created is evaluated at the test stage.*

*This research deepens understanding of designing promotional strategies using design thinking and becomes the basis for further studies as well as practical guidance for efficient promotional strategies, helping Pesona Hijab reduce risks and increase competitiveness. The results of line research show that there is an influence of the application of design thinking in determining the promotional strategy for Pesona Hijab to increase sales turnover.*

**Keywords:** *Promotion Strategy, Design Thinking, Fashion Subsector*