

ABSTRACT

Indonesia is a country with diverse ethnic groups, languages, and religions. The majority of the population in Indonesia is Muslim. The large number of Muslims in Indonesia has led to a high demand for hijabs, making the hijab business thrive due to strong market demand. With the growing trend of hijab fashion in Indonesia, square hijabs and pashmina hijabs have become the best-selling categories of Muslim clothing and accessories on *e-commerce* platforms. Blume Scarf is a brand operating in the category of Muslim accessories and clothing, focusing on hijab products. According to Blume Scarf's sales data, pashmina hijabs have experienced fluctuating sales. This fluctuation is also supported by the fact that Blume Scarf's sales targets for pashmina hijabs have not been met. The failure to meet these targets is due to promotions primarily being conducted through *word of mouth*. This issue will be further examined from both internal and external perspectives of Blume Scarf. Data processing was carried out using the IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices, resulting in scores of 2.7570 and 2.7132, respectively. Consequently, the IE (Internal-External) matrix places Blume Scarf in quadrant 5. Considering these internal and external factors, alternative strategies were identified using the SWOT matrix and further analyzed with the QSPM (Quantitative Strategic Planning Matrix). The results of the QSPM ranking suggest the following strategies: leveraging social media to market products and introduce the Blume Scarf brand to consumers in order to increase hijab sales, creating limited-edition products specifically for Ramadan to attract Blume Scarf consumers, offering promotional prices or bundling hijab purchases during certain *events* to reach a broader market through social media, creating engaging content aligned with current trends on social media to introduce the Blume Scarf brand and products, maintaining product quality and building consumer trust by creating testimonial content for Blume Scarf products, incorporating interactive videos to guide *online* shopping, making it easier for consumers to purchase Blume Scarf products, running paid advertisements on all social media platforms to increase the reach of new consumers, creating attractive product photos that highlight Blume Scarf's selling points on social media and *e-commerce* platforms, posting content on social media 2-3 times a week to reach consumers and introduce the Blume Scarf

brand and products, opening *offline* Blume Scarf *outlets* so that consumers can purchase products directly and assess the quality of Blume Scarf products, and maintaining product quality with competitive pricing to ensure customer loyalty is preserved.

Keywords – Blume Scarf, Hijab, SWOT Matrix, QSPM Matrix