

## **ABSTRACT**

*This research aims to design an omnichannel marketing strategy for Mugaya fashion MSME, utilizing benchmarking and the Analytical Hierarchy Process (AHP) method. In the highly competitive Muslimah fashion industry, MSMEs like Mugaya need to integrate online and offline marketing channels to enhance the customer shopping experience. Mugaya has been utilizing digital platforms such as Instagram, TikTok, and Shopee. However, it needs to enhance the integration between online and offline channels to gain a competitive advantage.*

*The benchmarking method was employed to evaluate Mugaya's distribution channel performance against prominent competitors in the Muslimah fashion sector, like Buttonscarves, Klamby, and others. The results indicate a gap in the utilization of distribution channels, the quality of digital content, and customer journey management. This research advocates for the use of an omnichannel marketing strategy to address those issues.*

*The AHP method is used to determine the priority of criteria in the marketing strategy based on customer perceptions. The analysis results indicate that enhancing the quality of digital content, developing physical distribution channels, and fostering customer interactions through social media and influencer partnerships are key factors in designing a successful marketing strategy.*

*This study recommends that Mugaya expand its network of physical stores, enhance the quality of digital content, and strengthen the integration of online and offline channels. These steps are expected to enhance marketing performance and expand market reach, which could serve as a benchmark for the strategic growth of other MSMEs in analogous sectors.*

**Keywords:** *Marketing Strategy, Omnichannel, MSMEs, Benchmarking, Analytical Hierarchy Process (AHP), Muslimah Fashion, Customer Journey, Digital Marketing.*