

ABSTRACT

Indonesia, with its majority Muslim population, has significant potential for the development of the Muslim fashion industry. The substantial growth of the Muslim population and the rapid expansion of e-commerce present strategic opportunities for Muslim fashion businesses to reach wider markets. Maysaleeha, a micro, small, and medium enterprise (MSME) in the Muslim fashion sector, faces challenges in achieving its sales targets due to a low engagement rate on its Instagram account @Maysaleeha . Data show an engagement rate of only 1.24%, which is lower than that of competitors, resulting in limited audience interaction and low brand awareness. Observations and in-depth interviews identified the main problem as suboptimal social media management, including aspects of human resources, content strategy, and utilization of Instagram features.

This study aims to identify the key criteria and sub-criteria for designing a strategy to improve the engagement rate of Maysaleeha's Instagram, determine relevant benchmark partners for each criterion, analyze the Gaps between Maysaleeha's social media condition and the selected benchmarks, and develop proposed improvements for Instagram management strategies based on the identified Gaps. This research employed Benchmarking and the Analytical Hierarchy Process (AHP) to analyze and prioritize the criteria and sub-criteria for Instagram social media management.

The results of this study show that efforts to improve Maysaleeha's Instagram engagement rate should focus on six main criteria: visual content, Instagram features, captions and narratives, interactivity, frequency and consistency, and influencers/endorsements. Through the Benchmarking and analytical hierarchy process, this study identified significant Gaps between Maysaleeha's current condition and that of its benchmark partners, such as inconsistent visual content, underutilization of Instagram features, and limited audience interaction. Based on these findings, thirteen strategic improvement proposals were formulated, including creating visual guidelines, caption guidelines, a content calendar, SOPs for responding to comments and DMs, content scheduling, and influencer collaborations. The implementation of these strategies is expected to increase the engagement rate, strengthen brand awareness, and support the achievement of more stable sales targets for Maysaleeha.

Keywords: *Brand awareness, Engagement rate, Instagram, Benchmarking, Analytical Hierarchy Process (AHP).*