

ABSTRACT

The large Muslim population in Indonesia creates a huge market for the Muslim fashion industry. In addition, the large consumptive trend is also a factor that encourages the significant growth of the Muslim fashion industry, thus creating increasingly fierce market competition. This study focuses on MSMEs in the Muslim fashion sector called A&H Collection. A&H Collection itself was established in 2021 in Bandung Regency. In marketing its products, A&H Collection has a problem where it has sales growth below the average sales growth of the Indonesian fashion industry. important that needs to be addressed. Therefore, this research proposes to design recommendations to improve the marketing communication program at A&H Collection.

The benchmarking method was chosen as the basis for comparison and recommendation of the best marketing communication design. Analyzing best practices from competitors and similar industries will serve as a guide to build a more effective strategy with the aim to increase brand visibility, attract market attention and strengthen A&H Collection's position in the competitive Muslim fashion market.

Based on the process that has been done, the design results are obtained in the form of a proposed marketing communication program from benchmarking between A&H Collection and Ansanika as a benchmark partner. There are seven marketing communication mix designs proposed to be applied to A&H Collection, namely Advertising, Online, Social Media, and Mobile Communication, Event and Experience, Word of Mouth, Public Relations and Publicity, Packaging, and Direct Marketing.

Optimizing each element of the communication mix, A&H Collection can create a more integrated and effective marketing strategy, increase brand awareness, drive sales, and ultimately strengthen their competitive position in the market.

Keyword: Muslim Fashion Industry, A&H Collection, Marketing Communication, Promotion, Benchmarking.