

ABSTRACT

Brand image Rabbani as a modern Muslim fashion is right. The process by CV. Rabbani Asysa started from its inception in 1995 - until today. Rabbani has remained consistent from its inception until today in its heyday, the products that are produced more classy and varied.

The use of media such as television, the internet or print media such as newspapers, magazines and social media is the most powerful tool to attract consumers. Plus for the present era all in the ease with watching the internet. Rabbani continues to grow with proven opening of outlets in various cities in Indonesia and Malaysia.

Modern Muslim clothing today is the right media to improve the image of Islam in Indonesia which recently tarnished with Terror in the name of Islam. Brand made Rabbani successfully stimulate consumers not to turn to brands like Rabbani. Because of the consistency of Rabbani. Rabbani make Muslim fashion products that offer products with varied motives by not issuing with Islamic Shari'a. This is a reference for other retail brands in order to survive.

In social action and CSR add Rabbani existence in maintaining positive image in society. Coupled with branding of public figures increase its own value for consumers in choosing a modern Muslim fashion. Rabbani always wanted to give the best in things that are in accordance with what Allah has commanded in Surah Al-Ahzab verse 59. Through activities and events conducted by Rabbani, increase public confidence in other things outside the context of Muslim fashion. The activities of Corporate Social Responsibility (CSR) are becoming an important point for Rabbani's current growth, even though it only started two years.

It is not easy to maintain the positive image of Rabbani, through the cooperation of all staffs and partners of the company in providing maximum service for its customers. Especially the smell of many similar brands emerging over time.