

## ***ABSTRACT***

The development of social media in Indonesia has brought significant changes to marketing strategies, including in the Muslim fashion industry. One local brand that actively utilizes social media is Heela Abaya, a Muslim fashion brand from Bandung. Through platforms such as TikTok and Instagram, Heela Abaya strives to build strong branding and increase its product sales. This study aims to analyze the social media marketing strategies implemented by Heela Abaya and evaluate the effectiveness and challenges encountered during the implementation process.

This research uses a qualitative descriptive method with a case study approach. Data were collected through observation, interviews, and documentation of Heela Abaya's social media content activities.

The analysis was carried out by reducing the data, presenting it systematically, and drawing conclusions based on field findings. The results show that Heela Abaya's social media marketing strategy includes creating attractive visual content (especially short videos), collaborating with influencers, using relevant hashtags, and actively interacting with followers. This strategy is effective in increasing brand awareness and engagement, especially among young Muslim women. However, challenges include differences in audience characteristics on each platform, high content production costs, and viral content conversion that does not always directly impact sales. Heela Abaya addresses these challenges by adjusting content strategies based on platform insights, managing budgets efficiently, and aligning content with the values and lifestyle of the target market.

This study concludes that well-planned and adaptive social media marketing is an effective strategy for building brand image and reaching a wider market in today's digital era.'

***Keywords:*** *Social Media Marketing, Marketing Strategy, Heela Abaya.*