



Utilization of Instagram as a Marketing Communication Media for Dhy Hijab Fashion Store

Ulfi Nurfaiza¹, Putri Tata Nurcahya², Naser Ali Abdulghani³

¹UIN Sayyid Ali Rahmatullah Tulungagung, ulfi_nurfaiza@uinsatu.ac.id

²UIN Sayyid Ali Rahmatullah Tulungagung, putritatanr@gmail.com

³University of Benghazi, Libya, naser.ali@uob.edu.ly

Abstract

Marketing products on digital platforms certainly cannot be separated from the use of strategies and the right role of marketers. This is exploited by one of the fashion stores, namely Dhy Hijab, which uses Instagram as a marketing medium for its products. The aim of this research is to find out the use of Instagram which was chosen as a marketing medium by Store Dhy Hijab. This research uses a descriptive qualitative method, which emphasizes a detailed discussion of the objects studied and arranged in a scientific setting. The theory used in this research is the theory used in this research is the Integrated Marketing Communication (IMC) marketing communication mix theory. The final result of this research is product marketing carried out by Dhy Hijab using 8 marketing communication mix tools, namely advertising, sales promotion, public relations and publications, personal selling, direct marketing, interactive marketing, word of mouth marketing, and events. Through the marketing communication mix activities carried out by Dhy Hijab, Dhy Hijab can maintain its business amidst the high competition in the fashion business sector.

Keywords

Media, Marketing, Communications

Submit : 20 August 2024
Accepted : 30 September 2024
Publish : 30 Oktober 2024

Abstrak

Memasarkan produk di platform digital tentu tidak lepas dari penggunaan strategi dan peran pemasar yang tepat. Hal ini dimanfaatkan oleh salah satu toko fashion yaitu Dhy Hijab yang menggunakan Instagram sebagai media pemasaran produknya. Dhy Hijab menyediakan berbagai kebutuhan konsumen dengan akun Instagram yang mencapai 139 ribu followers. Tujuan dari penelitian ini adalah untuk mengetahui penggunaan Instagram yang dipilih sebagai media pemasaran oleh Toko Dhy Hijab. Penelitian ini menggunakan metode kualitatif deskriptif, yang menekankan pada pembahasan secara mendetail mengenai objek yang diteliti dan disusun dalam suatu latar ilmiah. Teori yang digunakan dalam penelitian ini adalah teori yang digunakan dalam penelitian ini adalah teori bauran komunikasi pemasaran Integrated Marketing Communication (IMC). Hasil akhir dari penelitian ini adalah pemasaran produk yang dilakukan oleh Dhy Hijab menggunakan 8 alat bauran komunikasi pemasaran, yaitu periklanan, promosi penjualan, hubungan masyarakat dan publikasi, penjualan personal, pemasaran langsung, pemasaran interaktif, pemasaran dari mulut ke mulut, dan event. Melalui kegiatan bauran komunikasi pemasaran yang dilakukan oleh Dhy Hijab, Dhy Hijab dapat mempertahankan bisnisnya di tengah tingginya persaingan di sektor bisnis fashion.

Kata Kunci

Media, Pemasaran, Komunikasi

INTRODUCTION

Social media is a sign of technological progress that can connect people from various parts of the world and make it easier for users to communicate without meeting, exchange information, education, entertainment and access knowledge. The first social media that appeared in the world was marked by a site called Sixdegrees.com in 1997. Newer social media sites began to appear called Live Journal, Lunarstrom, and Cyword in 1999 and 2020 which have a unidirectional system (Salafudin, 2019). Currently, social media has become a primary need, it is not surprising that social media is widely used by various groups, from children, teenagers, to adults. So it has become a normal thing when we see that nowadays many people from various

groups are holding mobile phones or what are usually called gadgets. The quote by Rulli Nasrullah which was expressed by Thomas L. Friedman is that the world is flat, that the flatter the world, the more every audience can access everything from any source. There are also various types of social media, such as WhatsApp, Facebook, Instagram, and others. According to a report from We Are Social, there were 132.7 million internet users in Indonesia in 2018, 150 million in 2019 and 175.4 million in 2020. In 2023, global Instagram users according to We Are Social will reach up to 1.32 billion as of January. 2023 and Indonesia will become the 4th country with the highest number of Instagram users in the world, namely 89.15 million users. (Annur, 2023).

The emergence of new media or the internet is currently considered an important need for the purpose of carrying out marketing promotional activities in modern companies. Currently, many business practitioners use and utilize technology, especially social media, for promotions or marketing processes. According to Kotler and Armstrong (2012), promotion or marketing communication is an activity carried out by a company that communicates and provides information related to products, persuades, reminds consumers directly or indirectly about the products being sold. The concept of marketing or promotion carried out by a company greatly influences the level of consumer knowledge regarding the product being marketed. This indirectly, promotion also has an impact on the sales of a product. Promotion via social media is currently more needed than traditional promotion because in this era of globalization the lifestyle of some people tends to spend their time in cyberspace, one of which is doing shopping activities by online. This is also the cause of the increase in internet users every year. Kompas daily news reports that there is an increase in internet users every year, according to APJII survey results which state that internet users in Indonesia have reached 221 million people in 2024. (Iradat, 2024)

The increasingly rapid development of technology can have an influence on various aspects of life. One of them can trigger the smooth running of economic activities because goods promoted via social media are more easily known to the public. (Rizky & Setiawati, 2020) The existence of this phenomenon is finally being exploited by most economic actors such as producers and distributors to micro, small and medium enterprises because they know that it is increasingly developing. online market. Economic actors utilize social media and maximize online space posted on the internet, which has resulted in the emergence of new activities in the economy, namely marketing goods or services via digital platforms.

The role of social media is not to control or ask questions to the audience, but social media is more effective in socialization or participation activities and influencing the audience. Participation in social media is a great opportunity that can be a driving force in achieving promotional and marketing goals. Promotion on social media is said to be more efficient and effective because it is carried out through a social networking platform, one of which is Instagram. The definition of Instagram itself is an application service and internet social network that is capable of growing rapidly which can make it easier for users to take photos equipped with various filters. Instagram also provides various features so that users can publish interesting photos and videos on the user's own account. (Nissa et al., 2022). With this, Instagram has quite a big opportunity for positive feedback because Instagram provides posts with interesting images or videos. Every day Instagram also becomes one of the media as a gathering place for millions of people in cyberspace. According to Philip Kotler, business players compete in efforts to apply digital technology which is used as a promotional or marketing tool for the products they sell to reach their target market. The ease of promotion through Instagram media currently requires

producers to be more creative and interesting when using content so that consumers are interested in buying so that they can increase sales for a company. The existence of this phenomenon has an impact on the level of business competition which is quite high and makes business actors who still use offline promotions want to don't want to switch and understand modern or online promotional patterns via social media. (Dewi, 2017).

Utilization of social media as a marketing strategy for small, medium and large businesses. Until the change in function of social media, especially Instagram, where previously Instagram was only used as a place to upload personal photos and videos, now it can become a medium used for online transactions. The reason is that currently there is an increase in internet users, especially social media in Indonesia, which is indicated by the desire to shop online. This is because shopping online is said to be more efficient and faster because someone doesn't need to go far to the place and can immediately see photos of the products being sold. However, the weakness of shopping online is that sometimes the product purchased does not necessarily match what is shown in the photo. Reported by *kompas.com*, the results of Kredivo and Katadata Insight Center research on the e-Commerce Consumer Behavior Report show that 79.1% of consumers in 2023 will use a combination of online and offline shopping methods. 58.1% of consumers tend to buy online while 21% prefer to buy offline. (Safitri & Ika, 2023).

Business development is growing rapidly in the era of digitalization, especially in the fashion sector. Fashion trends, especially local clothing products, currently tend to attract people's attention because they can support their clothing appearance. They want the concept of online shopping by exploring the use of social media, especially Instagram. Business development in the

Jombang area is also growing rapidly, especially in the fashion sector. Of course, the marketing strategies implemented by women's fashion brands in Jombang are increasingly diverse, such as dhy hijab, forei.id, ayu citra by monokrom, clarissa, hijub panda, zameca.id, zelena, and others. Each fashion store has its own uniqueness and provides a variety of women's fashion products. In recent years, the concept of marketing SME products has received great attention, especially with the rise of product advertising content carried out by many business actors, especially in the fashion sector, through social media, especially Instagram. This is a demand for business actors to continue to create new innovations and be able to improve branding to the public with content marketing trends in marketing fashion products or current development trends in the current era.

There are many women's fashion SMEs in Jombang, one of which has successfully allocated Instagram media as a promotional tool, namely Dhy Hijab. The @dhyhijab account, which has 139K followers, is a business that operates in the trendy women's fashion sector, starting from hijabs, women's clothing such as shirts, blouses, tunics, trousers, skirts and many other products. On Instagram, Dhy Hijab markets its products through a photo or short video uploaded to feeds or reels and always gets a positive response from potential buyers. Dhy Hijab products are sold not only online but also offline by setting up a shop whose address is Jalan Governor Suryo No. 5A, Jombatan, Jombang which is busy with buyers. The Dhy Hijab fashion store is able to attract consumers from various groups, especially the target audience, namely youth who wear the hijab. One of the ways that Dhy Hijab markets its products is by uploading attractive designs and colors at affordable prices. In each photo upload, there is not much writing, but the good arrangement of feeds and photos in the Dhy Hijab promotion is the main attraction for consumers.

The main problem currently faced by Dhy Hijab is the increasing number of new businesses, especially in the fashion sector in Jombang, which use Instagram as a marketing tool for their products. Not only that, brand competitors are also competing to create different content to make consumers interested in the products being promoted. This will make Dhy Hijab think of new ideas that can keep its marketing via Instagram stable amidst the large number of business actors in the fashion sector who use Instagram as a media for marketing their products. Based on the background and problems presented, the author took the topic, namely about the role of the Dhy Hijab fashion store in marketing its products and why it chose the Instagram application as a media for marketing its products. The author formulated the title of the thesis "Using Instagram as a Communication Media for Online Marketing of Dhy Hijab Fashion Store".

METHODS

This research uses qualitative research with the aim of obtaining information regarding strategies for using Instagram social media as a promotional tool at one of the fashion stores, namely Dhy Hijab. Through this research, the researcher used a descriptive approach because the researcher wanted to provide an explanation of the final results using written sentences and describe the results of interviews with the research object. (Afifah, 2021). The researcher chose to use a constructivist paradigm with the material object being the "Dhy Hijab" fashion store in Jombang. The constructivist paradigm is a paradigm that views communication science as systematic analysis by socially meaningful action through direct and detailed observation of the object under study in order to be able to understand and interpret the object of research, the Instagram account "Dhy Hijab". (Mulyana, 2020). This research discusses how Dhy Hijab

optimizes Instagram social media as a medium for marketing its products so as to obtain complete data. The data source was collected using a purposive sampling technique. Data collection techniques in this research include observation, interviews and documentation.

RESULT AND DISCUSSION

1. Marketing Communication at the Dhy Hijab Fashion Store via Instagram Media

a). Product Fashion Store Dhy Hijab

One of the important elements in the marketing mix is product. In general, a product is anything, either goods or services, that is offered to the market to meet consumer needs or desires. A product can be a physical item such as clothing, services, services, information and ideas. The first step that a company can take in forming a marketing mix strategy is product offering.

Dhy Hijab is a Fashion Store that provides Muslim products ranging from hijabs, tops, bottoms with modern, trendy designs of course quality. The products marketed by Dhy Hijab on Instagram also adapt to contemporary Muslim fashion trends that are constantly changing and never forget to present the latest collections for each season, such as the Eid season wearing kaftans, the season for outfits with coquette models, and the season for wearing pashmina t-shirts. Dhy Hijab always ensures that customers always have access to get the products that consumers want according to their style and needs.

Dhy Hijab's quality, diverse and trendy products can increase consumer satisfaction and increase buyer loyalty. With this, Dhy Hijab can increase product innovation again by developing a diverse collection of products that are of course in line with consumers' lifestyles.

b) Dhy Hijab Fashion Store Product Prices

Price is the nominal amount that consumers must pay to the seller when they want to buy a product so that it becomes their property. The price of a product is used as the main source of income for a company, therefore setting the right price is very important to achieve profits and continuity of a business. Pricing and price competition are the main challenges faced by a business because pricing strategies have a significant influence on value, product image and consumer purchasing decisions. The prices marketed by Dhy Hijab are quite competitive and affordable because they are in accordance with the good quality of the product materials. This can attract consumers' attention to buy products from Dhy Hijab rather than other online shops. Dhy Hijab also often holds discounts on certain products. Consumers can usually get this information on Dhy Hijab's Instagram story. Providing discounts at certain times is a marketing strategy for the Dhy Hijab fashion store and can attract customer attention. Because usually consumers will be more interested in buying products that have discounts because the price will be cheaper. The perceived value received by Dhy Hijab from consumers through comments on the Dhy Hijab Instagram page is quite high. Because Dhy Hijab provides good quality products at affordable prices for all groups, especially women who wear the hijab.

c) Dhy Hijab Fashion Store

The definition of place in marketing refers to a location or space that is planned to provide comfort and accessibility for consumers to obtain products. Therefore, certain considerations must be taken to determine the location, the location must be strategic so that the product being marketed can be easily reached by consumers and is of course available on the market. When Dhy Hijab was founded, it implemented digital content on Facebook media in the form of catalogs and product marketing using BBM (Blackberry Messenger) since 2014. At first, Dhy Hijab did not have a shop and only sold products at home. However, in 2016 Dhy Hijab became known to many consumers and opened its first shop on Jl. Bali, Jombang. Dhy Hijab also moved from place to place until the last offline store was on Jl. Governor Suryo No.5A, Jombatan, Jombang. Another store branch is in Mojokerto. The sales system at the Dhy Hijab fashion store can be offline and online. If consumers want to see the product directly, they can see it directly in the shop, but they can also go through the linktree which is listed on the Instagram fashion store Dhy Hijab.

d) Promotion

Promotion is a form of communication used to inform, educate and convince potential consumers about certain products. The purpose of promotions is to attract attention, increase sales, and convince potential consumers about the value of the products offered. Dhy Hijab has implemented a promotional mix strategy to reach the target market effectively. Promotional activities carried out by Dhy Hijab include via social media Instagram by uploading Dhy Hijab products in feeds, instastories and reels on Instagram to attract the attention of the public. Apart from that, Dhy Hijab also uses endorsements from various celebrities such as Rachel Venny, Dwi

Handa, Aghnia Punjabi, and many more as a special attraction for Dhy Hijab. The existence of endorsements from popular celebrities and tailored to Dhy Hijab's target market is expected to influence consumer perceptions and interest in the products offered. Dhy Hijab also often carries out sales promotions by providing discounts and other special offers. This strategy was carried out by Dhy Hijab to encourage sales directly by providing incentives that can make consumers interested in Dhy Hijab products. Through a combination of the right communication mix, this is an effort made by Dhy Hijab to build brand awareness, attract the interest of potential consumers, the ultimate goal of which is to increase sales of Dhy Hijab products.

2. Dhy Hijab Fashion Store IMC (Integrated Marketing Communication) Marketing Mix via Instagram Media

a). Advertising

Kotler stated that "a promotion of ideas, products or services from a particular sponsor that requires compensation and presentation in non-personal form is called advertising." Dhy Hijab Fashion Store has implemented a strategy in introducing and promoting the products it sells. Dhy Hijab utilizes advertising via social media Instagram by using endorsements on several celebgrams. Dhy Hijab utilizes the power of endorsements by celebgrams as an advertising strategy to market their hijab products. Celebrity endorsements are said to be quite effective in reaching a wider target audience, especially the millennial generation and Gen Z who actively use social media, especially Instagram. Several celebgrams are endorsers of Dhy Hijab according to its marketing target, namely women wearing the hijab. Aghnia Punjabi as a celebrity who has millions of followers on Instagram, Aghnia often wears and promotes the hijab collection from Dhy Hijab by

uploading photos and videos on her Instagram story, Rachel Vennya, a popular Instagram celebrity, is also an endorser for Dhy Hijab. Rachel Vennya wears and promotes Dhy Hijab hijab products in video clips on Instagram stories and also reels on Instagram and Claraya is a popular Instagram celebrity in the Gen Z era. Dhy Hijab promotes its products through the endorser Claraya because one of its targets is Gen Z. This endorsement strategy provides several benefits for Dhy Hijab, such as increasing brand awareness among a large number of celebgram followers, building positive perceptions and product credibility through recommendations from trusted celebgrams, reaching a more specific target audience and in line with the preferences of celebgram followers as well as increasing sales potential through direct promotions to potential consumers.

b). Sales Promotion

Sales promotion in marketing communications refers to various short-term incentives and activities designed by a brand to encourage rapid sales of products or services. Dhy Hijab. One form of sales promotion that Dhy Hijab carries out is offering discounts and special offers on a regular basis. The strategy carried out by Dhy Hijab Dhy Hijab is by providing price discounts on their products ranging from hijabs, clothes, trousers and skirts. This discount can be in the form of a direct price cut, giving a discount coupon to the first buyer. The size of the discount offered by Dhy Hijab varies, from 10% to 50% depending on the type of product and promotional time. The goal is to increase the attractiveness of the product, encourage consumers to buy, and increase sales in the short term. Apart from discounts, Dhy Hijab also often holds special offers with time limits. This offer can be in the form of a product bundling package, where consumers can get products at special prices and can be in the form of a "buy one get one" offer where

consumers will get one free product with the purchase of certain products. The discounts and special offers offered by Dhy Hijab generally last for a limited period, taking advantage of certain moments such as the fasting month, holidays and New Year. With sales promotions like this, Dhy Hijab seeks to increase sales in the short term, the bonuses attract new consumers, and maintain the loyalty of their loyal customers. This strategy also helps Dhy Hijab to use up old product stock and open up space for new collections.

c). Public Relations and Publications

Public relations in marketing refers to a role that focuses on building a positive image of a product, brand, or company in the eyes of consumers. This involves a communications strategy designed to increase awareness, build reputation, and manage positive perceptions of the product. Public relations in a marketing context aims to maintain good relationships with customers, the media and other parties involved in the marketing process. Dhy Hijab realizes the importance of building and maintaining close relationships with their consumers. Dhy Hijab places communication and fast response as a priority in their Public Relations (PR) strategy. Several efforts have been made by Dhy Hijab.

1)Fast Response. Dhy Hijab is committed to responding to questions, complaints or input from consumers quickly through various communication elements such as DM on Instagram, comments column, or via WhatsApp. The Dhy Hijab team strives to provide replies in less than 24 hours to ensure that consumers don't get bored waiting for a reply.

2)Dhy Hijab Two-Way Communication. Not only conveying information in one direction, but also opening two-way communication channels with consumers. They actively interact through

the comments column on Instagram social media, responding to messages and questions from consumers.

3) There is Information Openness. Dhy Hijab practices openness in communication with consumers. They try to be informative by providing clear and transparent information regarding their products, promotions or policies. If problems or obstacles occur, they do not hesitate to admit and explain them to consumers.

By prioritizing good communication and fast responses, Dhy Hijab has succeeded in building close relationships with consumers. This not only increases customer satisfaction, but also helps build a positive reputation, brand loyalty at Dhy Hijab Fashion Store.

d). Personal Selling

Personal sales at Dhy Hijab occurred in the early days of Dhy Hijab, which was still a small business that did not yet have its own shop. Therefore, Dhy Hijab relied on personal sales or face-to-face sales as one of the main marketing strategies to sell their products, which at that time were only hijab products. Dhy Hijab's form of personal sales at that time was accepting orders via BBM, offering products to friends, family and the closest environment. Through a personal sales approach, Dhy Hijab can build closer relationships with potential consumers, provide more detailed product explanations, and obtain direct feedback. This helps brands to understand market needs and preferences better. As time goes by and the business grows, Dhy Hijab no longer does personal sales because Dhy Hijab focuses more on marketing its products using Instagram. Then opened a Dhy Hijab shop and expanded their distribution channels. However, personal selling

remains an important part of their marketing strategy at that time, especially to increase consumer loyalty and reach a wider market.

e) Direct Marketing

Dhy Hijab has two direct marketing strategies for its products, the first is using Instagram social media and the second is using the Dhy Hijab shop. Direct marketing via Instagram, Dhy Hijab uses Instagram as one of the main media for marketing directly to consumers. Dhy Hijab uses several Instagram features which are used to market products directly on Instagram, such as uploading stories, uploading feeds and reels on Instagram. Direct Marketing through stores, Dhy Hijab also carries out direct marketing to consumers who visit their stores directly. Several methods are used in direct marketing, such as providing product information, reminding about the latest products or discounts, and providing recommendations and suggestions to Dhy Hijab customers. By combining direct marketing via Instagram and stores, Dhy Hijab is able to reach consumers more widely, provide detailed product information, and encourage direct sales. This strategy allows Dhy Hijab to interact personally with consumers and build closer relationships with their customers.

f) Interactive Marketing

Dhy Hijab realizes the importance of utilizing social media, especially Instagram, in conducting interactive marketing with consumers. Instagram has become the main channel for them to interact directly with consumers and build engagement with brands. Several strategies are implemented by Dhy Hijab as a form of interactive marketing.

1). There is interactive content. Dhy Hijab actively creates interactive content on Instagram such as quizzes, polls, question and answer sessions, etc. This allows them to get direct feedback from consumers, answer questions, and build emotional engagement with their audience.

2) Collaborate with influencers or celebrities. Dhy Hijab collaborates with hijab influencers on Instagram to promote Dhy Hijab products. These influencers not only upload endorsement photos, but also involve their audience in interactions such as quizzes, giveaways, or question and answer sessions related to Dhy Hijab products.

With an interactive marketing strategy on Instagram, Dhy Hijab can build deeper engagement with consumers, increase awareness, and encourage product sales. This two-way interaction also helps Dhy Hijab gain insight into consumer preferences and needs.

g) Word of Mouth Marketing

Dhy Hijab certainly understands the power of Word of Mouth (WOM) in building brand awareness and credibility in today's digital era. Dhy Hijab uses Instagram as the main platform to encourage positive WOM marketing about their products. Word of mouth marketing is of course carried out by consumers towards potential Dhy Hijab consumers. Word of mouth marketing is very important for sales of Dhy Hijab products because consumers who have visited the shop and bought Dhy Hijab products definitely have an assessment of Dhy Hijab products that can be shared with other potential consumers.

One thing that can encourage WOM that benefits Dhy Hijab, such as interacting with consumers on Instagram, responding to comments, questions, and providing good customer

service will build positive relationships between consumers and brands. By utilizing the WOM strategy on Instagram, Dhy Hijab can build brand trust and credibility through recommendations from other consumers which are considered more authentic and persuasive than conventional advertising. WOM also helps increase brand awareness and reach a wider audience.

h) Events

Dhy Hijab utilizes Instagram media not only to market its products regularly, but also holds special events aimed at increasing engagement with consumers to encourage sales of its products. Some of the events held by Dhy Hijab are as follows.

1). **Holiday Promo Events** Approaching big holidays such as Eid al-Fitr or Eid al-Adha, Dhy Hijab always holds special promo events on its Instagram page. Dhy Hijab offers big discounts, product bundling packages, or other special offers to consumers. This event is usually accompanied by a marketing campaign on Instagram, such as uploading interesting feeds and stories, or with the best consumer comments on Instagram.

2). **New Year's Event** Dhy Hijab also took advantage of the New Year's turn to hold a promotional event on Instagram. Dhy Hijab presents a special new year edition hijab collection, as well as offering attractive offers such as free shipping or product bundling at special prices.

3). **Dhy Hijab New Store Launching Event.** The main goal is to introduce the new shop to the audience and attract the attention of potential consumers. This launch is also a moment to strengthen Dhy Hijab's branding in new locations. Dhy Hijab also held a soft opening of a new shop by offering special discounts or attractive offers for the first hundreds of visitors who came.

Events like this not only function as a means of promotion and sales, but can also help Dhy Hijab to build consumer loyalty, increase brand awareness, and create interesting and memorable experiences for Dhy Hijab's audience on Instagram.

3. Instagram feature as a marketing medium for Dhy Hijab products

Figure 1. Linktree Product Purchase

Source: Instagram Dhy Hijab

Dhy Hijab optimizes links on business accounts by linking Linktree. Linktree can create a link that directs the audience to the product ordering page. This method is considered effective because it makes it very easy for consumers to make purchases online and access links is also fast. By utilizing this linktree, Dhy Hijab can increase the sales conversion of its products and provide a faster and better shopping experience to Dhy Hijab consumers. Instagram has various features that can be used as an effective product marketing medium. Dhy Hijab utilizes various Instagram features as a marketing medium for its products as follows.

a). Instagram stories

Instagram stories are one of the effective features that Dhy Hijab uses to market its products. Dhy Hijab uses Instagram stories to promote products by providing special offers, discounts, product launches. Dhy Hijab's Instagram story can display its products visually in an interesting way, such as making a slideshow from various angles being promoted. Dhy Hijab also

displays product use in a real context where the product will be used by a talent who can show product details uploaded to Instagram stories. The creativity and consistency carried out by Dhy Hijab through Instagram stories is a very powerful tool as a marketing medium because it can increase product brand awareness, engagement of Instagram followers and sales of Dhy Hijab products.

b) Upload Instagram feeds and reels

Instagram feeds are also a main aspect in marketing Dhy Hijab products because they can display photos or videos permanently on Dhy Hijab's Instagram profile and become feeds for the public. Dhy Hijab utilizes feeds by uploading high quality product photos, appropriate backgrounds, and the right photo composition to make the public interested in Dhy Hijab products. Before uploading a product, Dhy Hijab will create a description in the caption section containing detailed information on the product being promoted. Furthermore, Instagram Reels also has quite strong effectiveness in marketing products. Dhy Hijab takes advantage of this to promote its products by uploading interesting videos with various themes. Such as tutorial videos, POV videos, and product promotional videos. Reels are considered effective because they can reach more views, up to millions, on Dhy Hijab's Instagram account.

c) Highlights

Instagram Highlights is an Instagram feature that allows Dhy Hijab to save, group and display stories with a fixed display in the Instagram profile section. Highlights is an effective place to market products because it allows followers or other users to access or view products on Dhy Hijab. Dhy Hijab creates highlights that are appropriate to its product category and also contains

special offers or discounts that Dhy Hijab consumers can find out about. Using Instagram highlights effectively, Dhy Hijab can build a strong brand narrative, inform users or potential consumers when they want to make a purchase, and increase awareness and interest in Dhy Hijab products.

CONCLUSION

Based on research conducted by researchers, Dhy Hijab optimizes the use of Instagram as one of the main media in implementing its product marketing communication strategy. In marketing hijab fashion products, Dhy Hijab applies various elements in the Integrated Marketing Communications (IMC) mix via Instagram. First, Dhy Hijab utilizes paid advertising on Instagram through endorsements with influencers or popular celebrities to build brand credibility. Second, Dhy Hijab actively carries out sales promotions on Instagram by sharing discounts and special offers to encourage direct sales. Third, in building good public relations, Dhy Hijab carries out two-way communication on Instagram, by responding quickly and responsively to consumer comments and questions. Fourth, Dhy Hijab also utilizes personal selling by inviting consumers to interact directly through live chat, questions and answers and product recommendations on Instagram. Fifth, Dhy Hijab uses Instagram as a direct marketing tool by utilizing feed, reels and story upload features to promote products personally to consumers. Sixth, Dhy Hijab carries out interactive marketing by inviting audiences to participate in content such as quizzes, polls and photo upload campaigns using certain hashtags. Furthermore, there is WOM marketing where Dhy Hijab uses Instagram as the main platform to encourage positive WOM marketing about its

products. Lastly, Dhy Hijab holds special events such as product launches, holiday promos which are announced and promoted via Instagram to increase consumer engagement.

By combining all elements of the IMC mix on Instagram, Dhy Hijab succeeded in building brand awareness, reaching a wider audience, increasing sales, and building strong relationships and loyalty with their consumers. The use of Instagram as a marketing communication medium has gone well in supporting Dhy Hijab's success as a fashion store that is known to many people. For future researchers, it is hoped that there will be research related to other media, such as tik tok media, twitter, or live events.

;k

REFERENCE

- Afifah, M. (2021). The role of the @kebunrefugiamagetan Instagram account as a promotional medium in increasing visitor interest in the Refugia Magetan Garden tourism. *Etheses.Iainponorogo.Ac.Id*, 5–24. <http://etheses.iainponorogo.ac.id/id/eprint/13721>
- Annur, C. M. (2023). The 4th largest number of Indonesian Instagram users in the world. *Databooks*. <https://databoks.katadata.co.id/datapublish/2023/05/04/besar-user-Instagram-indonesia-terbesar-ke-4-di-dunia>
- Dewi, S. A. R. (2017). The Influence of Price, Product Quality, Lifestyle, Social Media Promotion on Consumer Decisions to Buy Denay Brand Muslim Clothing in Muntilan District, Magelang Regency. April, 1–17. <https://dspace.uii.ac.id/handle/123456789/35874%0A>

https://dspace.uui.ac.id/bitstream/handle/123456789/35874/17423099_Salsawa_Anisa_Rian_Dewi.pdf?sequence=1

Effendi, E., Dewi, P. K., Nabila, F., & Natasya. (2023). Magic Bullet Theory. *Journal of Education and Counseling*, 5(2), 5216–5221.

Febriani, A., & Irman, I. (2022). Informative Communication Process Between Lecturers and Students During the Covid-19 Pandemic, Ushuludin Faculty of Adab and Da'wah. *KINEMA: Journal of Communication and Broadcasting*, 1(1), 17. <https://doi.org/10.31958/kinema.v1i1.5820>

Firmansyah, M. A. (2020). *Marketing Communications*.

Hariyanto, D. (2021). *Introduction to Communication Science Book*. UMSIDA PRESS.

HD Wijayanto. (2019). The Role of Social Services in Empowering Street Children in Magetan Regency. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.

Iradat, D. (2024). APJII Survey: Indonesian Internet Users Reach 221 Million People. CNN Indonesia. <https://www.cnnindonesia.com/technology/20240131152906-213-1056781/survei-apjii-user-internet-indonesia-tembus-221-juta-orang#:~:text=Jakarta%2C> CNN Indonesia --, Wednesday (31%2F1).

Jundawijaya, A., & Sudjatno, A. (2017). the Role of Advertising Value on the Influence of Entertainment, Informativeness, Irritation, and Customization To the Brand Awareness for

Axis Starter Pack (Case Study in Students of Feb Brawijaya University Who Have Watched Axis Advertisement on Youtube.

Kastori, R. (2023). Understanding Roles According to Experts. Kompas.Com. <https://amp.kompas.com/skola/read/2023/06/07/120000669/pengertian-peran-menurut-ahli>

Mufiddah, A. (2019). USE OF INSTAGRAM AS A MARKETING COMMUNICATION MEDIA (Case Study of Online Shop Owner By_kk). *Journal*, 53(9), 1689–1699. http://etheses.iainponorogo.ac.id/8539/1/ilovepdf_merged.pdf

Mulyana, A. D. (2020). Instagram as a Da'wah Media Semiotic Analysis of the Content of Da'wah Messages on the @Harakah Islamiyah Account for the Period of December 2019. *Journal Information*, 2(30), 1–24.

Nissa, K. F., Sukayawati, F., & Willy Indriana, M. (2022). The Influence of Instagram on the Lifestyle of Students at the Faculty of Communication Sciences, Islamic Nusantara University. *Kampret*, 1(3), 50–54. www.plus62.isha.or.id/index.php/kampret

Puspitarini, D. S., & Nuraeni, R. (2019). Utilization of Social Media as Promotional Media. *Common Journal*, 3(1), 71–80. <https://doi.org/10.34010/common.v3i1.1950>

Rahim SM, U. A., & Chandra, M. (2020). Educative Communication Messages in Educating Children (Perspective Review of Islamic Communication). *Jurnal Komunika Islamika: Journal of Communication Science and Islamic Studies*, 7(1), 186. <https://doi.org/10.37064/jki.v7i1.7908>

Rahmawati, D. (2016). Selection and Use of Instagram as an Online Marketing Communication Media (Qualitative Descriptive Study of the Instagram Account @FreezyBrowniezz). Sunan Kalijaga State Islamic University Yogyakarta, 1, 6.

Rizky, N., & Setiawati, S. D. (2020). Using Haloa Cafe's Instagram Social Media as Online Marketing Communication. *Journal of Communication Studies*, 10(2), 177–190.
<https://doi.org/10.15642/jik.2020.10.2.177-190>

Safitri, K., & Ika, Aprilia. (2023). Check out "Online" Shopping Trends in "E-commerce" After the Covid-19 Pandemic. Kompas.Com.
<https://money.kompas.com/read/2023/07/14/060000926/-simak-tren-kerja-online-di-e-commerce-usai-pandemi-covid-19?page=all>

Salafudin, M. (2019). Utilization of Instagram Social Media as a Promotional Means at Widya Pustaka Reading Park, Pemalang Regency. Syarif Hidayatullah State Islamic University, 141.
<https://repository.uinjkt.ac.id/dspace/bitstream/123456789/50376/1/SP19060.pdf>

Sarastuti, D. (2017). Online Marketing Communication Strategy for Queenova Muslim Clothing Products. *Journal of Vision Communication*, 16(01), 71–90. www.queenova.com,

Sholihah, A. (2018). Use of Instagram as a Promotional Media (Qualitative Descriptive Study of Thai Pikameame Tea Products in Yogyakarta. *New England Journal of Medicine*, 372(2), 2499–2508.
<http://www.ncbi.nlm.nih.gov/pubmed/7556065%0Ahttp://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=PMC394507%0Ahttp://d>

x.doi.org/10.1016/j.humpath.2017.05.005%0Ahttps://doi.org/10.1007/s00401-018-1825-z%0Ahttp://www.ncbi.nlm.nih.gov/pubmed/27157931

Sya'roni, M. (2019). Implementation of Promotion via Instagram at R. ID Clothing Wholesalers Viewed from Sharia Marketing. 4(1), 1–23.

Untari, D., & Fajariana, D. E. (2018). Marketing Strategy Through Instagram Social Media (Descriptive Study of the @Subur_Batik Account). *Journal of Contemporary Asia*, 30(3), 308–321. <https://doi.org/10.1080/00472330080000221>