

Instagram As Buttonscarves Marketing Communication Media In Building Brand Image

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Abstract

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The trend of veil or hijab industry has been growth rapidly in Indonesia as majority of population are Muslims. In the past few years, numerous numbers of local brand entered the hijab market with uniqueness and creativity that offered variety of styles, patterns and colors to satisfy the customers. As the competition became rigid, some of brands utilized social media platform such as instagram to introduce the brand, to promote the products and to build certain image that represent the brands. Buttonscarves was one of local hijab brand that actively using instagram as a marketing communication media which able to deliver the dimensions of brand image such as brand identity, brand personality, brand association, brand attitude and brand competence. By implementing variety of marketing communication tools *via* instagram, Buttonscarves has able to shape their brand image which known as premium quality and lifestyle icon for hijab. The research aims to understand how to use Instagram as marketing communication media in building the brand image of Buttonscarves. The research used qualitative method with case study approach by collecting data through in-depth-interviews, observations, and documentation. The findings showed that how Buttonscarves implements various marketing communication tools by utilizing features of instagram to build the 5 brand image dimensions.

Keywords: Marketing Communication, Instagram, Brand Image, Hijab

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INTRODUCTION

Hijab industry has boomed for the past few years in Indonesia as more brands entered the Muslim fashion market. Development of this industry has emerged due to several reasons such as majority of population are Muslims, hijab as a fashion trend, variety of hijab led to consumptive behavior and hijab as part of lifestyles that identified the social class (Mahmud *et al.*, 2020). Muslim fashion has contributed to the Indonesian economic which stated in the report that the consumption on Muslim fashion product such as hijab, clothes and others was approximated US\$ 20 billions and involved 656 micro enterprises (MEs) across the country in 2019 (Direktorat Jenderal Industri Kecil Menengah dan Aneka, 2019). The opportunity of hijab market has driven some local brands to compete with their creativity in satisfying the demands by developing fashionable products with variety of styles, colors and patterns. The market has become phenomenal brands have to come up with competitive strategies, especially marketing communications in order to build momentum and to survive (Fitria *et al.*, 2019).

Marketing communications is a process that an organization used media to inform, engage, remind and persuade its audiences to purchase the products and perceive the value of brands (Fill, 2009; Kotler & Keller, 2012). By implementing marketing communications brands would be able to differentiate, reinforce, inform its uniqueness as well as persuade the customers to purchase the products. There 5 main tools of marketing communications that used by many companies, which are advertising, sales promotion, personal selling, public relations, and direct marketing (Fill, 2009). As the market become rigid Hijab brands used variety marketing communication tools such as point-of-display (POS), pop-up stores, e-commerces, social media platforms etc. not only to promote their products but also build the brand image that would lead to customer's loyalty (Sojali *et al.*, 2021).

Some of local hijab brands actively used social media platforms to promote the products as well as to build the brand image as Indonesia is one of the countries that top ranked in numbers of social media users. Based on Figure 1 below, in 2019 150 million or 56% of Indonesia population are active social media users.



Figure 1. Indonesian Social Media Users in 2019 (We are Social, 2019)

Instagram is one of social media platforms that common being used by Indonesian hijab brands as marketing communication media to promote their product, to engage with the customers and to build positive brand image. Instagram is an application that allowed the users to post photos or videos through its features such as post, story, reel, shop, tag and lives videos (Kurniawan, 2017). As numerous numbers of Instagram users in Indonesia have given opportunity for hijab brands to utilize its features not only for selling purpose but also for branding purpose.

Brand image is very valuable for companies as it represents the extrinsic properties of product or services provided in order to satisfy customer psychological and social needs (Kotler & Keller, 2012). Brand image able to influence the preferences and decisions of customer towards certain brand that they aware of in terms of knowledge, perception and situation. Brands that succeed

to maintain their image would be able to retain customers to repurchase and loyal towards their products or services (Tjokroaminoto & Kunto, 2014). Brand needs to consider every element or dimensions that could shape its image so the customers would perceive certain image that represent its core value. There are 5 dimensions of brand image such as brand identity, brand personality, brand association, brand attitude as well as brand competence that would distinguish the uniqueness of brand (Kotler & Keller, 2012).

Buttonsscarves was one of the local hijab brands that utilizing Instagram as marketing communications media to build brand image. Variety of designs that inspired by natures and beauty of several countries became the uniqueness of this brand which are attracting many customers to buy the products. By utilizing the features of Instagram as marketing communications media, this brand was able to deliver the core of value which is quality over the price.

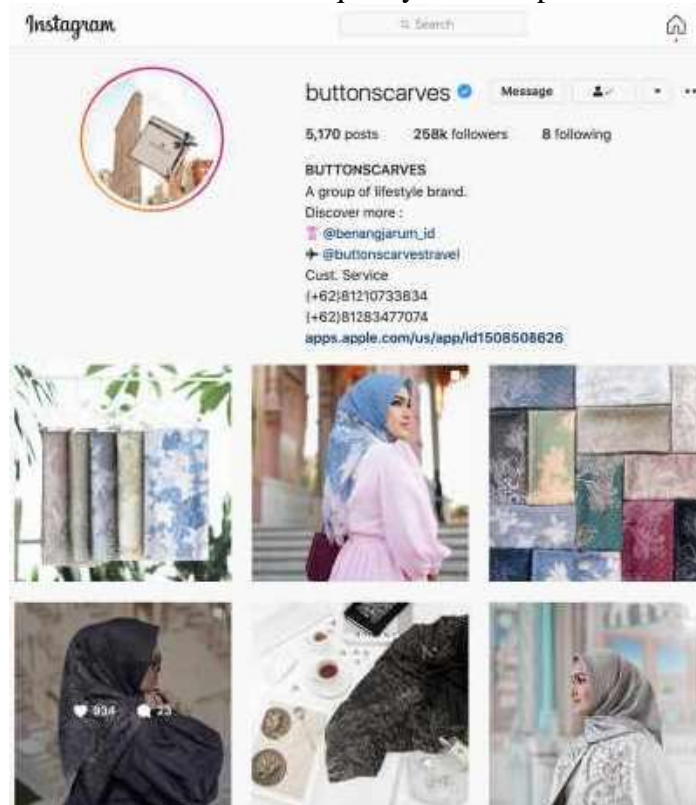


Figure 2. Buttonsscarves Instagram Profile

As shown in the figure 2 above, the exclusivity of buttonsscarves as premium quality and lifestyle icon for hijab have embedded through the design, the contents of photos or videos that being posted in Instagram features. Buttonsscarves has regularly utilized Instagram features such as post, story, reel, shop, tag and lives videos as its marketing communication strategy that enable to promote their product as well as to build brand image. As seen in Instagram profile, the brand has used several marketing communications tools such as advertising, direct marketing, personal selling, sales promotion and public relations in the promotion campaign program. Based on that background, this study aims to understand the process of marketing communications using Instagram to build the Buttonsscarves brand

image. With its features, the research could analyze how the company used marketing communication mix that posted in Instagram to reach both potential and existing customers and shaping the brand image that Buttonscarves would like to deliver.

METHOD

In order to reach the aims of this study, the research used the qualitative method with case study approach. Qualitative is a research method that described and interpreted the phenomena based on the natural setting which verified by the resources and behavior observation who related to the object (Moleong, 2007; Ardianto, 2014). Case study is one of approach in the research that study a case that describe the details, intensive and comprehensive for certain fact (Ardianto, 2014). By collecting data through in-depth-interviews, non-participant observations, and literature reviews, the research able to display the details of case study how Buttonscarves utilized Instagram as marketing communications media in building brand image.

Data collection was obtained by conducting in-depth-interviews to several informants that matched the characteristics in terms of knowledge or participations related to the object. This research also uses literature reviews as comparison for the findings, concepts, and theories along with some documentaries related to Buttonscarves as data support for analyzing process. This research used sources triangulation to verify the data credibility that collected from different informants and methods conducted.

RESULTS AND DISCUSSION

Buttonscarves as one of well-known local hijab brand has been actively using Instagram as marketing communications media to introduce the newest products, to promote the products, to engage with the customers as well as to build brand image of premium quality and lifestyle icon. Lifestyle brand is not only hijab products but others such as bag, brooch, scrunchie, accessories etc. that related to fashion. The findings in this research stated that Buttonscarves utilized both new media and traditional media to deliver message from marketing communications mix, which shown in the table 1 below.

Marketing Communication Tools	Online	Offline
Advertising	<ul style="list-style-type: none"> ● Google Ads ● Facebook Ads ● Instagram Ads ● YouTube Ads 	<ul style="list-style-type: none"> ● Billboard
Sales Promotion	<ul style="list-style-type: none"> ● Online Best Deals ● E-commerces ● Live sales ● BS Apps 	<ul style="list-style-type: none"> ● Bundling Package ● Opening stores Deals ● Discount

Direct Marketing	<ul style="list-style-type: none"> • Whatsapp • Direct Message Instagram • E-mail 	<ul style="list-style-type: none"> • Buttonsscarves Flagship Stores • Department Stores
Public Relations	<ul style="list-style-type: none"> • Press Release • CSR • BSTalks 	<ul style="list-style-type: none"> • Jakarta Fashion Week
Personal Selling	<ul style="list-style-type: none"> • Sales Asisten (via Whatsapp) 	<ul style="list-style-type: none"> • Sales Asisten (Flagship Stores)

Table 1. Buttonsscarves Marketing Communications Tools

As shown in table 1, the brand more active utilized online marketing campaign compare to the offline marketing campaign. The finding also stated Instagram has main role not only to boost the sales but also engage with customers which contributed towards the process of building brand image. The brand has scheduled the timing, the content and the communication strategy that enable them to engage with both potential and existing customers. Buttonsscarves also adopt the marketing communications strategies from some international brands that used Instagram as references and developed contents that unique and attract audiences towards brand. By utilizing the features of Instagram such as post, story, reel, shop, tag and lives videos able to deliver updated information about the product, promotions, or talk show.

By using digital advertising in some social media platforms such as Instagram, facebook, website, YouTube dan Google, Buttonsscarves able to integrated the brand identity and brand personality dimensions into the content. Brand identity is physical identity such as logo, brand name, tagline, packaging that represent the brand (Kotler & Keller, 2012). On the other hand, brand personality means the competitive uniqueness of brand that adds brand values so competitors would likely not able to imitate (Kotler & Keller, 2012). Another reason why the brand actively using digital advertising is the business was starting from online based that reach customers across Indonesia.

Buttonsscarves also used online sales promotion to introduce the newest product or to offers bundling few items into one package to boost the sales volume. For example, during Eid al Fitr Festive the brand offers bundling package that consist of headscarves and prayer robe which posted *via* Instagram. It also utilized the live video for introducing the newest or collaboration product which shown in figure 3 below.



Figure 3. Buttonsscarves Used Instagram Live as Sales Promotion Tool

The sales promotion that being used by this brand is more likely to introduce and to gain customer attention towards the latest product which showed the exclusivity quality of product rather than offers price cuts. This marketing communication tool display how Buttonsscarves embedded brand association, brand attitude and brand competence dimensions into the content. Brand association, brand attitude and brand competence are the dimensions of brand image that display the uniqueness, competitive advantage, value of products or services that attached in the customers memories and led to brand recall for upcoming purchase in the future (Kotler & Keller, 2012).

Other marketing tools that embedded into Instagram features is personal selling and direct marketing. Direct message feature in Instagram allowed the brand to engage with both potential and existing customers about the product and the brand itself. Besides that, the brand used the features to inform the details related to brand which need to be known by the public. With the instastory feature, Buttonsscarves was also able to inform the contact person as well as the location of flagship stores in different city and foreign country which shown in figure 4 below so the customers could see and touch the product physical before decide to purchase the product.



Figure 4. Buttonscarves Used Instagram Stories as Direct Marketing Tool

Buttonscarves utilized Instagram as public relations media which inform the public about the activity such as Jakarta Fashion Week, CSR program during covid-19 pandemic, BSTalks, and press release. These public relations activities used to build relationship with customers as well as brand image. By using story, IGTV and live video the brand able to communicate to the public for branding purpose which shown in figure 5 below.





Figure 4. Buttonsscarves Used Instagram Stories & IGTV as Public Relations Tool

Instagram features that being utilized to implement marketing communication mix by Buttonsscarves has contributed for building its brand image of premium quality and lifestyle brand. By adopting international brand strategy in using Instagram and creating Instagram contents that creative able to build brand image that enhance the brand identity, brand personality, brand association, brand attitude and brand competence.

CONCLUSION

The utilization of Instagram as marketing communication media that being implemented by Buttonsscarve enable the company to build brand image of premium quality and lifestyle brand. There are several features that being used such as post, story, reel, shop, tag and lives videos as Buttonsscarve marketing communication strategy that allowed product promotion along with customer engagement. The brand able to gain brand equity that included brand awareness, brand quality, brand association and brand loyalty in the emerging market.

Buttonsscarved showed that by integrating variety marketing communications tools with social media platforms especially Instagram has enabled them to build certain brand image that fitted to the brand core values such as vision and mission. This research also showed how creativity play role in delivering the

contents of marketing communication *via* Instagram that focus on branding process rather than selling products which could lead to sustainable business in the future.

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