

Brand Value Propositions Campaigns Through Social Media Instagram

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ABSTRACT

Social media campaigns activities are increasingly carried out by company along with the increase in internet users in Indonesia. Through social media, company are able to create relations, reputations, and relevance with targeted market. The purpose of this study is to examine how social media campaigns is implemented in promoting Hijrah as brand value of Muslim Fashion product. This study used qualitative with case study method to elaborate four stages of a social media campaign: listening, strategic design, implementation and monitoring, and evaluation. Data collecting through observation, documentation and in-depth interviews with owners and employees of companies that are the object of research. The results showed that the company focused on the use of Instagram as a medium to communicate Hijrah as brand value propositions in social media campaigns activities. Besides, the rise of Instagram users and its user friendly, company believe that Instagram offers a form of more interactive communication through various feature that is not offered by other social media. Finding suggest, company should consider others social media application to be valuable asset to social media campaigns strategy.

Keywords; Social Media; Brand Value; Campaign; Hijrah; Instagram

1. INTRODUCTION

The rise of internet users in Indonesia has made social media become very popular. In 2019, internet penetration in Indonesia has rose to 17% or become 25.3 millions of internet users. Indonesia become the third largest after China and India with whole percentage of internet penetration reach 64% or 173 millions of internet users (Social, 2019).

The existence of social media and chat platform has transformed how information is generated and shared. People like to connect with their relatives, friends, or specialist groups through the internet (Risanti, et al., 2020). The use of social media as channel for a company to do campaign. Along with the communications technology development, promotion activities not only through traditional media but also have to utilize social media (Aprinta, 2014). Social media campaigns activities are the optimization of social media as communication channel to develop one to one relations interaction simultaneously and interactively with targeted market. Company are able to create Relations; interactions with targeted audiences to develop relationship and company image , Reputations; as the most important asset should be continuously develop and Relevance; an attempt to create relevance activities with targeted market (Onggo, 2004).

Elmika Hijrah is one of the company that implementing social media campaign as their marketing strategy. Term of Hijrah has become more popular since many public figures especially celebrity using that term and showed in their social media. They become more

religious by wearing Muslimah Fashion and start to form recitation community (Addini, 2019). Nowadays, Hijrah has become a trend and Muslim lifestyle that implemented in almost every aspect of life. Hijrah has become new way of life. The phenomenon of Hijrah is not only limited to spiritual change but also in everyday of lifestyle economics (Lyansari, 2018). For particular, they shifted from using conventional banking services to Syariah banking. The most visible can be seen in their fashion style. Known as Syar'I, Muslimah (female) cover their head with longer hijab and niqab, meanwhile for Muslim (male) usually wearing trousers above the ankles.

The term Hijrah can be described as leaving what is hated by Allah SWT to what is loved, that is leaving disobedience to obedience, from this we got lesson that moving with wholeheartedly requires us to have awareness and knowledge about it (Ihsan, Ummu dan Ihsan, 2019). The aim of Hijrah is to develop their understanding of Islamic studies that is form of an attempt to be a better person by doing good deeds, shifted from haram to halal.

However, along with its popularity carried by public figure in their social media, the meaning of Hijrah especially in fashion nowadays has shifted into merely a trend. Hijrah movement is not only Da'wah movement in conveying Islam values but also has developed to be new social trend movement (Fajriani, 2019). Commercialization of Hijrah has increased, many products that address to Muslim market use that term in order to give perceived value that their products is suitable with their Islamic way of life. In fact, not all product using Hijrah term in their brand truly understands what the real meaning of Hijrah.

Seized the opportunities and based on own experiences in Hijrah journey, Elmika Hijrah Brand established. At first of her journey, the owner found difficulties in searching for Syar'I Fashion that is consistent with Syariah criteria and comfortable to wear. The brand Elmika Hijrah become popular along with the increase number of Muslimah that start to wear Syar'I Fashion. Elmika start to put term Hijrah in their brand as identity. Elmika Hijrah is not only brings the concept of Hijrah in their fashion products but also Hijrah as brand value propositions. Creating and delivering value propositions are critical issues that company should carefully consider in their marketing strategies (Hassan, 2012).

In high level of competition and rapid changes in the market and technology make it more difficult for company to sustain momentum without focusing on deliver the value that customers require (Bititci, et al., 2004). Value propositions introduced a principle of customer value, with customer insights driving the company's marketing activities that can linked the success of firms in the marketplace (Hassan, 2012). The value proposition is a written statement focusing all the organization's market activities onto customer critical elements that create a significant differential within the customer's decision process to prefer and/or purchase the organization's offering over a competitor's (Anderson, et al., 2006).

Elmika Hijrah states that Hijrah can start from the way they changed their appearance by wearing clothes according to Islamic values as stated in Al Qur'an. The brand has mission to return the real meaning of Hijrah. To fulfill that mission, Elmika Hijrah develop campaign activities. To support Hijrah campaign activities, the company use social media in this case is Instagram as their communication channel. Communicating brand in social media is defined as any piece of brand-related communication which distributed through social media so that internet users are able to access, share, engage with, add to and create (Voorveld, 2019).

Instagram is one of the most popular social media, an application to share photo, video, and text in caption that can be utilized in campaign activities that can attract potential and current consumer (Susanto, et al., 2019). Instagram is one of the social media that currently high in demand in Indonesia. This social media is more focused with photos and videos that are short in duration compared to other social media that focuses on tweets, words or status so

Instagram is easier to use and enjoy. In additions, this social media is often used by individuals and institutions or companies to show their activities to public (Kusuma, 2018). According to Kim on Social Media Campaigns: Strategies for Public Relations and Marketing states that there are four stages of social media campaigns that is start from listening stage, developing strategic plan, implementation, monitoring, and evaluation. Based on the background description above, this research formulated into a main question, “How social media campaigns activities implemented in communicating brand value propositions?” The formulation of the problem is further examine into the four stages of social media campaigns activities. The purpose of this study is to examine how social media campaigns is implemented in promoting Hijrah as value propositions of Muslim Fashion brand.

2. METHOD

In order to examine in how Syar’I Muslimah Fashion company campaigning Hijrah as brand value propositions by implementing social media campaigns strategy in Instagram, author refer to Creswell to answer the question ‘how’ and ‘why’, case study method can be applied to acquire holistic understanding on reality. According to (Yin, 2012), the case study method is particularly useful while researching organisational, social, and management-related issues. As one of the qualitative approach, case study aims at discovering perspectives and building a common understanding upon them. Basically, the questions ‘how’ and ‘why’ are directed to the use of strategy, histories and experiment. In case study, various source of information is used to understand the case, therefore, data collection technic is done through depth interview, observation and literature study (Cresswell, 2007). Case study method in this research is applied to examine the campaign of Hijrah values that implemented as cyber Public Relations activities through social media Instagram. Regarding to the shifted Hijrah values meaning along with the increase of its popularity that brought by some public figures, this study examines in how the brand intensively designing the message by using social media Instagram as the channel of communications to their consumers. In this research, applied exploratory case study which is case research to acquire early information on social research that is doing. Using single case method because there is only one case that examine deeply.

Data collecting technique through observation, literature study, depth structured interview with main informant where the subject is the owner and the employees who carefully planned the strategy.

Table 1. Main Informant

No.	Name	Position
1	Eva	Owner Elmika Hijrah
2	Winny	Customer Service Elmika Hijrah
3	Dinda	Designer Grafis Elmika Hijrah

The data validity test carried out by triangulation and reference adequacy. In t.his study, there are three components of data analysis, namely data reduction, data presentation, and conclusion drawing. The three stages of data analysis are flexible stages, carried out simultaneously and continuously, and interconnected during the data collection process in the field so they can call an interactive model(Cresswell, 2007).

3. RESULTS AND DISCUSSIONS

Developing campaign program always related to company background. Since 2013, Elmika Hijrah was established and used as a brand under company name PT. Elmika Moda Mulia. Elmika is taken from owners' daughter name meanwhile Hijrah comes from their own experience in Hijrah journey process. Besides, for Elmika Hijrah, through their products they can do Da'wah, deliver Hijrah values messages that can start from changing their appearance that is proper with Syariah. Its main product is Syar'I Muslimah fashion that form in long dress (gamis), long hijab (khimar). There is also another complement product such as socks, gloves, sajada, and clothing for kids. Hijrah phenomenon also give impact to the increase of products sales that targeted middle up Muslim market with age range above 30 years old. The characteristics of its product is known as breastfeeding friendly, wudhu friendly, traveling friendly, easy to iron, and the most important it has two pockets with zipper on its left and right sides. However along with the rise popularity of Hijrah, there is shifted meaning of Hijrah itself that is limited to the way they change their fashion style. Elmika Hijrah as a pioneer attempts to brought Hijrah to its real meaning by conducting social media campaigns. Social media are becoming ubiquitous and because of their social networks structure and egalitarian nature, it fundamentally different from any traditional or other online media and need to be managed to meet the organizations goals (Peters, et al.,2013). In developing social media campaigns, there are four stages to be examine.

The first stages of the campaign activities is listening. In this stage, focuses on two aspects that is foundational background research and listening to social landscape. Foundational background research is grounded in thorough understanding of the organization, its structure, culture, policies, and ways of communicating. Meanwhile social landscape listening seeks to identify brand-relevant with its targeted market (Kim, 2017). At this stage, Elmika Hijrah has set vision and mission to implement Hijrah in every aspect of their life include in running the business. The organizations implement clan culture that is every employees have sense of togetherness. The leader consider as mentor. Their main goals is to fulfil customers' needs and community concern. Company structure consist of owner, production team, designer team, customer service, graphic design, and distributor as intermediary of its products. Currently, there are 33 distributor that spread in almost every province in Indonesia.

To keep relevant with their targeted market, Elmika Hijrah conducted consumer research every quartal to gain information about what customer needs and wants in their products. Based on research data, Elmika is able to decide which products to produce more and vice versa. In addition, Elmika is able to keep update with current issues, for particular in pandemic situation, Elmika launch travel sajada fulfil customer needs in doing shalat with safety measure.

For the second stage is developing strategic plan from identifying goals, defining the audience, key messages to building budget and the most important is to build consistent online social profile and developing a social media voice and content plan (Kim, 2017). At this stage, Elmika Hijrah has mission to deliver the real meaning of Hijrah values to their targeted market that is demographically defining; Women, above 30 years old, upper middle class, live in big cities. Meanwhile psychographic defining; religious, quality oriented, seek for comfortability, active and technology savvy.

Instagram is chosen as medium to deliver Hijrah values as the key messages. Its various feature and user friendly that make Instagram way more interesting than other social media. Instagram has camera feature that allows Instagram user to capture the image not only taken from the phone storage in the gallery or other photo file on mobile phone. Feature editor that allows users to edit photo with various filters that can make photos or video uploaded look more attractive. Tag and hashtag feature is like social networks that generally have a function to create high visibility of content uploaded and mark friends or group photos into one classification. Caption feature is like description of content uploaded. This feature can be used to deliver more information about the content uploaded. Integration feature allows users to share photos or videos to other social media such as Facebook, Twitter, and Tik Tok. If this tool is activated by users, then will automatically share its content to the connected social network. Instastory which takes the Snapchat format to upload content with a maximum duration of 10 seconds and make content uploaded to be highlight that appear at the top of Instagram. Explore is a feature that displays the content seen by users' followers. Instagram TV is the feature that allows user to upload longer video duration. The latest is feature Live Instagram that can be used for user to interact with their followers in real time. This various and multi-function of Instagram allows company to communicate more effectively with their target audience. Having broad segment also make Instagram to be considered so that company can reach more potential customers.

Instagram account of Elmika Hijrah has run for seven years and it is professionally handled by one of employee to manage it. Currently, Elmika Hijrah has more than 46 thousand followers with more than six thousand posts. Elmika Hijrah use Instastory to give highlight to update information especially about new products.

Message is one of the most important elements in campaign activities. Message deliver in tagline "Cantik tersembunyi, nyaman dalam taat" means the hidden beauty, comfortness in observance. It is suggested for Muslimah to show their beauty merely to their husband that along with Hijrah values.



Figure 1. Elmika Hijrah Instagram Account
Source: @elmikahijrah

Consistency of message is a key to make public aware and give correct perception of the products. As can be seen in the figure 2, Elmika Hijrah is consistent to deliver Hijrah values by focusing to not showing faces in every content uploaded. It is become their identity and characteristic of Elmika Hijrah every time they post content. In each picture or video that is posted on Instagram, avoid music sound and fashion parade as usually found in fashion Instagram account. Graphic design made as simple as possible with pastel hue. Others

characteristic is that Elmika Hijrah avoid using public figure or influencer in promoting the products or delivering brand messages because it not fit with their Hijrah values. Its consistency has run from the first time they uploaded content on Instagram.



Figure 2. Elmika Hijrah Instagram Account
Source: @elmikahijrah

Next phase of the strategic planning process is focusing on designing brand community engagement. In delivering Hijrah values, Elmika regularly held recitation event by inviting Ustadz. These event is held to keep maintaining relationship with customers and developing brand reputation. In building the budget, Elmika Hijrah set marketing communications budget from percentage of yearly sales target which is maximum five percent. Elmika Hijrah considering using minimum budget with high impact by utilizing social media to develop campaigns activities.

The third step in the campaign planning process is implementing and monitoring. In this stage, several key resources and tools for executing a campaign, for instance, content calendar is needed. In this phase, social campaigns activities include scheduling, posting, monitoring. Scheduling is a regular and periodic schedule of each content uploaded and displayed on Instagram (Kusuma, 2018). The aim of scheduling is to make followers keep updated with the latest information that brought by brand. The time for uploading content is in the morning and afternoon with the consideration of consumers free time to scroll feed on Instagram.

Upload content includes posting photos, videos, feature instastory, writing caption and give hashtag in each post. The photo and others content uploaded should get approval from the owner. Moreover, often the owner itself who write the caption. These procedures is done to keep maintaining the Hijrah values as brand value propositions carried by company. There several terms and conditions for uploading content on Instagram for particular, photos should be in high resolutions so that can give good impressions of the products and other things to be consider is copyright of the source if the photo is taken from internet. For each post on

Instagram, using relevant hashtag can create great visibility and help the company to reach target market. Hashtag not only connects the company with their followers but also followers with each other and it is great to use to promote an event so that can get more exposure. Elmika Hijrah use hashtag in their post, especially every product launch. Social media content is always arrange one month before product launch.

The next stage is monitoring, this activities is aim to check response such as how many likes and incoming comments. To prevent failure in posting the content, social media admin should do monitoring right after the company uploaded content. In addition, to covering pre-planned content, monitoring is a main role in helping brands engage with targeted market during campaign, identify opportunities and threat of potential crises (Kim, 2017). After monitoring content uploaded, next activity is responding audience responds to provide additional information if there are inquiries about product or content on Instagram. In this step, it is very important for company to give swift responses, especially if there is a complaint for customer to prevent reputation damage. To make distinguish from other brand, Elmika Hijrah has special designation for their customers that “tete” (designation for female in Sundanes) because Elmika Hijrah is growing and developing in Bandung. Moreover, it is necessary to consider language style so that can match with their target audience. Response should be informative, concise and clear. It should be represent of the brand value propositions. By responding responses make Instagram more interactive and as two-way model of communication which describe as a reciprocity. Through this model, it will be easier for company to build relationship with target audience.

The fourth and final stage is evaluation. In this step, the activity is to measure effectiveness of social media campaigns by dividing measurements into three sections which are preparation, implementation, and impact so that the accuracy of formative research conducted, the effectiveness of information distribution and the success rate of campaign objectives (Kim, 2017). Simple evaluation can be done by examine insight on Instagram in how many likes, comments and common analytics metrics such as reach, visits, content interactions. Evaluation of the content responses should be done daily so that the company is able to find out the feedback given by audience and can help them to offers an insightful information to help company to decide and develop strategies. Elmika Hijrah conduct daily evaluation on their Instagram account and found out that the most attractive post that accept more likes and comments is when they uploaded motivational and give away content.

4. CONCLUSION

Nowadays, Hijrah has become social trend that initiate by the youth movement especially public figure that persuasively promoting Hijrah values through their social media account. Their existence in the middle of Hijrah trend can persuade people to act like what they do, for particular, in their appearance (Addini, 2019). Regarding to the phenomenon of shifted meaning of Hijrah, Elmika Hijrah as one of the Syar’I Muslimah fashion brand attempts to brought Hijrah to its real meaning and put it as brand value propositions. In communicating their brand value propositions, Elmika Hijrah develop social media campaign activities. Instagram chosen as a medium to deliver the consistence message considering its features, user friendly and more interactive. Social media campaigns activities are through four stages of social media campaigns that are scheduling, posting, monitoring, responding and evaluating by using Instagram analytic to measure its effectiveness of each post. Instagram facilitate two-way communication through their interactive feature that is form in like, comment, save and share the post.

In order to gain more positive response, company should publish video or photo with interesting caption that still fit with the values they brought. Besides products, the

information contained in social media should be more update so the brand will stay relevance with its targeted market so that can be developing its relationship and maintaining its reputation. However, company should consider others social media application to be valuable asset to social media campaigns strategy.

5. LIMITATION AND STUDY FORWARD

This study analyzed how organization in particular Syar'I Muslimah Fashion company in campaigning Hijrah values by implementing cyber Public Relations activities. Using a case study approach, this study examined how Elmika Hijrah brings values of Hijrah in their brand campaign. However, study forward is needed to gain more knowledge in how the company especially fashion industry communicating their values. Extend research with different method in how company in the same field of industry are implementing strategy of cyber Public Relations and measure the effectiveness of the strategy.

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